



TREND
FEAST™

FEED YOUR BUSINESS



Fall & Winter

2024/25 Trends |  **Simplot**





An attitude of gratitude.

Heading into fall and winter, we have much to celebrate: low unemployment, falling inflation and more inspiring flavors from around the world. In this Trend Feast, the importance of offering unique flavors comes through loud and clear. And, as usual, you'll find important insights and recommendations to help you match these trends. Enjoy!

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MAPLE

ALL DAY





Maple Makes Money¹

- ▶ Dishes with maple flavor are priced **13%** higher (\$1.51 more) on average.
- ▶ Maple dishes have grown **11%** on menus over the last 10 years.



Maple Means Comfort

- ▶ **82%** of consumers say they eat comfort food frequently. American food flavors—like maple—are considered the most comforting by U.S. consumers.²
- ▶ **57%** of consumers say that when they crave comfort food, they crave small snacks and drinks.²



Maple is an Emerging Flavor

- ▶ **88%** of consumers who've tried maple flavor love it, compared to only **66%** who like pumpkin spice.³
- ▶ Maple makes a fantastic fall or winter **limited-time offer**.



Maple's sweetness, caramel notes, subtle hints of vanilla and spices provide a depth of flavor that works beautifully in a huge variety of sweet and savory dishes. Breakfast is only the beginning.

— CHEF ZELLER

MICHAEL ZELLER

Senior Corporate Executive Chef

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



¹ Datassential, MenuTrends, 2024

² Datassential, Comfort Foods Defined Report, 2023



1

Breakfast Crunch Wrap
featuring Maple City® Waffle
Flavored Waffle Bites, Skin
Off, Harvest Fresh®
Everything Bagel Flavored
Avocado Spread and
RoastWorks® RTE
Flame-Roasted Simply
Sweet® Cut Corn



2

**Maple City®
Korean Loaded Fry**
featuring RoastWorks®
Roasted Sweet Potatoes,
Maple City® Waffle Flavored
Waffle Fries and Simple
Goodness™ Premium
Vegetables Shelled
Edamame



3

Elephant Ear Waffle Fries
featuring Maple City® Waffle
Flavored Waffle Fries, Skin
Off and Simple Goodness™
Raspberries Crumbles



4

**Bacon Pimento
Cheese Bites**
featuring Maple City® Waffle
Flavored Waffle Fries, Skin
Off, Simple Goodness™ RTE
Caramelized-Style Onions
and Harvest Fresh®
Dill Pickle Flavored
Avocado Spread





Regional BBQ



1

“



As Americans, we tend to think of barbecue as an American institution. But barbecue is an international phenomenon with new ideas and flavors coming from all over. And now those flavors are finding huge followings in the U.S.”
— CHEF KINKADE

MIKE KINKADE

Director of Culinary,
Simplot

TRENDING BBQ FLAVORS¹



French fries are on
80.3% of BBQ menus



Maple is predicted to grow
+14% over the next 4 years



Avocado is up +24%
over the last 4 years and
predicted to rise +12%
over the next 4 years

TRENDING BBQ OVER THE LAST 4 YEARS¹

“Korean” has grown +300%

Popular choices include:

- ▶ **Bulgogi:** Thinly sliced, marinated beef
- ▶ **Dak-galbi:** Spicy marinated chicken
- ▶ **Samgyeopsal:** Pork belly
- ▶ **Galbi:** Short ribs

Popular Korean dipping sauces:

- ▶ **Ssamjang:** A thick, spicy paste made from doenjang (soybean paste) and gochujang (chili paste)
- ▶ **Ganjang:** Soy sauce mixed with various seasonings
- ▶ **Sesame oil with salt and pepper**

“Hawaiian” has grown +67%

Popular choices include:

- ▶ **Kalua pork:** Slow-cooked, shredded pork
- ▶ **Chicken katsu:** Breaded and deep-fried chicken cutlets
- ▶ **Teriyaki beef:** Grilled, thinly sliced beef marinated in a sweet and savory teriyaki sauce
- ▶ **Lau Lau:** Pork and sometimes fish wrapped in taro leaves and steamed

