### Blueberry Perceptions

- 70% of fast food/fast casual (the highest across all sectors) patrons say blueberries make a dish more appealing
- 64% believe blueberries make a dish taste better

### Menuing Blueberries

- 86% indicate a willingness to pay more for a dish with blueberries
- 83% of restaurant patrons believe blueberries are very healthy
- 83% agree blueberries are an easy to get vitamins and antioxidants
- 74% say blueberries make a dish healthier
- 70% agree blueberries in baked goods or pastries make them seem healthier

### Patrons are willing to pay more to include blueberries in:

- **66%** Juices and Smoothies
- **51%** Side Salads
- **49%** Entrée Salads
- **70%** Breakfast Sweets
- **75%** Baked Goods
- **70%** Fruit Desserts

### Barriers to Menuing

- 62% wish there were more exciting and adventurous applications for blueberries
- 57% wish blueberries were included more on lunch and dinner menus

For full study results and blueberry inspiration: [blueberry.org/foodservice](http://blueberry.org/foodservice)

The study was conducted using an online panel of 1004 foodservice patrons who visit a restaurant at least once every 6 months.

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