

USHBC PATRON STUDY 2021

Demand for Blueberries at Foodservice

BLUEBERRY PERCEPTIONS



73% of patrons believe blueberries make a dish more appealing

64% believe blueberries make a dish taste better

74% of patrons say blueberries add a pop of color to dishes

64% agree blueberries brighten up the flavor of sauces and dressings

62% agree blueberries make menu items fresher

MENUING BLUEBERRIES

70%

INDICATE A WILLINGNESS TO PAY MORE FOR THE DISHES THAT INCLUDE BLUEBERRIES

82%

agree blueberries are an easy way to get vitamins and antioxidants

72%

say blueberries make a dish healthier

Patrons are willing to pay more to include blueberries in:

65%
Juices and Smoothies



53%
Side Salads



51%
Entrée Salads



72%
Breakfast Sweets



74%
Baked Goods



71% Fruit Desserts



BARRIERS TO MENUING

59% wish there were more exciting and adventurous applications for blueberries

56% wish blueberries were included more on lunch and dinner menus