

2021 FOODSERVICE POTATO MENU TRENDS

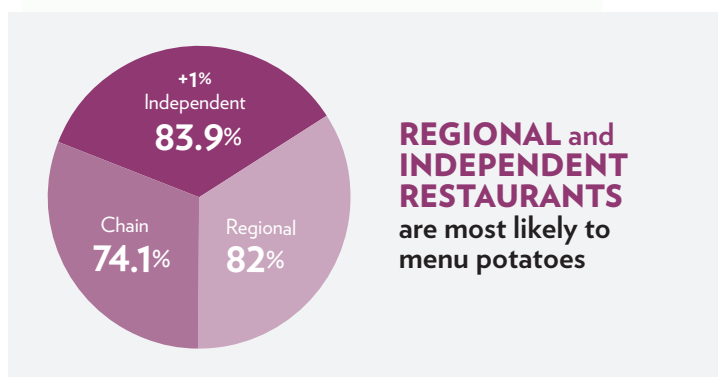
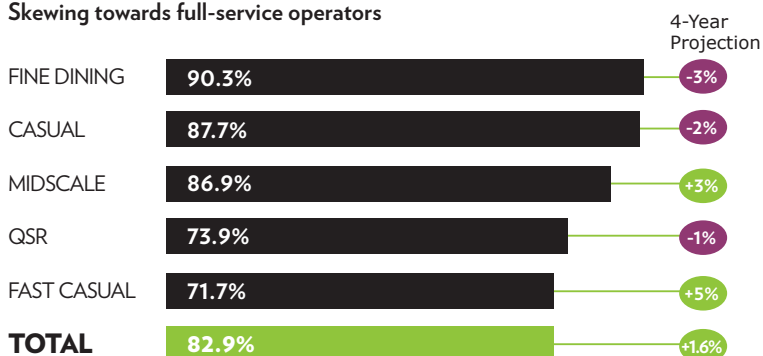
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POTATOES ON THE MENU

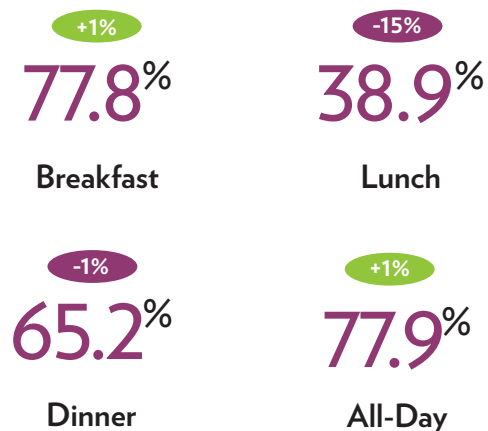
POTATO PENETRATION

Skewing towards full-service operators



PENETRATION BY DAY PART

Penetration by segment and 4-year growth



TOP POTATO DISHES

Percentages indicate menu penetration

71.0%



FRIES

11.8%



POTATO CHIPS

27.9%



MASHED POTATOES

10.7%



CHEESE FRIES

17.7%



POTATO SALAD

9.7%



ROASTED POTATOES

16.3%



HASH BROWNS

8.9%



TATER DRUMS

13.8%



BAKED POTATO

6.1%



POTATO SKINS

TRENDING DISHES

Percentages indicate 4-year growth

+8.9%

TATER DRUMS

+2.1%

SMASHED POTATO

+4.3%

BREAKFAST POTATO

+1.7%

POUTINE

+3.0%

CURLY FRIES

+1.5%

LOADED TOTS

+2.9%

WAFFLE FRIES

+1.4%

CAJUN FRIES

+2.3%

LOADED FRIES

+1.2%

POTATO BAR

POTATOES ARE USED ACROSS A VARIETY OF CUISINES

PENETRATION BY CUISINE TYPE

African	100%
Steakhouse	100%
Burger	99.5%
BBQ	99.4%
Indian	97.9%
Other European	97.7%
Central/S. America	97.2%
Southern	96.5%
Seafood	96.2%
American	95.9%

LOWEST POTATO PENETRATION

Italian	86.7%
Thai	84.6%
Mexican	83.2%
Pizza	71.4%
Korean	68.0%
Other Asian	59.5%
Coffee & Bakery	50.8%
Chinese	48.2%
Japanese	40.2%

TRENDING FRY TERMS & INGREDIENTS ON MENUS

Vegan	+156%	Cheddar Cheese Sauce	+61%
Vegetarian	+149%	Shredded Cheddar	+61%
Chicken	+109%	Cilantro	+59%
Truffle Oil	+105%	Guacamole	+58%
Queso	+79%	Pico de Gallo	+57%
Garlic Aioli	+79%	Scallion	+46%

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



TOP FRY VARIETIES

Loaded Fries	+66%
Cajun Fries	+20%
Waffle Fries	+17%
Curly Fries	+14%
Fries	+3%
Chili Cheese Fries	+1%

Ranked based on growth over the past 4 years



TRENDING NON-FRY POTATO DISHES

Loaded Tots	+191%
Tater Drums	+44%
Potato Bar	+33%
Smashed Potato Chili	+11%
Cheese Fries	
Breakfast Potato	+10%
Potato Roll	+7%

Ranked based on growth over the past 4 years