

Demand for Blueberries: FAST FOOD/FAST CASUAL Restaurants

USHBC 2021 Patron Study

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

76% say blueberries add a pop of color to dishes

63% agree blueberries brighten up the flavor of sauces and dressings

63% agree blueberries make menu items fresher

Fast food/Fast casual restaurant patrons want to see blueberries included in:

54% fruit desserts

53% pancakes and waffles

52% baked goods

53% yogurt and parfaits

50% juices and smoothies

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