

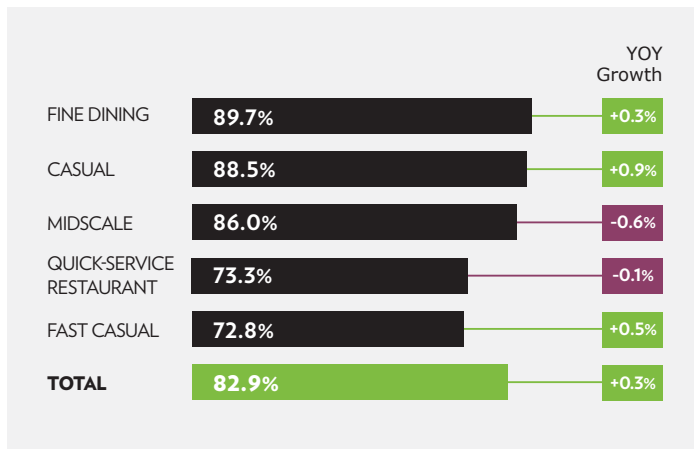
2023 POTATO MENU TRENDS AT FOODSERVICE

Datassential



A TOP MENU PERFORMER

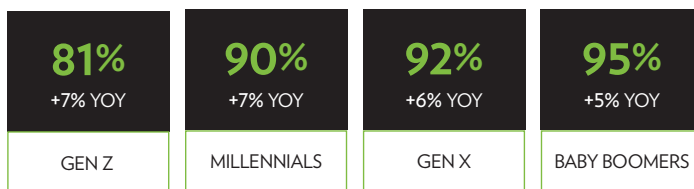
Year after year, potatoes are one of the most consistently menued items in America—and 2023 is no exception, with potatoes appearing on nearly 83% of all U.S. restaurant menus. Menu inclusion continues to increase in fine dining, casual, and fast casual. The chart below shows potato menu penetration by operator segment.



BELOVED ACROSS GENERATIONS

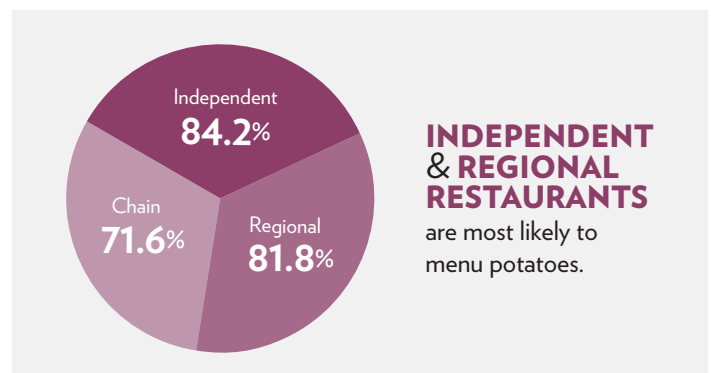
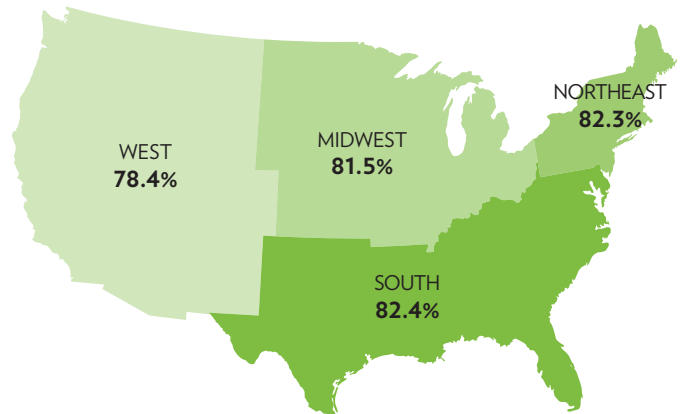
Potatoes are America's favorite vegetable¹, plain and simple. But, over the last year, the younger generations have become increasingly infatuated—the love Gen Zers and Millennials have for potatoes has grown by 7% each!

Affinity by demographics; % who "like" or "love" potatoes.



ORDERED NATIONWIDE

From coast to coast, you can find potatoes on menus, regardless of restaurant type. And while the South and Northeast tend to menu more potato dishes, the Midwest and West are gaining fast. The charts below show the percentage of operators that menu potatoes by region and by restaurant type.



¹ <https://bestlifeonline.com/news-most-popular-food/>
² Restaurant Business, Consumer Trends, Dec. 12, 2023

POTATO DISH TRENDS



TOP POTATO DISHES

By penetration

- Fries **(72.2%)**
- Mashed **(28%)**
- Potato Salad **(16.4%)**
- Hash Brown **(15.6%)**
- Baked Potato **(12.9%)**



TRENDING DISHES

By 4-year growth

- Loaded Tots **(+71%)**
- Breakfast Bowl **(+68%)**
- Loaded Fries **(+61%)**
- Breakfast Burrito **(+33%)**
- Cajun Fries **(+26%)**



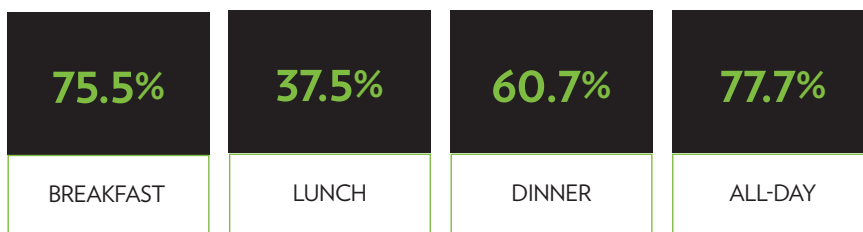
TRENDING FLAVORS

By 4-year growth

- Nashville Hot **(233%)**
- Truffle Aioli **(56%)**
- Chipotle Aioli **(52%)**
- Special Sauce **(34%)**
- Garlic Parmesan **(24%)**

NOW OPEN FOR LUNCH

It's no surprise that potatoes tend to skew higher on breakfast and all-day menus. This creates an exciting opportunity for operators specializing in lunch and dinner to start menuing potatoes in more novel ways—especially considering that potatoes are the #1 side dish and #1 takeout dish in America!² Below are the potato menu inclusion percentages by daypart.



KEY TAKEAWAYS

The foodservice industry continues to grow and evolve, yet patrons' love of potatoes remains the same. Potatoes in the AM are as popular as ever, which presents an exciting opportunity for operators specializing in the brunch, lunch, and dinner dayparts. Loaded tots, fries, and bowls are all on the rise, especially versions that add a little Nashville heat or the richness of an aioli. And while potatoes hold a special place in the hearts (and stomachs) of every age group, they've been hot with the youth. Gen Z in particular is craving loaded fries with flavorful and creamy sauces like Garlic Parmesan, Spicy Ranch, Nacho Cheese, and more.

METHODOLOGY

MenuTrends by Datassential is the foodservice industry's most accurate system for tracking trends at commercial and non-commercial restaurants. The primary U.S. Chains & Independents database is comprised of 4,800 restaurants which are balanced to the U.S. restaurant landscape. Data is reported using two key metrics, penetration and incidence, across millions of menu items to identify patterns and forecast future trends.