LET'S MAKE SOMETHING GREAT TOGETHER.™

TREND FEAST™

FEED YOUR BUSINESS

Fall/Winter 2022 Trends

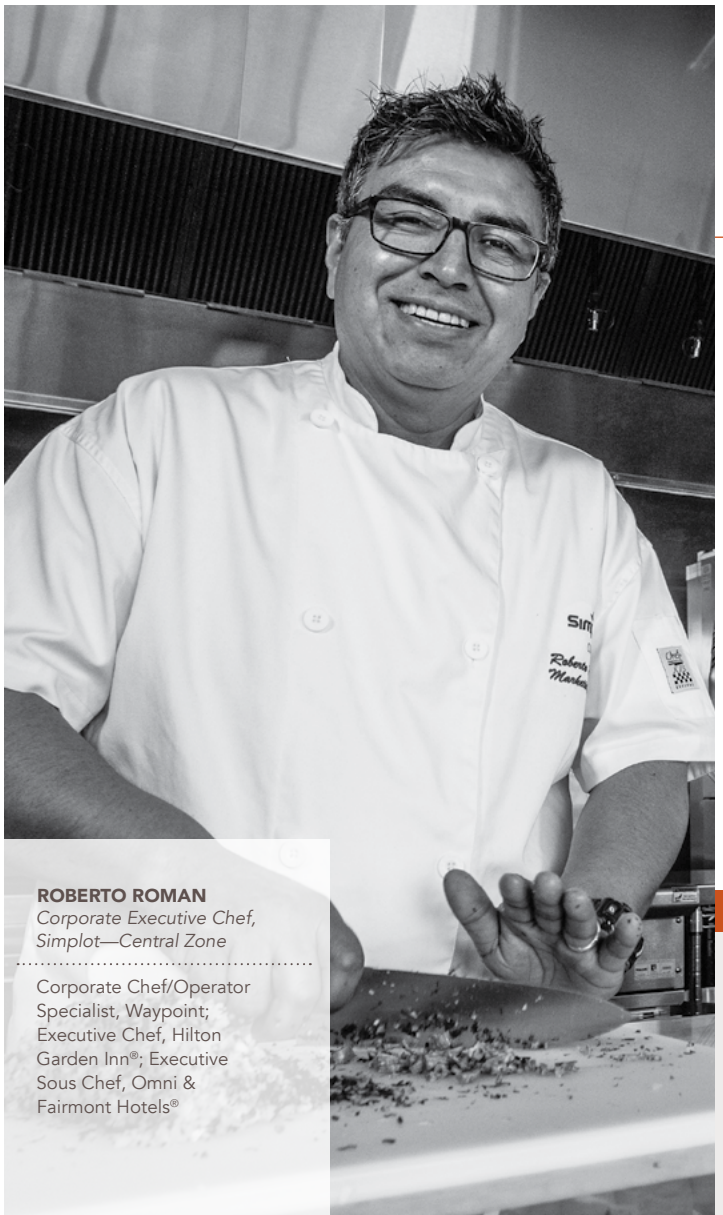
LATINA BOULEVARD FOODS

Mediterranean Collection

Blueberry and Ginger Hot Toddy

| TREND ONE |

Spirit-Free Crafted Cocktails



ROBERTO ROMAN
Corporate Executive Chef, Simplot—Central Zone

Corporate Chef/Operator Specialist, Waypoint; Executive Chef, Hilton Garden Inn®; Executive Sous Chef, Omni & Fairmont Hotels®

> *People are becoming more intentional about when and if they drink alcohol. A sizeable and growing group of customers would like to enjoy a crafted cocktail without getting tipsy—and they're happy to pay for the privilege."*
>
> — CHEF ROMAN

WHY IT'S ON TREND

Interest in non-alcoholic cocktails is strong and growing[1]

TRENDS	AWARENESS	INTEREST
Craft Mocktails	57%	48%
Alcohol-Free Liquors	51%	46%
Plant-Based, Alcohol-Free Cocktails	40%	42%

- Spirit-free cocktails are trending in non-commercial operations, including Lodging and College & University[2]
- Only 3% of restaurants that don't serve wine and beer are menuing mocktails in 2022[1]

Strawberry Lemonade »

TOP MOCKTAIL FLAVORS[1]

Lime
Strawberry
Lemon
Ginger
Mint
Hibiscus
Vanilla

TRENDING MOCKTAIL FLAVORS[1]

Black Cherry
Yuzu
Tangerine
Cinnamon
Tumeric
Elderflower
Matcha
Rose
Maple
Mandarin
Cacao

NON-ALCOHOLIC TREND

Boston's Pizza Restaurant & Sports Bar

Offers four mocktails, including "Fly Me to Hawaii," a mix of grenadine, guava, passion fruit, pineapple, o. j., soda and water.

