



**TREND**  
FEAST™

FEED YOUR BUSINESS



# Fall & Winter

**RoastWorks® Pizza, Four Kinds** featuring RoastWorks® Flame-Roasted Corn & Jalapeño Blend, RoastWorks® Flame-Roasted Fuji Apples, RoastWorks® Flame-Roasted Herb and Garlic Russet Potatoes and RoastWorks® Flame-Roasted Sweet Potatoes

2023/24 Trends | **Simplot**








# Hello.

After a long, hot summer, your customers are ready for cooler weather and comforting dishes. In this edition of Trend Feast, you'll find four of the most interesting trends for this fall and winter, plus product recommendations that save labor and boost consistency. Enjoy!

 **Sushi Fries** featuring Harvest Fresh™ Avocados Individually Wrapped Avocado Halves, Fresh and Conquest® Clear Coated Straight Cut Fries

TRENDS

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# Nostalgic

## DESSERTS







**80+**% of consumers across all generations are interested in nostalgic desserts<sup>1</sup>



**43%** of operators who serve dessert serve nostalgic desserts<sup>1</sup>



Another **32%** of operators are interested in adding them<sup>1</sup>

Cookie Dough



S'mores



POPULAR  
**NOSTALGIC**  
FLAVORS<sup>1</sup>



Banana Pudding



Cheesecake



Sticky Rice

TRENDING INGREDIENTS<sup>1</sup>

- 1** Raspberry
- 2** Almonds
- 3** Mango
- 4** Strawberry
- 5** Graham cracker
- 6** Whipped cream
- 7** Blueberry
- 8** Vanilla ice cream



*Great food and great memories go hand in hand. So it's no surprise that nostalgic desserts are considered a 'mega trend' today. Everyone has a special dessert they harken back to, and chefs would be wise to play on those sweet memories."*

— CHEF ZELLER

**MICHAEL ZELLER**

Corporate Executive Chef,  
Simplot—Western Zone

.....  
Former restaurant owner, Corporate Executive Chef at Johnsonville® Sausage, Sales at Kraft Foodservice

1. Datassential: ReportPro, MenuTrends, and Consumer Preferences, 2023







1

**Raspberry Rice  
Krispies Treats**  
Simple Goodness™  
Fruit Raspberry  
Crumbles



2

**Waffle & Fruit Filled  
Baked Alaska**  
featuring Simple  
Goodness™ Fruit  
Blueberries, Mango  
Cubes and Raspberry  
Crumbles





3

**Fruitfetti Cake**  
featuring Simple  
Goodness™ Fruit  
Blueberries, Mango  
Cubes and  
Raspberry Crumbles



4

**Raspberry, Mango &  
Blueberry Cannoli**  
featuring Simple  
Goodness™ Fruit  
Blueberries, Mango  
Cubes and  
Raspberry Crumbles





INTERNATIONAL

# Veggie Small Plates



*It's now common to see the sides that were growing as pairings for entrées become the next darlings of the veggie app world. Think cauliflower, Brussels sprouts, and now, broccoli rabe. It's an easy way to showcase plant-forward and seasonal dishes with global flare.*

— CHEF ZELLER

## TOP VEGGIES AS APPETIZERS

- 1 Elote corn
- 2 Broccoli
- 3 English peas
- 4 Fried Brussels sprouts

## TRENDING VEGGIE APP INGREDIENTS<sup>1</sup>

Baby potatoes

Pickled red onion

Pickled jalapeño

Hearts of palm

Cauliflower

Microgreens

Bean sprouts

Various peppers

## POPULAR ACCOMPANIMENTS<sup>1</sup>



Salsa is loved by more than **75%** of consumers



**61%** of those who've tried green curry like it



Avocado salsa has grown **3%** in the past year on menus

1

1. Datassential: ReportPro, MenuTrends, and Consumer Preferences, 2023







RECIPES

- 1. **Middle Eastern Corn Salad** featuring RoastWorks® RTE Flame-Roasted Simply Sweet® Cut Corn
- 2. **Italian Cauliflower Rice Risotto** featuring Simple Goodness™ Premium Vegetables Riced Cauliflower
- 3. **Korean Spiced Roasted Sweet Potatoes** featuring RoastWorks® Roasted Sweet Potatoes
- 4. **Japanese Tempura Vegetables** featuring Simple Goodness™ Premium Vegetables Parisian Carrots, Simple Goodness™ Classic Vegetables Broccoli Florets and Simple Goodness™ Classic Vegetables Cauliflower Florets





# PIZZA ELEVATED



*Increasingly, pizza lovers crave something more than your every-day delivery pie offers. There are lots of ways to up your game, from veggie-forward pizza and flatbreads to more creative mash-ups and international flavors. Don't wait!"*  
— CHEF ZELLER

 **HOT TOPPINGS**<sup>1</sup>  
Healthy **superfoods** like avocado, kale, and arugula are among the fastest-growing ingredients.


