

Demand for Blueberries: POLISHED CASUAL/FINE DINING Restaurants

USHBC 2021 Patron Study

BLUEBERRY PERCEPTIONS

77%

of patrons believe blueberries make a dish more appealing

70% say blueberries add a pop of color to dishes

65% agree blueberries brighten up the flavor of sauces and dressings

63% believe blueberries make a dish taste better

61% agree blueberries make menu items fresher

Polished casual/ fine dining patrons want to see blueberries included:

47% baked goods

46% pancakes and waffles

45% fruit desserts

50% yogurt and parfaits

40% juices and smoothies

Polished casual/fine dining patrons are more likely to express willingness to pay more for blueberries.

IN A MAIN ENTRÉE:
46% vs. 40%
all patrons

WINGS:
40% vs. 34%
all patrons

FLATBREAD:
35% vs. 30%
all patrons

MENUING BLUEBERRIES

86%

INDICATE A WILLINGNESS TO PAY MORE FOR A DISH WITH BLUEBERRIES

78% of polished casual/fine dining patrons believe blueberries are very healthy

80% agree blueberries are an easy way to get vitamins and antioxidants

72% agree blueberries in baked goods or pastries make them seem healthier

72% say blueberries make a dish healthier

Patrons are willing to pay more to include blueberries in:

69%
Juices and Smoothies



55%
Side Salads



54%
Entrée Salads



75%
Breakfast Sweets



74%
Baked Goods



71% Fruit Desserts



BARRIERS TO MENUING

55% wish there were more exciting and adventurous applications for blueberries

54% wish blueberries were included more on lunch and dinner menus