Hyatt Hotels & Resources

Launched their "Zero Proof, Zero Judgment" non-alcoholic cocktail program nationwide.

Boston College®

Hosted a mocktail mixology course for students that came with a take-home kit of ingredients.

1. Datassential, 2022
2. Technomic, 2022

RECIPES FEATURING SIMPLOT ITEMS

1 **Vanilla and Maple Horchata**
Good Grains™ Brown Rice, IQF
SKU: 10071179035022

2 **Black Cherry and Hibiscus Old Fashioned**
Simple Goodness™ Fruit
Dark Sweet Cherries
SKU: 10071179026662

3 **Avocado Mojito**
Harvest Fresh™ Avocados
Chunky Avocado Pulp, Fresh
SKU: 10071179032410

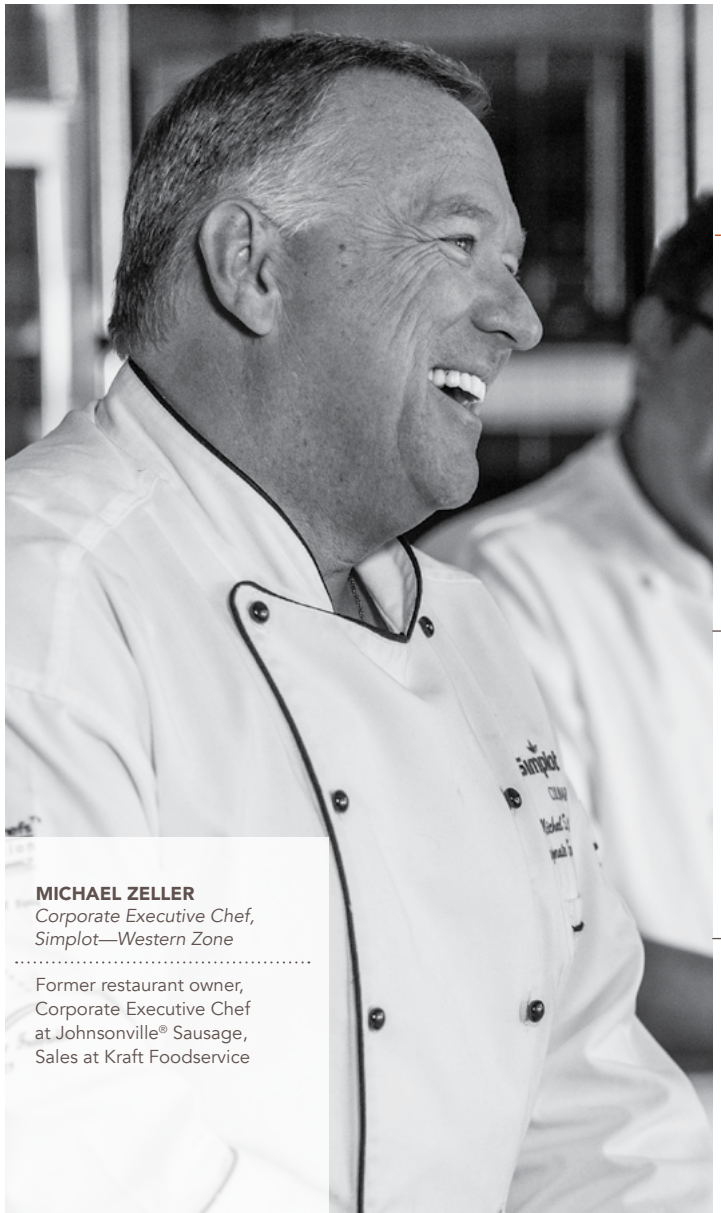
Harvest Fresh™ Avocados
Diced Avocado, Frozen
SKU: 10071179029410

See more great items at www.LatinaBoulevardFoods.com

Winter Blueberry Almond Soup

| TREND TWO |

Craveable Soups



MICHAEL ZELLER
Corporate Executive Chef, Simplot—Western Zone

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

> *"Nothing soothes and satisfies like a hot bowl of soup. It's also a great creative opportunity for chefs to introduce trending global flavors alongside the well-worn favorites. Want to create an emotional bond with your customers? Menu craveable soups."*
>
> *— CHEF ZELLER*

