

trend feast[®]

Spring & Summer 2025 Trends







🔗 Avocado and Watermelon Panzanella (see page 6)



HELLO, *sunshine*

Spring is almost here and summer isn't far behind. Now is the time to reimagine your menu—including your beverage menu—to ensure you have the flavors your customers will be looking for as temperatures rise. In this issue, you'll find four of the hottest foodservice trends, plus helpful product recommendations and advice.

Enjoy!  

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📌 Bubble Waffles with Avocado and Savory Breakfast Filling (see page 6)

Avocado All Day



Avocado has grown **+62%** on breakfast menus in the past 10 years and now appears on **49.2%** of all breakfast menus.¹



America's appetite for avocado is stronger than ever and restaurants continue to find creative ways to profit from it. From entrées to apps, snacks, desserts and beverages, avocado is putting smiles on customers' faces around the clock."

— CHEF ZELLER

MICHAEL ZELLER

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

1. MenuTrends YE SEP'24
2. Consumer Preferences YE SEP'24
3. MenuTrends YE SEP'24, Of restaurants that breakfast, % that offer avocado.

TOP 10 WAYS AVOCADO IS MENUED¹

Item Type	Incidence Distribution
Entrée Salad	14.5%
Mexican Entrée	12.0%
Cold Sandwich	11.1%
Hot Sandwich	6.9%
Fish Main Entrée	6.6%
Other Entrée	5.9%
Shellfish Main Entrée	5.1%
Burger	4.2%
Egg Dish	4.0%
Fruit Side	3.9%

WHO LOVES/LIKES AVOCADO?²

Demographic Group	Love/Like It
Total US	64%
Gen Z	58%
Millennials	64%
Gen X	69%
Boomers	64%
White	60%
Black	50%
Hispanic	82%
Asian	86%
West	79%
Midwest	55%
Northeast	64%
South	60%

HOW MUCH MORE ARE CONSUMERS WILLING TO PAY FOR ITEMS WITH AVOCADO?¹

Keyword	With Avocado	All	% increase
All Dishes	\$14.00	\$12.00	+17%
Appetizer Soup/Chili	\$8.29	\$6.50	+28%
Appetizer Salad	\$12.95	\$9.75	+33%
Appetizer Fries/Wedges	\$9.99	\$7.50	+33%
Appetizer Nachos	\$14.97	\$12.95	+16%
Bread Appetizer	\$12.34	\$8.25	+50%
Hot Sandwich	\$14.00	\$11.95	+17%
Cold Sandwich	\$12.89	\$10.99	+17%
Burger	\$15.00	\$13.75	+9%
Pasta/Noodles	\$18.95	\$15.50	+22%
Pizza	\$16.95	\$14.00	+21%
Mexican Entrée	\$14.95	\$12.49	+20%

On average, consumers are willing to pay **\$2.00 more** for a menu item with Avocado¹





2

Avocado and Watermelon Panzanella
featuring Harvest Fresh® Diced Avocado and Harvest Fresh® Avocado Pulp



1

Bubble Waffles with Avocado and Savory Breakfast Filling
featuring Harvest Fresh® Avocado Pulp, Harvest Fresh® Everything Bagel Flavored Avocado Spread and RoastWorks® Roasted Redskin Potatoes & Jalapeño Blend





DESSERT

4

**Avocado Matcha
Ice Cream Sandwiches**
featuring Harvest Fresh®
Avocado Pulp



DINNER

3

Adobo Beef Mexican Sushi
Harvest Fresh® Hand
Scooped Chunky Avocado
Pulp and RoastWorks®
Flame-Roasted Corn &
Jalapeño Blend





Sweet + Spicy = Swelicious



MIKE KINKADE
Director of Culinary,
Simplot

Sweet and spicy pairings create a dynamic balance and complexity that adds layers of flavor to recipes. Today, more and more chefs are taking ‘swelicious’ to new levels with unexpected combinations that generate buzz and drive traffic.”