Yogurt is up **15%** over the past year on pizza menus.


**"Indian"** is up 39% on pizza menus over the past year.

Infused olive oil is liked by **two-thirds** of those who've tried it on pizza.

Sweet potatoes are up **12%** on pizza menus over the last year.

**3 PIZZA MEGA TRENDS**<sup>1</sup>

**1**  **Mash-Ups:** Think of things like cheeseburger pizza and global fusion pizzas.

**2**  **Flatbreads:** A third of operators offer them today, and another third are planning to.

**3**  **Plant-forward pizzas:** New veggie toppings are gaining momentum.

 **POPULAR PIES**<sup>1</sup>  
Half of consumers have tried Mexican pizza. Of those, **77%** like it.

**2/3** of consumers have an affinity for flatbread pizza.

Cauliflower (mainly as a crust) is up **533%** over the last four years.

**Splitsville:** **40%** of consumers see pizza as a meal that doesn't necessarily need to be healthy, while another **40%** express interest specifically in better-for-you pizzas.<sup>1</sup>



1

1. Datassential: ReportPro, MenuTrends, and Consumer Preferences, 2023





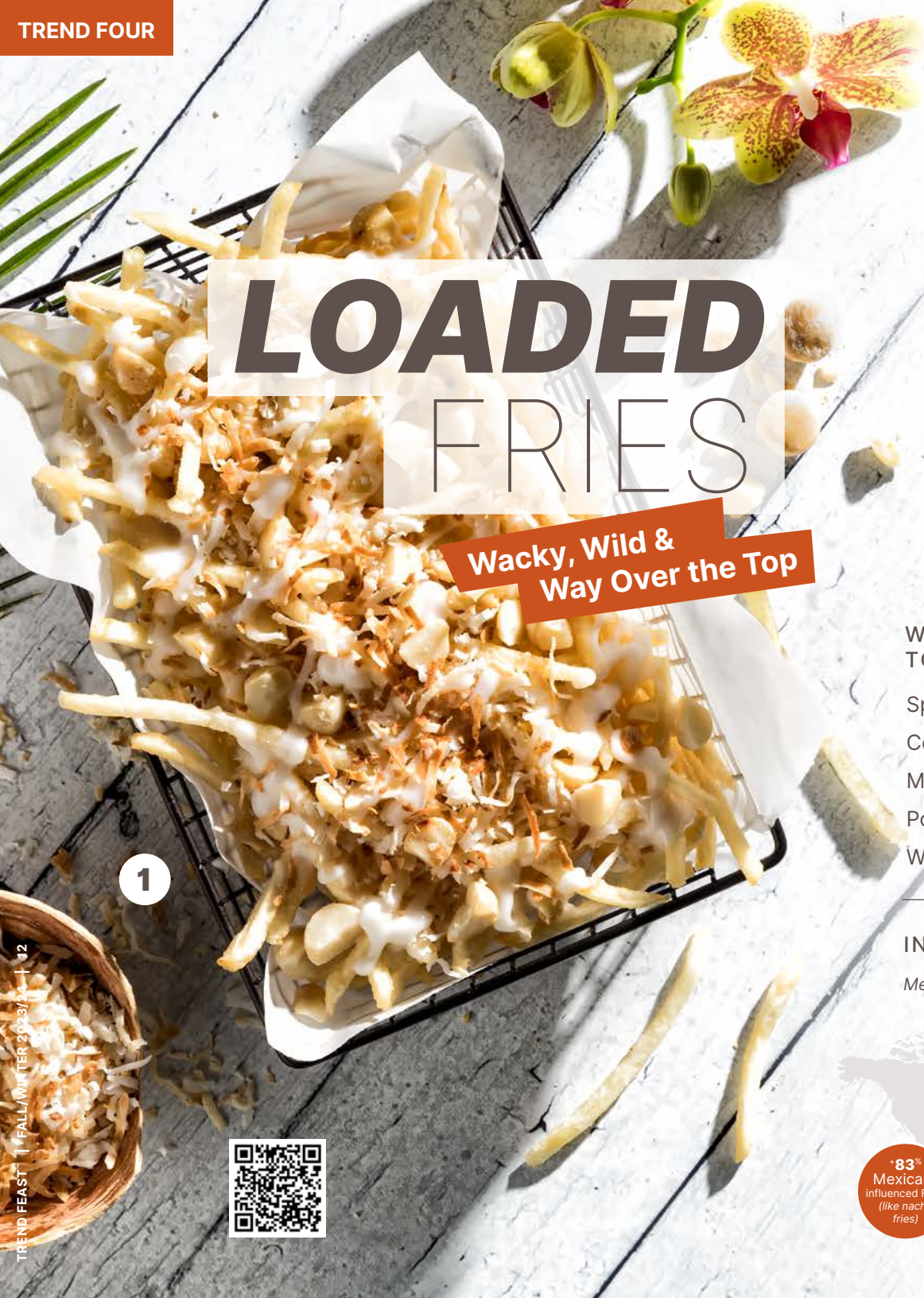


RECIPES

- 1. **Chicken Souvlaki Pizza** featuring Simple Goodness™ Classic Vegetables Smooth Sliced Zucchini and Conquest® Clear Coated Julienne Cut Fries
- 2. **Butter Curry Pizza** featuring RoastWorks® Flame-Roasted Corn & Jalapeño Blend, Simple Goodness™ Premium Vegetables Riced Cauliflower and RoastWorks® Roasted Root Vegetable Blend
- 3. **Al Pastor Pizza** featuring RoastWorks® RTE Flame-Roasted Peppers & Onions Blend