“Greek” has grown +50%

The primary focus: Lamb, pork, chicken, and beef marinated with olive oil, lemon juice, garlic and oregano

Popular accompaniments:

- ▶ **Tzatziki sauce**
- ▶ **Oregano and lemon**
- ▶ **Simple marinades**

1. Datassential, MenuTrends, 2024





2

RECIPES

- 1. **Beer Can Braised Chicken with Smoked Paprika & Cilantro-Lime Rice** featuring Harvest Fresh® Avocado Pulp, RoastWorks® Flame-Roasted Corn & Jalapeño Blend, and Good Grains™ Cilantro Lime Rice (Coming Soon)
- 2. **Gamja Potato Trio** featuring Baby Bakers™ Roasted Potatoes
- 3. **Hamptons in October Clam Bake** featuring RoastWorks® Baby Bakers™ Halves with Herbs & Parmesan, RoastWorks® RTE Flame-Roasted Simply Sweet® Cut Corn and Simple Goodness™ Premium Vegetables RTE Caramelized-Style Onions
- 4. **Sonoran Hot Dogs** RoastWorks® Flame-Roasted Corn and Black Bean Fiesta Blend, Simple Goodness™ Premium Vegetables RTE Caramelized-Style Onions, Harvest Fresh® Dill Pickle Flavored Avocado Spread and Conquest® Delivery+® Clear Coated Straight Cut Fries



3



4

For information on the products used, see page 16

HAND-HELD

SNACK ATTACK



“Snacking is deeply embedded in social activities and events. From watching movies and sports to holiday gatherings and parties, snacks are a staple that enhance social experiences and fosters a sense of community.”

— CHEF GREATTING

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



Americans Are Snack-a-holics¹

- Consumers eat **2.3** snacks per day on average.
- **74%** of consumers have a snack in place of a traditional meal at least once per week.
- **Gen Z and Millennial** consumers are increasing their snacking significantly more than older generations.
- **63%** of consumers order a snack from a quick-serve restaurant at least once per month.
- **27%** of snacks are ordered after 7 p.m.



Portability is Key¹

- **57%** of younger generations are interested in ordering savory **hand-held** snacks.
- **59%** of younger generations want **fried appetizers** and sides as snacks.
- **45%** of consumers ate their last snack in less than **5 minutes**.



Operators Love Snacks, Too¹

- **96%** of operators report their snack offerings meet or exceed their menu performance expectations.
- **78%** of operators say that offering snacks is profitable.

1



¹ Datassential, Snacking Keynote, 2023



2



3

RECIPES

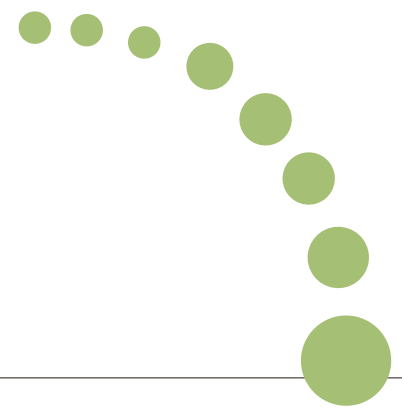
- 1. **Smoked Brisket Sliders with Dill Avocado Spread Slaw** featuring Harvest Fresh® Dill Pickle Flavored Avocado Spread
- 2. **Korean "Gamja" Corn Dog Duo** featuring Maple City® Waffle Flavored Waffle Bites, Skin Off and Skincredibles® Potato Chunks, Skin On
- 3. **Seekh Kebab French Taco** featuring Conquest® Delivery+® Clear Coated Tin Roof Fries™ and RoastWorks® RTE Flame-Roasted Peppers & Onions Blend
- 4. **Cookie Shots** featuring Simple Goodness™ Fruit Raspberries, IQF Crumbles, Simple Goodness™ Fruit Mango Cubes and Simple Goodness™ Fruit Blueberries



4

For information on the products used, see page 16

CREATIVE SAUCES



We all know how important limited-time offers are in driving traffic today. Unique sauces and glazes are an easy, inexpensive way to transform everyday items into something worth a drive across town to enjoy."

