

Demand for Blueberries: CASUAL Restaurants

USHBC 2021 Patron Study

BLUEBERRY PERCEPTIONS

73% believe it is appealing when blueberries are added to a dish as an add on or ingredient

65% believe blueberries make a dish taste better

76% of patrons say blueberries add a pop of color to dishes

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

61% agree blueberries make menu items fresher

Casual restaurant patrons want to see blueberries in:

50% fruit desserts

48% pancakes and waffles

52% baked goods

54% yogurt and parfaits

42% juices and smoothies

MENUING BLUEBERRIES

86% INDICATE A WILLINGNESS TO PAY MORE FOR A DISH WITH BLUEBERRIES

86% agree blueberries are an easy way to get vitamins and antioxidants

77% of casual dining patrons believe blueberries are very healthy

72% agree blueberries in baked goods or pastries make them seem healthier

68% say blueberries make a dish healthier

Patrons are willing to pay more to include blueberries in:

59% Juices and Smoothies

54% Side Salads

50% Entrée Salads

69% Breakfast Sweets

72% Baked Goods

73% Fruit Desserts



BARRIERS TO MENUING

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

57% wish blueberries were included more on lunch and dinner menus