- 4. **Sweet Cherry and Peach Fruit Pizza** featuring Simple Goodness™ Fruit Sliced Peaches, Simple Goodness™ Fruit Dark Sweet Pitted Cherries and Simple Goodness™ Fruit Raspberry Crumbles
- 5. **RoastWorks® Pizza, Four Kinds** (cover) featuring RoastWorks® Flame-Roasted Corn & Jalapeño Blend, RoastWorks® Flame-Roasted Fuji Apples, RoastWorks® Roasted Herb and Garlic Russet Potatoes and RoastWorks® Roasted Sweet Potatoes







# LOADED FRIES

Wacky, Wild & Way Over the Top

1



With menu prices rising, restaurants have to work even harder to tempt people to eat out. That means menuing some one-of-a-kind items that create truly unforgettable dining experiences. Loaded fries are a great vehicle for this.”

— CHEF ZELLER

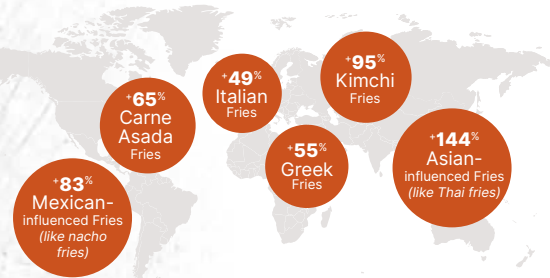
## WACKY TOPPINGS TO WATCH<sup>1</sup>

- Sprinkles
- Cotton Candy
- Maple Syrup
- Powdered sugar
- Wasabi aioli



## INTERNATIONAL INTRIGUE<sup>1</sup>

Menu Growth Over the Last Four Years



## LOADED FRIES BY THE NUMBERS<sup>1</sup>

¾ of consumers have tried them and ⅔ like them

Loaded fries have grown **59%** on menus over the last four years

They're expected to grow another **29%** by 2027

Yet loaded fries only appear on **2%** of side/fry menus

## TOP TOPPINGS<sup>1</sup>

- Beer cheese
- Pickled onion
- Brisket
- Grilled chicken
- Crema
- Chorizo
- Pepper Jack
- Red onion
- Avocado
- Hot sauce
- Pesto
- Truffle oil

## UP-AND-COMING TOPPINGS<sup>1</sup>

Menu Growth Over the Last Four Years

- Pickled vegetables +95%
- Pizza sauce +63%
- Spicy mayo +41%
- Nacho cheese sauce +39%
- Philly toppings +38%







