

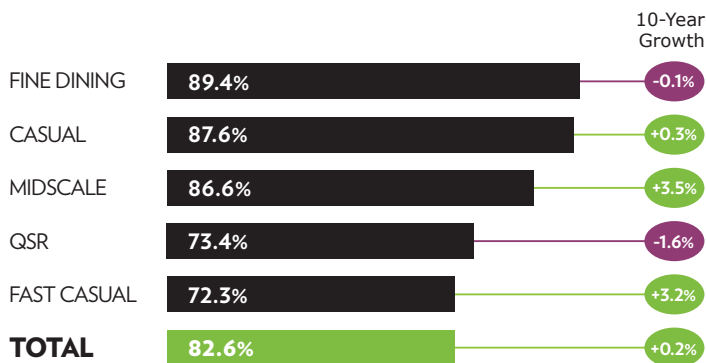
# 2022 FOODSERVICE POTATO MENU TRENDS

Datassential 2022



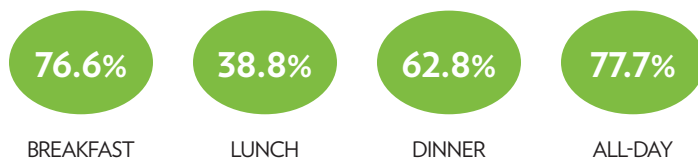
## A MENU STAPLE

It'll come as no surprise to operators & growers, but potatoes are one of the most consistently menued items in America—appearing up on nearly 83% of all US restaurant menus. While menu inclusion has remained relatively consistent across segments, it has increased by more than 3% in both midscale and fast casual over the past ten years. The chart below shows potato menu penetration by operator segment.



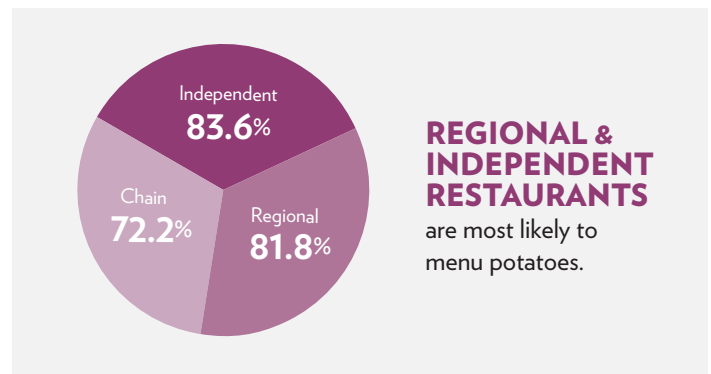
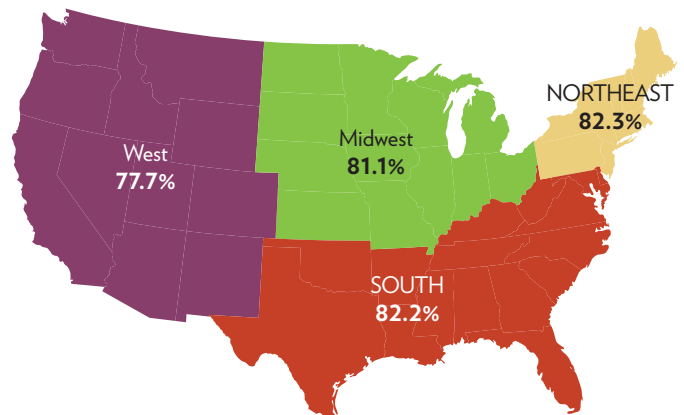
## POPULAR FROM A.M. TO P.M.

Potatoes tend to skew higher on breakfast and everyday menus, while their inclusion on lunch menus has dwindled. That's not exclusive to potatoes, though—almost all vegetables have shown a decline on menus throughout the US. Below are the potato menu inclusion percentages by daypart.



## ORDERED COAST TO COAST

While potatoes are found in restaurants across the country, the Northeast and South tend to menu more potatoes, with the Midwest and West trailing closely behind. The map below shows the percentage of operators that menu potatoes by region.



**REGIONAL & INDEPENDENT RESTAURANTS** are most likely to menu potatoes.



# POTATO DISHES



## TOP DISHES

by penetration

- Fries **(72%)**
- Mashed **(27.7%)**
- Potato Salad **(17%)**
- Hash Brown **(16.1%)**
- Baked Potato **(13.3%)**

## TRENDING DISHES

by growth

- Kimchi Fries **(+176%)**
- Breakfast Bowl **(+161%)**
- Loaded Tots **(+132%)**
- Buffalo Chicken Fries **(+114%)**
- Hash Brown Casserole **(+72%)**

## TOP FRY TOPPINGS

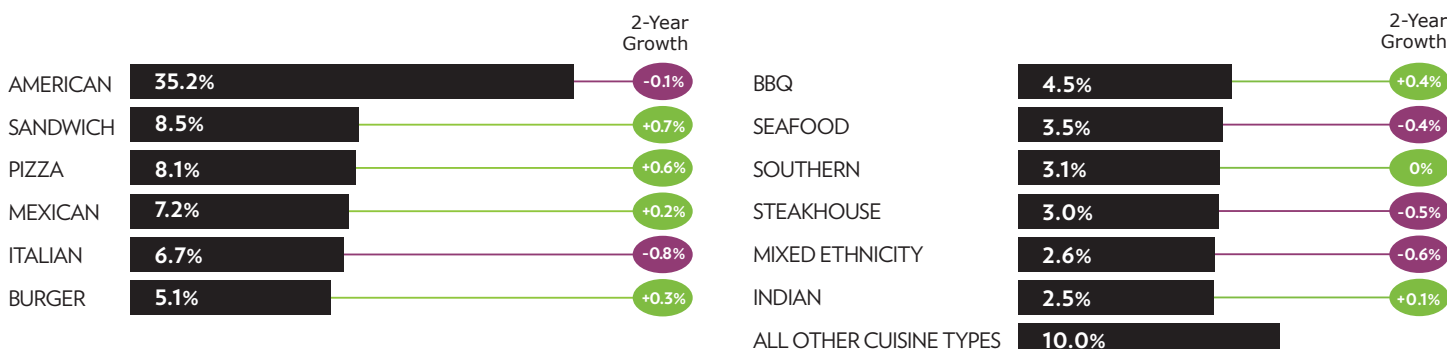
by penetration

- Cheese **(30.1%)**
- Bacon **(13.9%)**
- Cheddar **(11.4%)**
- Chili **(9.4%)**
- Parmesan **(8.4%)**

## GROWING IN POPULARITY

Incidence by cuisine type

You can find potatoes in all types of dishes, from souffles to skillets. Over the last 2 years, though, their usage has increased in popular menu items like sandwiches (9% growth) and pizza (8% growth).



## KEY TAKEAWAYS

While menu and dish trends change year to year, the popularity of potatoes remains steadfast. From coast to coast, you can find potatoes on more than 80% of menus, regardless of restaurant type. Loaded fries have seen explosive growth, particularly versions that showcase ingredients and flavors from different cuisines. And while potato use as fries and sides is still king, this is shifting: the plant-based movement has catapulted potatoes into the center of the plate as the main component of dishes like sandwiches, pizzas, tacos, and more.