Demand for Blueberries: POLISHED CASUAL/FINE DINING Restaurants
USHBC 2021 Patron Study

BLUEBERRY PERCEPTIONS

77% of patrons believe blueberries make a dish more appealing

- 70% say blueberries add a pop of color to dishes
- 65% agree blueberries brighten up the flavor of sauces and dressings
- 63% believe blueberries make a dish taste better
- 61% agree blueberries make menu items fresher

Polished casual/fine dining patrons want to see blueberries included:
- 47% baked goods
- 46% pancakes and waffles
- 45% fruit desserts
- 50% yogurt and parfaits
- 40% juices and smoothies

Polished casual/fine dining patrons are more likely to express willingness to pay more for blueberries.

MENUING BLUEBERRIES

86% indicate a willingness to pay more for a dish with blueberries

- 78% of polished casual/fine dining patrons believe blueberries are very healthy
- 80% agree blueberries are an easy way to get vitamins and antioxidants
- 72% agree blueberries in baked goods or pastries make them seem healthier
- 72% say blueberries make a dish healthier

Patrons are willing to pay more to include blueberries in:

- Juices and Smoothies 69%
- Side Salads 55%
- Entrée Salads 54%
- Baked Goods 74%
- Breakfast Sweets 75%
- Fruit Desserts 71%

BARRIERS TO MENUING

- 55% wish there were more exciting and adventurous applications for blueberries
- 54% wish blueberries were included more on lunch and dinner menus

For full study results and blueberry inspiration: 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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