

# 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