2

RECIPES

- 1. **Maui Fries** featuring Conquest® Delivery+® Clear Coated Straight Cut Fries
- 2. **Ramen Fries** featuring Conquest® Delivery+® Clear Coated Shoestring Cut Fries
- 3. **Sushi Fries** featuring Harvest Fresh™ Avocados Individually Wrapped Avocado Halves, Fresh and Conquest® Clear Coated Straight Cut Fries
- 4. **Mediterranean Fries** featuring Conquest® Delivery+® Clear Coated Tin Roof Fries and Simple Goodness™ Classic Vegetables Diced Red Peppers



3



4





# Products Featured

## IN THIS GUIDE

### TREND ONE

## Nostalgic Desserts

- Raspberry Rice Krispies Treats
- Fruitfetti Cake
- Waffle & Fruit Filled Baked Alaska
- Raspberry, Mango & Blueberry Cannoli

### TREND TWO

## International Veggie Small Plates

- Middle Eastern Corn Salad
- Italian Cauliflower Rice Risotto
- Korean Spiced Roasted Sweet Potatoes
- Japanese Tempura Vegetables

### TREND THREE

## Pizza Elevated

- Chicken Souvlaki Pizza
- Butter Curry Pizza
- Al Pastor Pizza
- Sweet Cherry and Peach Fruit Pizza
- RoastWorks® Pizza, Four Ways

### TREND FOUR

## Loaded Fries

### Wacky, Wild & Way Over the Top

- Maui Fries
- Ramen Fries
- Sushi Fries
- Mediterranean Fries

To request **FREE** samples of these products, please contact your Simplot sales representative or call (800) 572-7783.



• Simple Goodness™ Fruit Mango Cubes  
SKU: 10071179035084



• Simple Goodness™ Premium Vegetables Riced Cauliflower  
SKU: 10071179050865



• Simple Goodness™ Fruit Raspberries, IQF Crumbles  
SKU: 10071179053217



• RoastWorks® Roasted Sweet Potatoes  
SKU: 10071179027058



• Simple Goodness™ Fruit Blueberries  
SKU: 10071179199007



• Simple Goodness™ Premium Vegetables Parisian Carrots  
SKU: 10071179737339



• RoastWorks® RTE Flame-Roasted Simply Sweet® Cut Corn  
SKU: 10071179048237



• Simple Goodness™ Classic Vegetables Broccoli Florets, IQF  
SKU: 10071179824664





● Simple Goodness™  
Classic Vegetables  
Cauliflower, IQF  
SKU: 10071179185017



● Conquest® Clear Coated  
Julienne Cut Fries  
SKU: 10071179027621



● Simple Goodness™ Fruit  
Peaches, IQF Sliced  
SKU: 10071179179139



● Harvest Fresh™ Avocados  
Individually Wrapped  
Avocado Halves, Fresh  
SKU: 10071179041979



● RoastWorks®  
Roasted Herb and  
Garlic Russet Potatoes  
SKU: 10071179977773



● RoastWorks®  
Flame-Roasted Corn &  
Jalapeño Blend  
SKU: 10071179034841



● Simple Goodness™ Fruit  
Dark Sweet Pitted  
Cherries  
SKU: 10071179026662



● Conquest® Delivery+®  
Clear Coated Straight Cut Fries  
SKU: 10071179043386



● Simple Goodness™  
Classic Vegetables  
Smooth Sliced Zucchini  
SKU: 10071179190233



● RoastWorks®  
Roasted Root Vegetable  
Blend  
SKU: 10071179029298



● Conquest® Clear Coated  
Straight Cut Fries  
SKU: 10071179030133



● Conquest® Delivery+®  
Clear Coated Tin Roof Fries  
SKU: 10071179048374



● RoastWorks®  
RTE Flame-Roasted  
Peppers & Onions Blend  
SKU: 10071179677796



● RoastWorks®  
RTE Flame-Roasted  
Fuji Apples  
SKU: 10071179777799



● Simple Goodness™  
Classic Vegetables  
Diced Red Peppers  
SKU: 10071179165019



● Conquest® Delivery+® Clear Coated  
Shoestring Cut Fries  
SKU: 10071179043416





# How to Use AI to Write Your Social Media Posts

## How to use AI technology to write Instagram captions

In order to create successful prompts for Instagram captions, you must clearly understand the brand, its target audience, and the desired engagement. Here are the elements to consider:



**Content context:**  
Describe the type of image or content the caption is intended for.



**Key messages:**  
These could be menu features, brand values, promotional details, or special events.



**Brand tone and voice:**  
Define the tone of voice the brand uses.



**Length:**  
Specify the preferred length of the captions.



**Call to action:**  
This could be to visit your location(s), book a reservation, leave a comment, or share the post.



**Hashtags and mentions:**  
If you want to include hashtags, mentions, or emojis, indicate this in the prompt.

### Example prompt for Instagram captions:



Generate fun and engaging Instagram captions for a casual dining restaurant promoting its new summer menu. The captions should emphasize the ingredients' quality, the appetizer menu and drink menu creativity, and the restaurant's inviting atmosphere. Encourage followers to come and try the new menu. Each caption should be about 15 words long and include popular and relevant hashtags and emoji.



