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## **United Fresh Releases Spring Fresh Insights for Foodservice**

WASHINGTON, D.C. (May 8, 2019) – The Spring 2019 issue of United Fresh’s *Fresh Insights for Foodservice* is now available. This quarterly report highlights on-trend applications for fresh produce in restaurants, at retail, in meal kits and more.

The Spring 2019 issue addresses the versatility of two increasingly popular in-season produce items throughout foodservice; apricot and Swiss chard. Rich in beta carotene, apricots are successfully used in both sweet and savory applications, while Swiss chard, boasting a number of antioxidants and vitamins, can be swapped in seamlessly for spinach. The report also checks in on the growing popularity of handheld wraps. Popular anytime of day, wraps can be a vehicle for incorporating more vegetables into one’s diet, and also serve as an efficient carrier for flavor innovation and unique fillings, as consumers search for time-saving, on-the-go options.

“Spring is always a great time to enjoy fresh fruits and vegetables; whether folks are looking for healthier and lighter fare as we head toward summer, or are simply seeking new ideas and inspiration with their favorite produce,” said Andrew Marshall, Director of Foodservice & Foundation Partnerships, United Fresh Produce Association. “The spring publication highlights a variety of produce options and the creative ways chefs are including them on menus, whether that be front and center, or as a pop of smile-inducing flavor.”

The **On the Horizon** section takes a look ahead at fall menu trends, including how persimmon and eggplant are being utilized in foodservice today, as well as how pancakes are serving as a blank canvas for fresh fruit. This quarter’s **Chain Report** covers an array of commodities that were featured on menus at major chains in recent months, including arugula, strawberries, and asparagus.

Closing out the issue, the **View From Above** section explores on-trend personalized eating and features an interview with corporate chef Brandon Hudson of the Texas-based chain Jason’s Deli. Chef Hudson is the winner of the 2019 United Fresh Produce Excellence in Foodservice Awards in the Quick Service Restaurant Category, and will be honored at the United Fresh Convention & Expo, June 10-12 in Chicago.

**As an added value**, the United Fresh Retail-Foodservice Board and Datassential will host a webinar on May 17 to highlight statistics included in the Spring report, providing an opportunity for produce professionals with an interest in foodservice to ask questions and gain a broader understanding of what may be driving current trends. Registration for the webinar is available [here](#).

“This new webinar series provides a forum for members interested in foodservice to dive more deeply into each quarter’s trends, ask questions and provide their own perspectives on why certain produce items are gaining traction on menus and enjoying greater consumer interest,” said Sarah Grady, Manager of U.S. Strategic Supply Chain at McDonald’s Corporation and Vice Chair of the United Fresh Retail-Foodservice Board, who will moderate the webinar.

*Fresh Insights for Foodservice* is developed in partnership with Datassential, a leading market research firm.

United Fresh Members receive complimentary access to *Fresh Insights for Foodservice*. The report is \$50 to non-members. To download the report, visit the [www.unitedfresh.org](http://www.unitedfresh.org). For questions about the report, contact [Andrew Marshall](mailto:Andrew.Marshall@unitedfresh.org), United Fresh’s Director of Foodservice & Foundation Partnerships at 202-303-3407. For questions about the data or content in *Fresh Insights for Foodservice*, contact Mike Kostyo, Datassential, [mike.kostyo@datassential.com](mailto:mike.kostyo@datassential.com).

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#### **About United Fresh Produce Association**

Founded in 1904, the United Fresh Produce Association brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh-cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. And, through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption. For more information, visit [www.unitedfresh.org](http://www.unitedfresh.org).