United Fresh Releases Winter 2020 Fresh Insights for Foodservice

WASHINGTON, D.C. (February 24, 2020) – The Winter 2020 issue of United Fresh’s Fresh Insights for Foodservice is now available. Sponsored by Produce Alliance, this quarterly report highlights on-trend applications for fresh produce in restaurants, at retail, in meal kits and more.

The Winter 2020 issue provides insights into the latest In Season winter trends, spotlighting watermelon radishes, kiwifruit, and how burgers continue to evolve on restaurant menus, both with plant-based options and unique produce accompaniments. The On the Horizon section looks ahead to summer, showcasing the latest trends and data in hot peppers, finger limes, and ice cream.

“This edition of Fresh Insights for Foodservice highlights innovative ways that produce is being featured with two ever-popular foods, burgers and ice cream,” said Andrew Marshall, United Fresh’s Director of Foodservice & Foundation Partnerships. “As Winter’s gray skies and cold temperatures encapsulate most of the country, watermelon radishes and kiwifruit add a pop of color and tropical flare to entice and delight diners in a variety of foodservice concepts.”

Additional sections of Fresh Insights for Foodservice include, the Chain Report, which explores the latest produce introductions at national restaurant accounts, and the View From Above section that includes a focus on grab-and-go concepts that cater to consumers’ increasingly busy lifestyles. The issue is rounded out with the new Kids’ Table section which highlights creative applications for fresh produce on restaurant kids’ menus. This quarter’s report shines the light on apples, a perennial kids’ menu favorite and versatile fruit.

“Going forward, the ‘Kids’ Table’ section will be an opportunity to shine a light on how fresh produce is being presented to our youngest consumers,” said Sarah Grady, Manager, U.S. Strategic Supply Chain, McDonald’s Corporation and Co-Chair of the United Fresh Retail-Foodservice Board. “With families choosing to eat outside the home on a more consistent basis, we will be looking for opportunities to elevate, and interact with, foodservice operators that are making fresh choices more easily accessible to children and families.”

A webinar is scheduled for Thursday, February 27 at 2:00 pm EST/11:00 am PT, to provide the industry with an opportunity to engage in conversation about the report. The webinar is hosted by the United Fresh Retail-Foodservice Board and will feature a speaker from Datassential to highlight the notable statistics from the report, as well as provide 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 on the [United Fresh Website](http://www.unitedfresh.org).

*Fresh Insights for Foodservice* is available free of charge for United Fresh members ($50 for non-members) [here](http://www.unitedfresh.org). For questions about the report, contact Andrew Marshall, 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.

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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).