



TREND
FEAST™

FEED YOUR BUSINESS



Fall & Winter


2023/24 Trends | **Simplot**

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



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

TREND ONE

Nostalgic Desserts

Page 4

TREND TWO

International Veggie Small Plates

Page 8

TREND THREE

Pizza Elevated

Page 10

TREND FOUR

Loaded Fries: Wacky, Wild & Way Over the Top

Page 12



Nostalgic

DESSERTS





80+% of consumers across all generations are interested in nostalgic desserts¹



43% of operators who serve dessert serve nostalgic desserts¹



Another **32%** of operators are interested in adding them¹



Cookie Dough



S'mores



POPULAR
NOSTALGIC
FLAVORS¹

Banana Pudding



Cheesecake



Sticky Rice



TRENDING INGREDIENTS¹

- | | |
|---------------------|----------------------------|
| 1 Raspberry | 5 Graham cracker |
| 2 Almonds | 6 Whipped cream |
| 3 Mango | 7 Blueberry |
| 4 Strawberry | 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 INGREDIENTS¹

Baby potatoes

Pickled red onion

Pickled jalapeño

Hearts of palm

Cauliflower

Microgreens

Bean sprouts

Various peppers

POPULAR ACCOMPANIMENTS¹



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 everyday 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 TOPPINGS¹

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 TRENDS¹



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



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



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

POPULAR PIES¹

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.¹



1

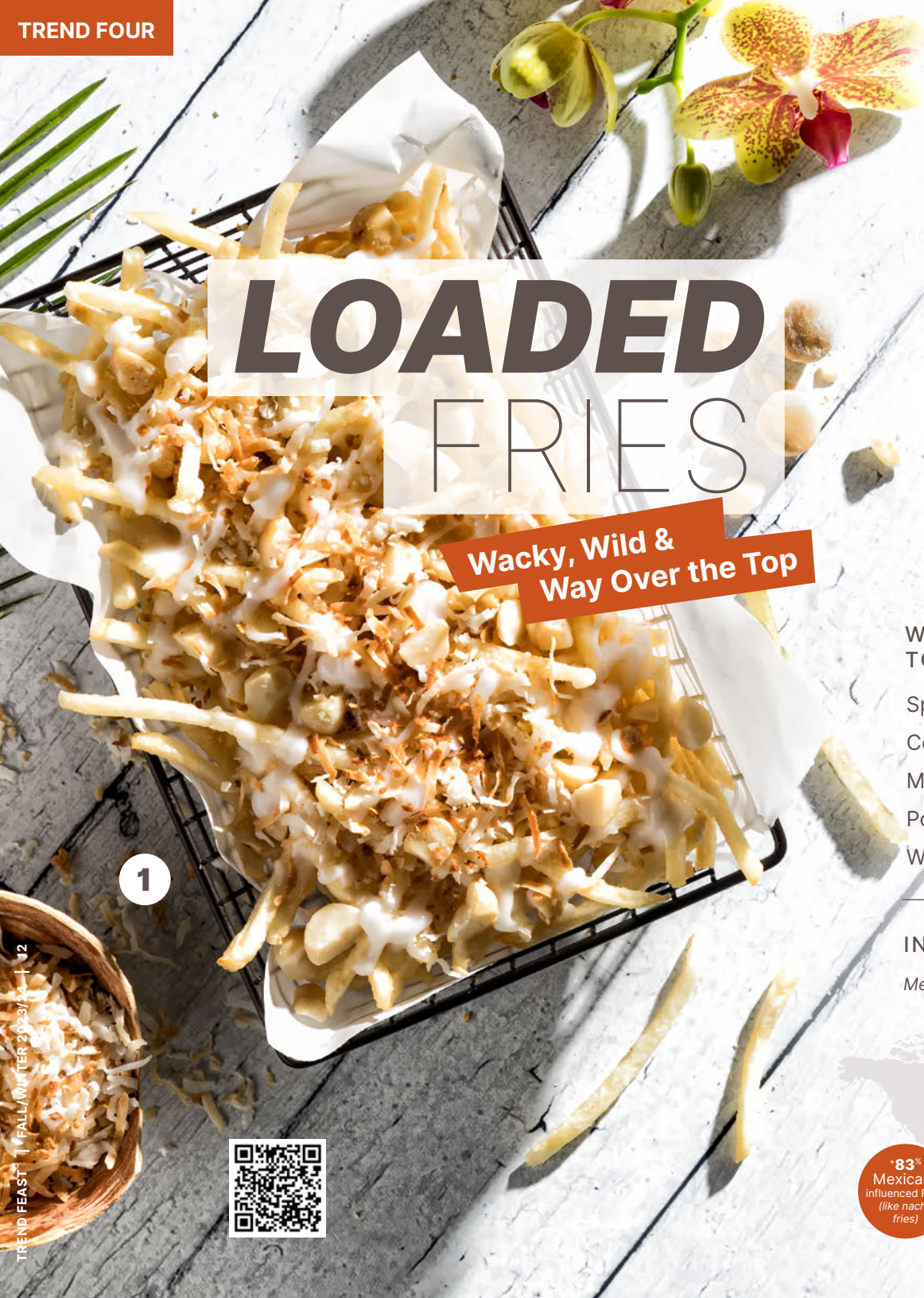


1. Datassential: ReportPro, MenuTrends, and Consumer Preferences, 2023



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. Ai 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



