

2020 FOODSERVICE POTATO MENU TRENDS

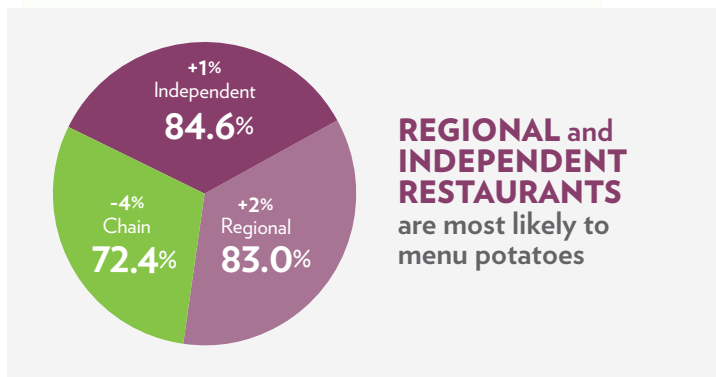
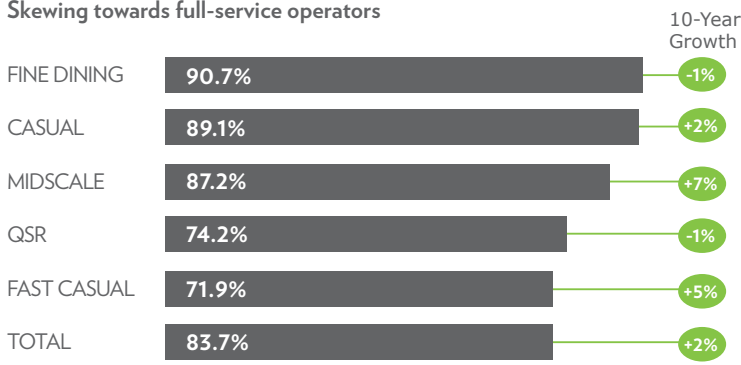
Datassential Annual Menu Trends 2020



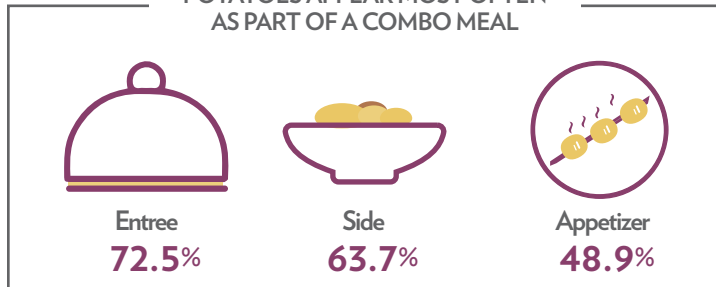
POTATOES ON THE MENU

POTATO PENETRATION IS STEADY

Skewing towards full-service operators

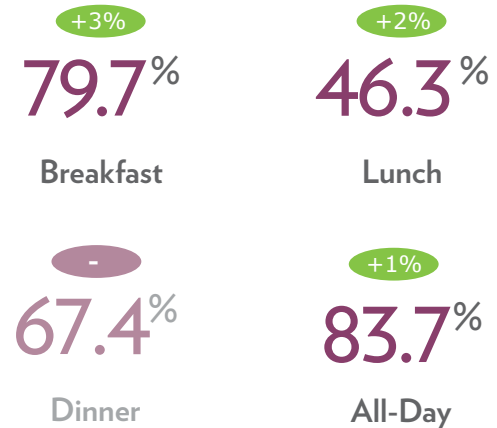


POTATOES APPEAR MOST OFTEN AS PART OF A COMBO MEAL



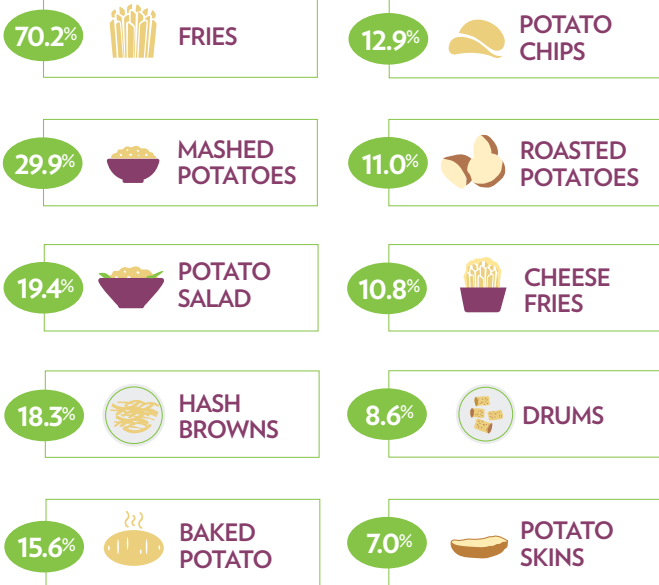
POTATOES SHOW GROWTH ACROSS BREAKFAST AND LUNCH

Penetration by segment and 4-year growth



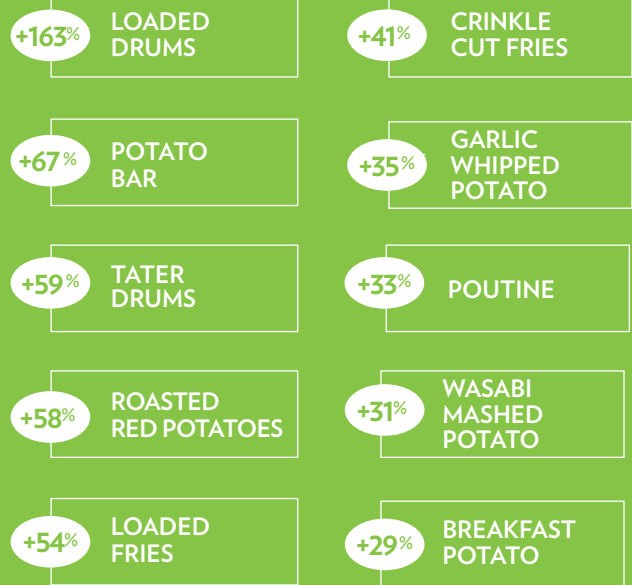
TOP POTATO DISHES

Percentages indicate menu penetration



TRENDING DISHES

Percentages indicate 4-year growth



POTATOES ARE USED ACROSS A VARIETY OF CUISINES

MOST LIKELY TO SERVE POTATOES

Non-ethnic cuisines:

Steakhouses, Burgers, BBQ

Global cuisines where potatoes are a staple:
African, Indian, Central/South American

LEAST PENETRATION AND AREAS OF OPPORTUNITY

Asian Food:

Thai, Korean, Chinese, Japanese

Pizza

Coffee and Bakery

Dessert and Snack

TRENDING FRY TERMS & INGREDIENTS ON MENUS

Vegan	+307%	Cheddar Cheese Sauce	+65%
Pulled Pork	+163%	Guacamole	+63%
Bean	+128%	Skin On	+63%
Garlic Aioli	+83%	Steak	+61%
Chicken	+82%	Carne Asada	+59%
Sriracha	+80%	Queso	+54%
Vegetarian	+70%		

Percentages indicate fry items that contain these terms. Ranked by 4-year growth



FRY TRENDS

Seasoned fries like garlic, pizza, and Cajun are among the top offerings

Indulgent, globally-inspired toppings like truffle and aioli have grown double-digits in the past 4 years



NON-FRY TRENDS

Tangy, salty, and herby flavors are among the growing non-fry dishes

A.M. potatoes like hash browns, home fries, and breakfast potatoes are the among the most menued