

2025 FOODSERVICE PATRON STUDY



BACKGROUND

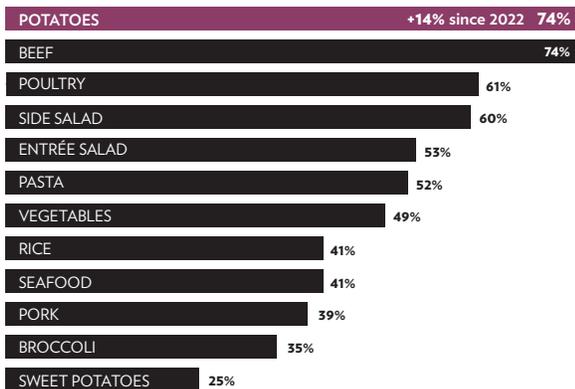
Potatoes remain America's Favorite Vegetable—both in restaurants and at home. For restaurants looking to stand out, understanding patrons' preferences is key to building a strong menu and brand. A nationwide study of over 1,500 patrons provides insights into popular potato dishes, what patrons are willing to pay, and how preferences vary by restaurant type. Key findings are outlined below.



TOP 4 TAKEAWAYS

1 POTATOES ARE THE #1 FOOD EXPECTED ON MENUS

In 2024, potatoes matched beef as the top food expected on menus across all restaurant types, reinforcing their role as a versatile staple.



2 PATRONS WILL PAY MORE FOR DISHES WITH POTATOES

Patrons aren't just craving potatoes—nearly half would pay \$3–\$8 more for dishes featuring them. This creates opportunities for operators to elevate menus, boost value perception, and drive profitability.

3 FRIES ARE A FAVORITE, BUT FORMAT VARIETY MATTERS

While 91% choose fries when available, mashed potatoes and hash browns are both popular choices. This means having a variety of potato formats on the menu is key to customer satisfaction.

4 PATRONS ORDER POTATOES FOR MANY REASONS

Patrons pick potatoes for a variety of reasons, with “taste,” “satisfaction,” and “value” being among the top. This makes quality execution essential for operators looking to not just meet expectations but exceed them.

To gain more valuable patron insights, contact us for the full study at foodservice@PotatoesUSA.com