



NEWS RELEASE

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United Fresh Report Highlights Foodservice Menu Trends for Fresh Produce

WASHINGTON, D.C. (October 20, 2015) – The latest issue of United’s *Fresh Insights for Foodservice* report explores how innovative chefs and foodservice operations are adding fresh fruits and vegetables to create flavorful and vibrant menus. This issue reports on the growing popularity of kohlrabi, how figs are adding complexity to menu items and how the growth of seafood consumption translates to an increased presence of fresh produce on menus. These trends and more are part of the Fall 2015 edition of *Fresh Insights for Foodservice*, a quarterly report from United Fresh showcasing the latest innovations in fresh produce use in foodservice.

Fresh Insights looks at how produce plays a central role in the rising popularity and return of Food Halls in urban settings. The report also includes information on top chain menu trends, including peaches, watermelon and salads. Additionally, the report cites menu introductions at chains including Gordon Biersch Brewery, Cracker Barrel, Red Robin, Bakers Square, Le Pain Quotidien, Bonefish Grill, Granite City Food & Brewery and Maggiano’s.

“Consumers are focused on healthy options when dining outside the home and the Fall 2015 Issue delivers critical insight on increased fruit and vegetable offerings at various restaurant formats,” said Jeff Oberman, Vice President of Trade Relations, United Fresh and liaison to United’s Retail-Foodservice Board. “QSR, Midscale, Casual and Fine Dining formats are featured, in addition to geographic trend data of fresh produce success in these foodservice operations.”

The concept for the *Fresh Insights for Foodservice* report was initiated by United Fresh’s Retail-Foodservice Board as a resource for United Fresh members to gain a comprehensive look at how chefs and restaurants are incorporating fresh produce on their menus. The report is developed by Datassential, a leading market research firm dedicated to the food industry, using data from its extensive menu database, *MenuTrends*.

The publication is organized in four core sections, including *Fresh Flavors*, which shows in-depth profiles of trending produce items; *Menu Intelligence*, featuring up-to-date information on how produce is being used in different menu items; *Chain Report*, which focuses on produce’s

role in new menu items; and *View From Above*, offering a look into produce usage in a particular trend within the foodservice industry.

Fresh Insights for Foodservice is free to United Fresh members and \$50 to non-members. To order the report, visit [United's website](#). If you have questions, contact [Jeff Oberman](#) at 831-600-8922. For questions about the data or content in this report, contact Maeve Webster, Senior Director, Datassential at maeve@datassential.com.

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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.