WHY IT'S ON TREND

SOUP

- **71%** of restaurants offer soup[1]
- **80%** of consumers find soup appealing[1]
- **1/3** of consumers eat soup frequently[1]
- **69%** want their soup to be prepared daily[2]
- **46%** are interested in more global soup options[1]
- **Chicken Noodle Soup** is the most popular[1]

TRENDING SOUP VARIETIES[1]

- Ramen
- Beef Noodle Soup
- Shrimp Wonton
- Hot Pot
- Udon Noodle
- Lemon Grass
- Pho
- Tom Kha
- Laksa
- Sweet Corn
- Avgolemono
- Beef Stew
- Chicken Tortilla
- Birria
- Red Curry
- Pomodoro
- Italian Vegetable
- Guisada
- French Onion

Fastest-Growing Meat Cuts in Soup[1]

- Pork Belly +95%
- Brisket +61%
- Pulled Pork +34%

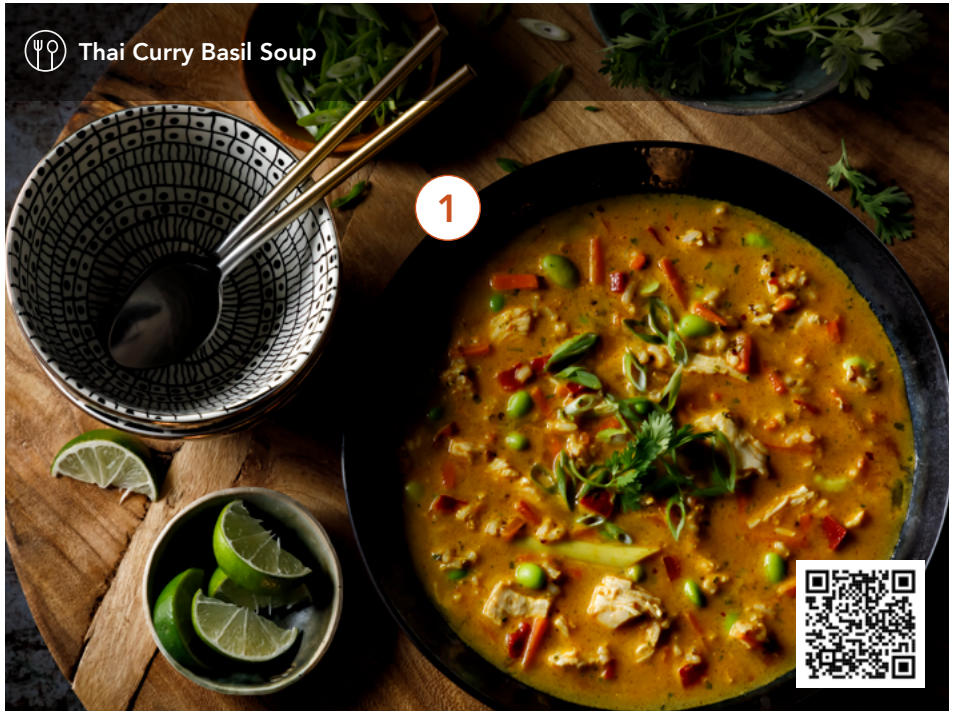
Trending Vegetables in Soup[1]

- Radish
- Bell Pepper
- Bok Choy
- Bean Sprout
- Bamboo
- Seaweed

Favorite Soups by Segment[1]

Gen Z	Millennials	Gen X	Boomers
Asian and Mexican soups	Thai soups and Asian stews	Veggie-forward soups and chili	The classic, veggie-forward soups

1. Datassential, 2022
2. Technomic, 2022



RECIPES FEATURING SIMPLOT ITEMS

1 Thai Curry Basil Soup
Good Grains™
Thai Style Red Quinoa & Vegetable Blend
SKU: 10071179035053

2 Mexican Elote-Style Street Corn Soup
RoastWorks®
RTE Flame-Roasted Simply Sweet® Cut Corn
SKU: 10071179048237

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

3 Carrot Soup with Avocado Crema
Harvest Fresh™ Avocados
Avocado Pulp, Frozen
SKU: 10071179932260

Simple Goodness™ Classic Vegetables
RTE Diced Carrots
SKU: 10071179184119

See more great items at www.LatinaBoulevardFoods.com

Roasted Corn Fritters, Avocado Crema and Pickled Corn

| TREND THREE |

Pickled & Fermented Everything

MICHAEL THRASH
WCMC, CRC, CDM-CFPP, CEC, CCE, CCA, AAC, PCII
Corporate Executive Chef, Simplot