— CHEF KINKADE



PERCENT OF CONSUMERS LOVE/LIKE SWEET AND SPICY PAIRINGS¹

	Total	Gen Z	Millennials	Gen X	Boomers
Love/like it	64%	65%	67%	67%	58%
Love it	28%	38%	32%	27%	18%



PERCENT OF OPERATORS OFFER SWEET AND SPICY FLAVORS²

	Menu Penetration	4-YR Growth
“Sweet and Spicy”	8.6%	+2%
Hot Honey	6.1%	+164%
Mango Habanero	4.7%	+160%
Spicy Maple	0.5%	+24%

1. Consumer Preferences YE SEP’24
2. MenuTrends YE SEP’24



RECIPES

1. **a: Sweet and Spicy Mango-Corn Chutney, b: Pepper and Onion Jelly with Dark Pitted Cherries, and c: Corn and Jalapeño Jelly with Fuji Apples** featuring RoastWorks® RTE Flame-Roasted Sweet Corn & Peppers Blend, Simple Goodness™ Mango Cubes, Simple Goodness™ Dark Sweet Pitted Cherries, RoastWorks® RTE Flame-Roasted Peppers & Onions Blend, RoastWorks® Flame-Roasted Corn & Jalapeño Blend, RoastWorks® Flame-Roasted Fuji Apples and Skincredibles® Potato Chips
2. **Swelicious Sweet and Spicy Ice Cream** featuring RoastWorks® Roasted Sweet Potatoes and Simple Goodness™ Peaches IQF Sliced
3. **Lomo Saltado with Cilantro Lime Rice, Fries, and Fiesta Veggies** featuring Conquest® Delivery+® Clear Coated Tin Roof Fries, RoastWorks® Flame-Roasted Corn and Black Bean Fiesta Blend and RoastWorks® RTE Flame-Roasted Peppers and Onions Blend
4. **Chamoy Giardiniera** featuring Simple Goodness™ Antigua Vegetable Blend, RoastWorks® Flame-Roasted Peppers & Onions Blend, Harvest Fresh® Avocado Halves and Skincredibles® Potato Chips



For information on the products used, see page 16



1



Retro-Vation



Tried and true favorites will always have a place on menus. But consumers are showing interest in classic dishes that have been reimaged, substituting ingredients that help them eat healthier— especially in the warmer months.”

— CHEF GREATTING

ZACHARY GREATTING
Culinary Content Chef,
Simplot
Certified Sommelier
Catering Business Operator

WHAT CLASSIC DISHES AND FLAVORS ARE GROWING IN AFFINITY RATINGS?¹

	% WHO LOVE IT	2-YR LOVE IT GROWTH
Prime Rib	50%	+8%
Angus Burger	46%	+7%
Baked Ziti	28%	+7%
BLT	46%	+7%
Ranch Dressing	44%	+7%
Roasted Chicken	54%	+7%
Baked Chicken	46%	+7%
Blueberry	51%	+7%
Beer Battered		
Onion Rings	36%	+6%
Mayo	38%	+6%
Spare Rib	39%	+6%
Sunny Side Up Egg	36%	+6%
Taco Meat	44%	+6%
Bacon Cheeseburger	53%	+6%
Taco	60%	+6%
Texas Toast	43%	+6%
Apple Pie	46%	+6%
Burrito	47%	+6%

WHAT INGREDIENTS ARE GROWING IN AFFINITY?¹

	% WHO LOVE IT	2-YR LOVE IT GROWTH
Blueberry	51%	+7%
Egg	53%	+6%
Honey	45%	+6%
Peanut Butter	47%	+6%
Hibachi	25%	+5%
Maple Glazed	22%	+5%
Olive Oil	40%	+5%
Avocado	43%	+4%
Black Pepper	40%	+4%
Blackened	18%	+4%
High Protein	30%	+4%
Pinto Bean	26%	+4%
Prebiotic	10%	+4%

1. Consumer Preferences YE SEP'24



RECIPES

1. **Pizza SIDEWINDERS™ Bites** featuring SIDEWINDERS™ Fries Junior Cut Clear Coated SIDEWINDERS™ Fries and RoastWorks® RTE Flame-Roasted Peppers & Onions Blend
2. **Adult TV Dinner** featuring Good Grains™ Ancient Grains and Kale Blend, RoastWorks® Baby Bakers™ Halves with Herbs and Parmesan, Simple Goodness™ RTE Caramelized-Style Onions and Simple Goodness™ Broccoli Florets
3. **Decadent Peanut Butter and Jelly Sandwich** featuring Simple Goodness™ Raspberries, IQF Crumbles and Simple Goodness™ Blueberries
4. **Sealed Burger with Tater Gems® Casserole and Riced Cauliflower Mac-n-Cheese** featuring Traditional Tater Gems® and Simple Goodness™ Riced Cauliflower



For information on the products used, see page 16

Pacific Fusion

FEAST

1



ZACHARY GREATTING
Culinary Content Chef, Simplot
Certified Sommelier
Catering Business Operator

American diners are no strangers to Pacific Fusion cuisines. Their familiarity with Korean, Japanese, Filipino and other flavors is inspiring a new generation of chefs to push beyond traditional recipes with creative twists that defy expectations.”

