**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
- **65%** are willing to pay more for dishes that include blueberries in:
  - Juices and Smoothies
  - Side Salads
  - Entrée Salads
  - Baked Goods
  - Breakfast Sweets
  - 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

For full study results and blueberry inspiration: blueberry.org/foodservice

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