— CHEF GREATTING

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

How Important Are They?¹

44% of consumers are more likely to buy sauces, condiments and dressings with an innovative flavor—and 19% are willing to pay more for it.

63% of consumers say an innovative sauce would make them likely to choose a dish with that sauce.

44% of consumers look forward to getting a signature sauce, condiment or dressing at a particular restaurant.

Hot Sauces²

Avocado sauce is predicted to grow **29%** over the next four years.

Gochujang glaze has grown **50%** on menus over the last four years.

Chili Oil has grown **30%** on menus over the past 4 years.

Hot Honey has grown **138%** on menus over the past 4 years.

Mango Habanero has grown **118%** on menus over the past 4 years.

Dare to Be Different

81% of operators say having the right sauces and dressings are essential to creating dishes customers love.

47% of operators say trend-forward sauces, condiments and dressings differentiate from competitors.

59% of operators say consumers want more unique sauces, condiments and dressing.



1. Datassential, Sauces, Condiments, and Dressings Keynote, 2022
2. Datassential, MenuTrends, 2024



TREND FOUR

FEATURED SAUCES

1. Aji Amarillo Ketchup
2. Tomatillo Avocado Hot Sauce
3. Piri Piri BBQ Sauce
4. Ssamjang Dipping Sauce
5. Chili Crunch
6. Avocado Green Goddess Sauce
7. Gochujang Aioli with Maple & Lime
8. Roasted Corn Hot Sauce
9. Cilantro Mint Chutney
10. Harissa Butter Sauce
11. Bacon Jam

FEATURED FRIES

- A. Select Recipe®
Sea Salt Loop Fries
- B. SIDEWINDERS™ Fries
Bent Arm Ale® brand
Craft Beer Batter
Original Cut, Skin On
- C. Conquest® Delivery+®
Clear Coated
Straight Cut Fries, 5/16 Skin On
- D. SeasonedCRISP® Delivery+®
Savory Battered Deep V
Crinkle Cut Fries, Skin On
- E. SIDEWINDERS™ Fries
Conquest® Delivery+®
brand batter Junior Cut
Clear Coated
- F. Conquest® Clear Coated
Shoestring Fries

FEATURED IN
Sonoran Hot Dog
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FEATURED IN
Smoked
Brisket Slider
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FEATURED IN
Gamja
Potato Trio
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FEATURED IN
Maple City®
Korean Loaded Fry
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FEATURED IN
Beer Can Braised
Chicken with
Smoked Paprika &
Cilantro-Lime Rice
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FEATURED IN
Maple City®
Korean Loaded Fry
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FEATURED IN
Breakfast
Crunch Wrap
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FEATURED IN
Seekh Kebab
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FEATURED IN
Bacon Pimento
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D

E

F

Products

FEATURED IN
THIS GUIDE



TREND ONE

Maple All Day

- Breakfast Crunch Wrap
- Maple City® Korean Loaded Fry
- Elephant Ear Waffle Fries
- Bacon Pimento Cheese Bites

TREND TWO

Regional BBQ

- Beer Can Braised Chicken with Smoked Paprika & Cilantro Lime Rice
- Gamja Potato Trio
- Hamptons in October Clam Bake
- Sonoran Hot Dogs

TREND THREE

Hand-Held Snack Attack

- Smoked Brisket Sliders with Dill Avocado Spread Slaw
- Korean "Gamja" Corn Dog Duo
- Seekh Kebab French Taco
- Cookie Shots

TREND FOUR

Creative Sauces

- Aji Amarillo Ketchup
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- Piri Piri BBQ Sauce
- Ssamjang Dipping Sauce
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- Roasted Corn Hot Sauce
- Cilantro Mint Chutney
- Harissa Butter Sauce
- Bacon Jam