— CHEF GREATTING

WHAT DO CONSUMERS THINK OF ASIAN CUISINES? ¹

	% WHO LOVE OR LIKE IT	% WHO KNOW IT	2-YR KNOW IT GROWTH
Chinese Food	83%	96%	+1%
Asian Food	66%	88%	+1%
Japanese Food	55%	84%	+2%
Thai Food	45%	77%	+1%
Korean Food	37%	74%	+5%
Vietnamese Food	28%	67%	+3%
Filipino Food	19%	55%	+2%
Indonesian Food	12%	52%	+3%
Malaysian Food	9%	44%	+1%

WHAT ASIAN FOODS ARE GROWING IN CONSUMER AWARENESS? ¹

	% WHO LOVE OR LIKE IT	% WHO KNOW IT	2-YR KNOW IT GROWTH
Chili Crisp	14%	39%	+9%
Sesame Ginger Dressing	33%	69%	+7%
Korean Corn Dog	11%	33%	+7%
Thai Chili Sauce	37%	70%	+6%
Almond Chicken	31%	65%	+6%
Shrimp Tempura	46%	75%	+5%
Snow Pea	46%	78%	+5%
Rice Noodle	41%	76%	+5%
Dragon Fruit	35%	79%	+5%
Thai Bbq Sauce	33%	65%	+5%
Thai Salad	24%	56%	+5%
Drunken Noodles	19%	45%	+5%



1. Consumer Preferences YE SEP'24



RECIPES

1. **Musubi Spam Rice Wrap** featuring Good Grains™ Vegetable Fried Rice and Harvest Fresh® Everything Bagel Flavored Avocado Spread
2. **Tteokbokki Loaded Fries** featuring Conquest® Delivery+® Clear Coated Straight Cut Fries, Skin On, 5/16 cut
3. **Samgak-Gimbap** featuring Simple Goodness™ Riced Cauliflower, Simple Goodness™ RTE Caramelized-Style Onions and Harvest Fresh® Hand Scooped Chunky Avocado Pulp
4. **Korean Cheese Corn Pizza with Spicy Korean Fried Chicken** featuring RoastWorks® RTE Flame-Roasted Simply Sweet® Cut Corn and Simple Goodness™ Shelled Edamame



For information on the products used, see page 16



Products

FEATURED IN THIS GUIDE

TREND ONE

Avocado All Day

- Bubble Waffles with Avocado and Savory Breakfast Filling
- Avocado and Watermelon Panzanella
- Adobo Beef Mexican Sushi
- Avocado Matcha Ice Cream Sandwiches

TREND TWO

Sweet + Spicy = Swelicious

- Pepper and Onion Jelly, Sweet and Spicy Mango-Corn Chutney and Jalapeño Jelly
- Swelicious Sweet and Spicy Ice Cream
- Lomo Saltado
- Chamoy Giardiniera

TREND THREE

Retro-Vation

- Pizza SIDEWINDERS™ Bites
- Adult TV Dinner
- Decadent Peanut Butter and Jelly Sandwich
- Sealed Burger with Tater Gems® Casserole and Riced Cauliflower Mac-n-Cheese

TREND FOUR

Pacific Fusion Feast

- Musubi Spam Rice Wrap
- Tteokbokki Loaded Fries
- Samgaj-Gimbap
- Korean Cheese Corn Pizza with Spicy Korean Fried Chicken

To request **FREE** samples of these products, please contact your Simplot sales representative or submit a request at www.simplotfoods.com



- Simple Goodness™ Classic Vegetables RTE Caramelized-Style Onions
SKU: 10071179053859



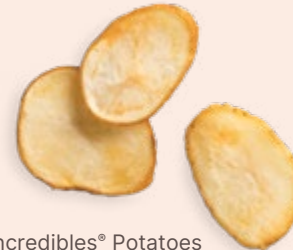
- Harvest Fresh® Avocados Hand Scooped Chunky Avocado Pulp, Frozen
SKU: 10071179054092