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

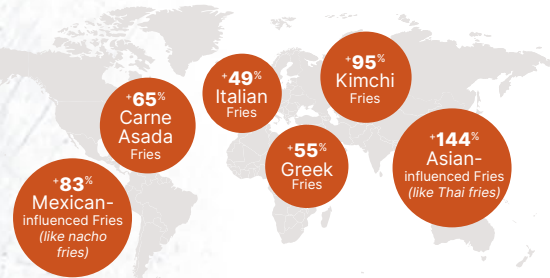
WACKY TOPPINGS TO WATCH¹

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



INTERNATIONAL INTRIGUE¹

Menu Growth Over the Last Four Years



LOADED FRIES BY THE NUMBERS¹

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 TOPPINGS¹

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

UP-AND-COMING TOPPINGS¹

Menu Growth Over the Last Four Years

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

1



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



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



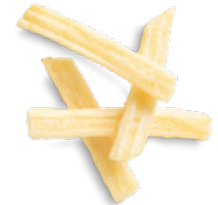
● Simple Goodness™
Classic Vegetables
Smooth Sliced Zucchini
SKU: 10071179190233



● 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

Writing 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.

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.



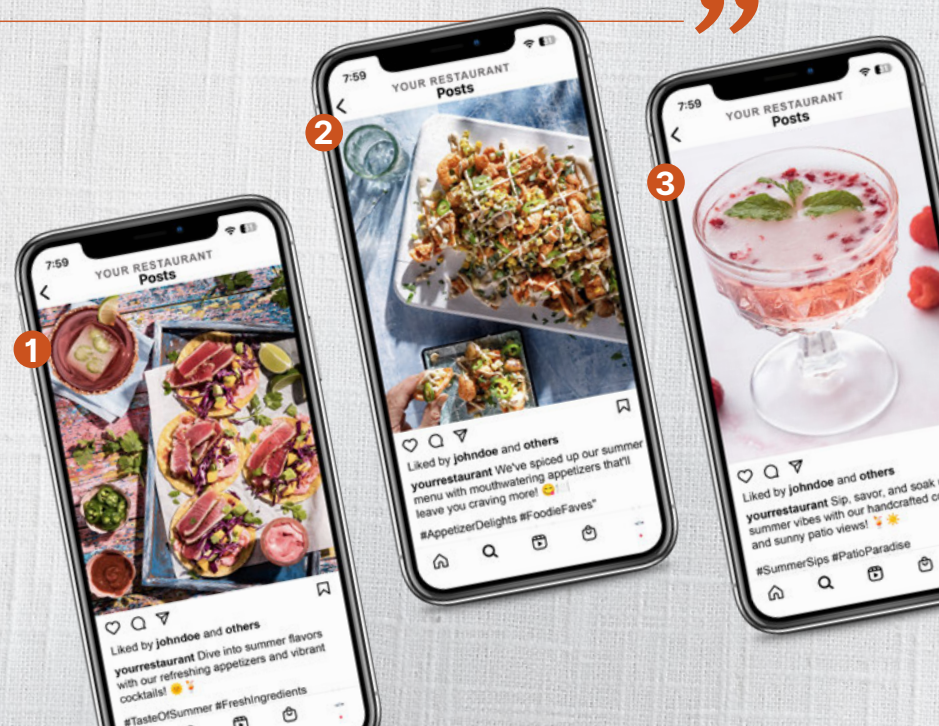
Hashtags and mentions:
If you want to include hashtags, mentions, or emojis, indicate this in the prompt.

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.”

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. 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.

📌 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

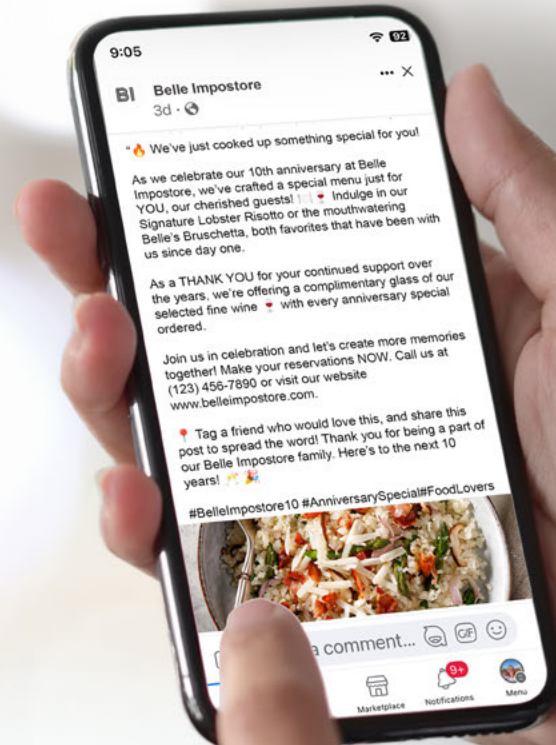
[Attach photos of the special menu dishes]



« 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
for behind-the-scenes menu inspiration and easy recipes.

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



potatoes | avocados | fruits | vegetables | grains

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LET'S
MAKE
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