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



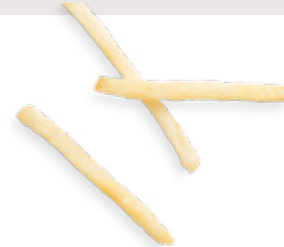
NEW

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



NEW

- Harvest Fresh® Dill Pickle Flavored Avocado Spread
SKU: 10071179053798



- Conquest® Clear Coated Shoestring Fries
SKU: 10071179479987



- Select Recipe® Sea Salt Loop Fries
SKU: 10071179028079



- RoastWorks® Baby Bakers™ Roasted Potatoes
SKU: 10071179000488



- Simple Goodness™ Fruit Mango Cubes
SKU: 10071179035084



- RoastWorks® Roasted Maple Sweet Potatoes
SKU: 10071179707561



- Good Grains™ Cilantro Lime Rice

COMING SOON



NEW

● Maple City®
Waffle Flavored Waffle Fry
SKU: 10071179053668



● RoastWorks®
Flame-Roasted Corn &
Black Bean Fiesta Blend
SKU: 1007117977762

NEW



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



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



● SeasonedCRISP® Delivery+®
Savory Battered Deep V
Crinkle Cut Fries, Skin On
SKU: 10071179051169



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



● SIDEWINDERS™ Fries Bent Arm Ale®
brand Craft Beer Batter Fries,
Original Cut Skin On
SKU: 10071179029182



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



● RoastWorks®
Baby Bakers™ Halves with
Herbs & Parmesan
SKU: 10071179037927



NEW

● ● Maple City® Potatoes
Waffle Flavored Waffle
Bites, Skin Off
SKU: 10071179053675



● Simple Goodness™ Fruit
Blueberries
SKU: 10071179199007



● Skincredibles® Potatoes
Potato Chunks, Skin On
SKU: 10071179328209



READY TO EAT

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



READY TO EAT

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



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



COMING SOON

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

A person is drizzling a light-colored sauce from a squeeze bottle onto a plate of food. The plate is on a white tray and contains fried items, avocado, and other toppings. In the background, there are several metal trays filled with different food items like corn, edamame, and breaded items. A small white bowl with a brown topping is also visible.

✓ CONQUERING CUSTOMIZATION

Station-style dining and the draw of customization

The versatile format of station-style dining offers an engaging approach to meals, especially for younger generations. Its appeal lies in the opportunity for customization—long a hallmark of Gen Z diners—but its popularity extends to people of all ages.

✔ Build-Your-Own Meals

- 84% of consumers know it¹.
- 75% have tried it¹.
- 63% love or like it¹.



✔ In Healthcare

- 50% of healthcare consumers want station-style dining in their facilities.¹
- 32% of consumers wish they could customize their dishes in healthcare facilities.¹
- Only 25% of healthcare operators are offering it.¹

✔ In College & University

- 63% of students say meal plans aren't customizable enough.¹
- 75% of students are interested in build-your-own options.¹
- 72% of students are interested in self-serve buffets.¹




Station-style dining made easy

Simplet's unique selection of on-trend vegetables, avocados, fruit and grains makes it simple to offer the global flavors patrons want with the frozen speed and convenience you need.

- ✔ **A world of options:**
Our large selection of restaurant-quality potatoes, vegetables, avocado, grains and fruit products match the growing demand for meal customization and global flavors.
- ✔ **Station-friendly products:**
With bright, inviting colors and farm-fresh flavors, our products are ideal for the station format.
- ✔ **Time-saving prep:**
Choose from many Ready-to-Eat (RTE) vegetables that eliminate cooking and chilling for cold applications—just thaw and serve.
- ✔ **Greater sustainability:**
With long frozen shelf life and easy portioning, Simplet products reduce food waste from spoilage and trimming.
- ✔ **Chef-led culinary support:**
Get complimentary in-person and virtual product demonstrations, recipe ideations, product education and training resources.

What's in it for operators?

For operators—both commercial and noncommercial—catering to customers' desire to “have it their way” is a pathway to a largely untapped market. According to Datassential, meal customization is only offered on less than 1% of today's menus.¹

 Korean "Gamja"
Corn Dog Duo
(see page 11)



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Fall & Winter

2024/2025 TRENDS



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

(800) 572-7783 | www.simplotfoods.com

Simplot potatoes | avocados | fruits | vegetables | grains

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