- Good Grains™ Ancient Grains and Kale Blend
SKU: 10071179035046



- RoastWorks® RTE Flame-Roasted Fuji Apples
SKU: 10071179777779



- Skincredibles® Potatoes Potato Chips, Skin On
SKU: 10071179231165



- Simple Goodness™ Fruit Mango Cubes
SKU: 10071179035084



- Simple Goodness™ Premium Vegetables Riced Cauliflower
SKU: 10071179052906



- Simple Goodness™ Premium Vegetables Shelled Edamame
SKU: 10071179522768



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



●● RoastWorks®
RTE Flame-Roasted Corn
& Black Bean Fiesta Blend
SKU: 10071179777762



● Conquest® Delivery+®
Straight Cut, Skin On 5/16"
SKU: 10071179054047



● SIDEWINDERS™ Fries Conquest®
Delivery+® brand batter
Junior Cut Clear Coated
SKU: 10071179046011



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



● Harvest Fresh®
Avocado Pulp, Frozen
SKU: 10071179932260



● Simple Goodness™
Premium Vegetables
Antigua Vegetable Blend
SKU: 10071179603337



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



● RoastWorks®
RTE Flame-Roasted Simply
Sweet® Cut Corn
SKU: 10071179790990



● Good Grains™
Vegetable Fried Rice
SKU: 10071179002680



● Simple Goodness™ Fruit
Blueberries
SKU: 10071179199007



● Traditional Potatoes
Tater Gems®
SKU: 10071179043218



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



● RoastWorks®
RTE Flame-Roasted Sweet
Corn & Peppers Blend
SKU: 10071179790662



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



●● Harvest Fresh®
Everything Bagel Flavored
Avocado Spread
SKU: 10071179053781

A close-up photograph of a square glass filled with a deep red liquid, likely wine or a cocktail. The glass contains several large ice cubes and is garnished with a single dark cherry on a silver pick. The glass sits on a black and white polka-dot coaster. In the background, another similar glass is partially visible, slightly out of focus.

5 Strategies for a Winning Beverage Program

With foodservice margins impossibly thin across the board, operators find themselves under pressure to get creative to stay out of the red. Many are finding success by strengthening their beverage program which includes adding more mocktails to the menu. In fact, 36% of operators serving alcohol plan to add nonalcoholic cocktails or “mocktails” to their menus.²

According to the National Restaurant Association’s 2024 State of the Restaurant Industry report:

- 54% of full-service operators who serve alcohol said they added new mixed cocktail offerings.¹
- 51% said they increased their beer selections.¹
- 48% added more wine selections.¹

“These beverages can be a reason for customers to walk into a restaurant in the first place,” Hudson Riehle, Senior Vice President of Research & Knowledge, told the National Restaurant Association.

How often do consumers order food with their drinks?¹



87% of consumers had food with their last **Red Wine** occasion



84% of consumers had food with their last **Tequila** occasion



78% of consumers had food with their last **Beer** occasion



77% of consumers had food with their last **Vodka** occasion

5 ways to boost your beverages



1

Develop a comprehensive beverage program

A comprehensive beverage program is an opportunity to offer customers an experience they may not get elsewhere. Give them something memorable. For example, the menu can showcase an ultra-premium cocktail made with vintage spirits, a tasting flight of rare Scotch whiskeys, or a tableside experience where the bartender tops off the cocktail with a special house-made elixir. Whatever you choose, make sure it aligns with your theme.

2

Consider adding mocktails

The National Restaurant Association stated that 39% of adult consumers would order nonalcoholic versions of alcohol beverages if offered, with 36% of operators serving alcohol saying they plan to add nonalcoholic cocktails, or “mocktails,” to their menus. Another 23% intend to serve more nonalcoholic beers, and 8% plan to add alcohol-free wines to their beverage mix.²

3

Attract new customers with local offerings

Feature local spirits, craft beer, wine, coffee, tea, etc. to demonstrate that you're connected to your community. This can set you apart from most chain restaurants, although many are leaning more into using local purveyors on their menus.

4

Drive up ticket averages with beverage-to-go offerings

Stand out by selling products that customers can't buy at the grocery store. Team up with local breweries, wineries and distilleries to sell their products to go. Or bottle your signature cocktails and zero-proof cocktails to go.

5

Cater to generational preferences

According to industry experts, Baby Boomers tend to stick to traditional beverages and don't want much change in them, while Gen Xers often seek lower-calorie options. Millennials and Gen Z are more likely to be experimental and research their drinks in advance.¹

trend feast[®]

Spring & Summer 2025 Trends



Visit www.simplotfoods.com/trendfeast-menu
for behind-the-scenes menu inspiration and easy recipes.

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potatoes | avocados | fruits | vegetables | grains

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