**W**riting social media posts can become a real burden in the restaurant business. For many, the task of generating engaging online content just adds another thing to an already-packed to-do list. But now, thanks to artificial intelligence (AI) tools like ChatGPT, Writesonic, and JasperAI, you can make quick work of them.

### New to AI technology?

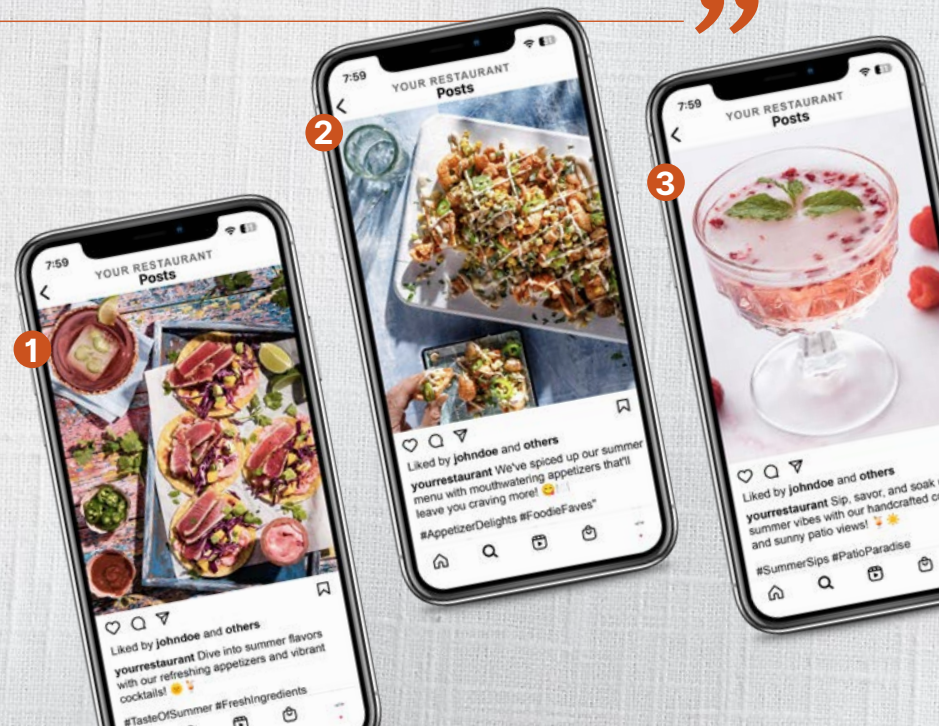
The term AI refers to the simulation of human intelligence by machines. Think of it like an extremely advanced predictive text on your phone. It's been trained on a massive amount of text from the internet, learning patterns and connections between words.

When you input text (called a "prompt" in the AI world), it responds by predicting what should come next. It mimics human-like text, so it's tremendously helpful with tasks like writing, answering questions, and more.

*Note: Please remember to avoid sharing confidential information or trade secrets in conversations with AI platforms, like ChatGPT, to ensure data security and protect sensitive intellectual property.*

### AI-generated Instagram captions:

- 1** Dive into summer flavors with our refreshing appetizers and vibrant cocktails! 🍹  
#TasteOfSummer  
#FreshIngredients
- 2** We've spiced up our summer menu with mouthwatering appetizers that'll leave you craving more! 🌶️  
#AppetizerDelights  
#FoodieFaves
- 3** Sip, savor, and soak up the summer vibes with our handcrafted cocktails and sunny patio views! 🍹☀️  
#SummerSips  
#PatioParadise





## Utilizing AI to write Facebook posts for restaurants

A successful prompt for a Facebook post should create content that's engaging, informative, and encourages interaction from your audience. Here are the elements to consider:

-  **Attention-grabbing hook:** Start with a captivating sentence that grabs the reader's attention.
-  **Clear message:** Clearly communicate the main point or message of your post.
-  **Call-to-action:** Include a specific action you want your audience to take, such as "Like," "Comment," "Share," or "Tag a Friend."
-  **Relevant hashtags:** Include relevant hashtags to increase the discoverability of your post and connect with wider audience.
-  **Visual content:** Pair your post with eye-catching images, videos, or infographics that are relevant to the content.
-  **Questions or polls:** Encourage interaction by asking questions or creating polls to spark conversations among your audience.
-  **Personalization:** Use language that reflects your audience's interests, values, or experiences.
-  **Storytelling:** Share anecdotes, personal experiences, or customer success stories.
-  **Emotional appeal:** Appeal to your audience's emotions by using words or phrases that evoke positive feelings, such as joy, excitement, or nostalgia.
-  **Timeliness and relevance:** Make your post timely and relevant to current events, holidays, or trending topics.

### Example prompt for a Facebook post:

“ Generate a Facebook post for a restaurant celebrating its 10th anniversary. The restaurant is named Belle Impostore and is known for its Signature Lobster Risotto, and Belle's Bruschetta. For the anniversary, the restaurant is offering a complimentary glass of selected fine wine with every anniversary special ordered. Users should be encouraged to make reservations, tag their friends, and share the post. The contact number for the restaurant is (123) 456-7890 and the website is [www.belleimpostore.com](http://www.belleimpostore.com). The post should have a friendly and inviting tone, and include the hashtags #BelleImpostore10, #AnniversarySpecial, and #FoodLovers. ”

### AI-generated Facebook post:

 We've just cooked up something special for you!

As we celebrate our 10th anniversary at Belle Impostore, we've crafted a special menu just for YOU, our cherished guests! 🍷🍴 Indulge in our Signature Lobster Risotto or the mouthwatering Belle's Bruschetta, both favorites that have been with us since day one.

As a THANK YOU for your continued support over the years, we're offering a complimentary glass of our selected fine wine 🍷 with every anniversary special ordered.

Join us in celebration and let's create more memories together! Make your reservations NOW. Call us at (123) 456-7890 or visit our website [www.belleimpostore.com](http://www.belleimpostore.com).

👉 Tag a friend who would love this, and share this post to spread the word! Thank you for being a part of our Belle Impostore family. Here's to the next 10 years! 🎉🥳

#BelleImpostore10 #AnniversarySpecial #FoodLovers

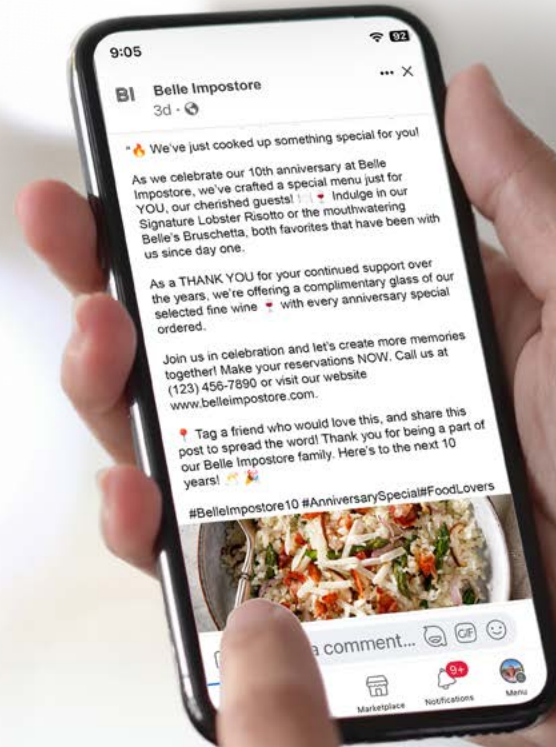
[Attach photos of the special menu dishes]



« Scan to learn how to use AI to write more effective menu descriptions

## Put AI to the test in your restaurant

AI is beginning to revolutionize the way restaurants strategize and execute their social media and advertising efforts. As with any tool, the key to leveraging AI in writing social media posts and ads lies in understanding its capabilities and how to integrate it into your overall marketing strategy. AI can be a powerful ally in helping to elevate and enhance the way you connect with your customers.







Ramen Fries (page 13)



**TREND**  
FEAST

FEED YOUR BUSINESS

# Fall & Winter

## 2023/24 TRENDS



Visit [www.simplotfoods.com/trendfeast-menu](http://www.simplotfoods.com/trendfeast-menu)  
for behind-the-scenes menu inspiration and easy recipes.

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