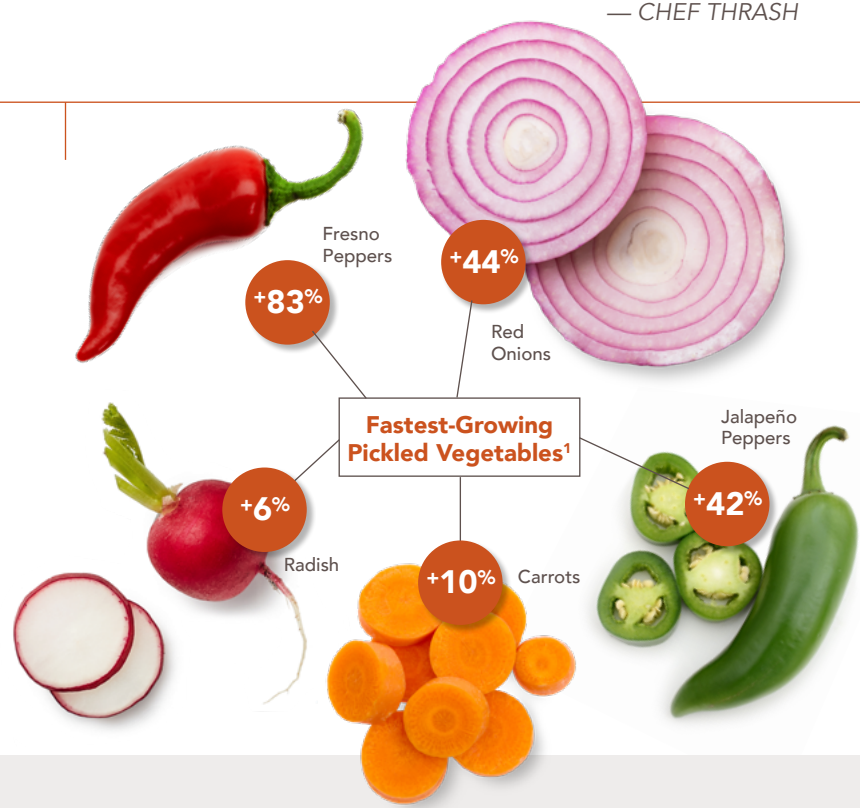
Chef Instructor at The Art Institutes®; Corporate Executive Chef at GA Foods®; Executive Chef, Aramark®; Executive Chef, Hard Rock® Cafe

"Americans' taste for pickled and fermented ingredients has grown well beyond dill pickles and yogurt. Today, patrons are excited to experiment with new pickled and fermented items, with the health benefits coming as a welcome bonus."

— CHEF THRASH

WHY IT'S ON TREND

- **55%** of menus carry pickled or fermented foods[1]
- Fermented foods are expected to grow **8%** over the next 4 years[1]
- **Over half** of consumers have tried pickled veggies and **65%** enjoy them[1]
- **Yogurt and cottage cheese** are the most well-known fermented foods[1]
- **Kombucha** is the fastest-growing fermented drink, up **203%** in 4 years[1]



IDEA STARTERS[2]

Pickled Chicken Sandwich
CHICKEN N PICKLE®, *Kansas City, MO*
with pickled-brined, grilled chicken breast, bacon, avocado, pickle slaw and jack cheese.

Grilled Peach Salad
FOX AND PEARL, *Kansas City, MO*
with smoked mozzarella and pickled pecan vinaigrette.

Salmon Skins Chicharron
MIRAME, *Beverly Hills, CA*
with fermented garlic aioli.

Kimchi Burger
KNOCKABOUT BURGER®, *Denver, CO*
with egg, hoisin ketchup, sesame-Sriracha mayo and housemade kimchi slaw.

1. Datassential, 2022
2. Technomic, 2022

RECIPES FEATURING SIMPLOT ITEMS

1 Pickled Peach and Fresh Mozzarella Salad
Simple Goodness™ Fruit
Sliced Peaches
SKU: 10071179179139

2 Kimchi Loaded Street Fries
Harvest Fresh™ Avocados
Avocado Pulp, Frozen
SKU: 10071179932260

SIDEWINDERS™ Fries
Junior Cut
SKU: 10071179046011

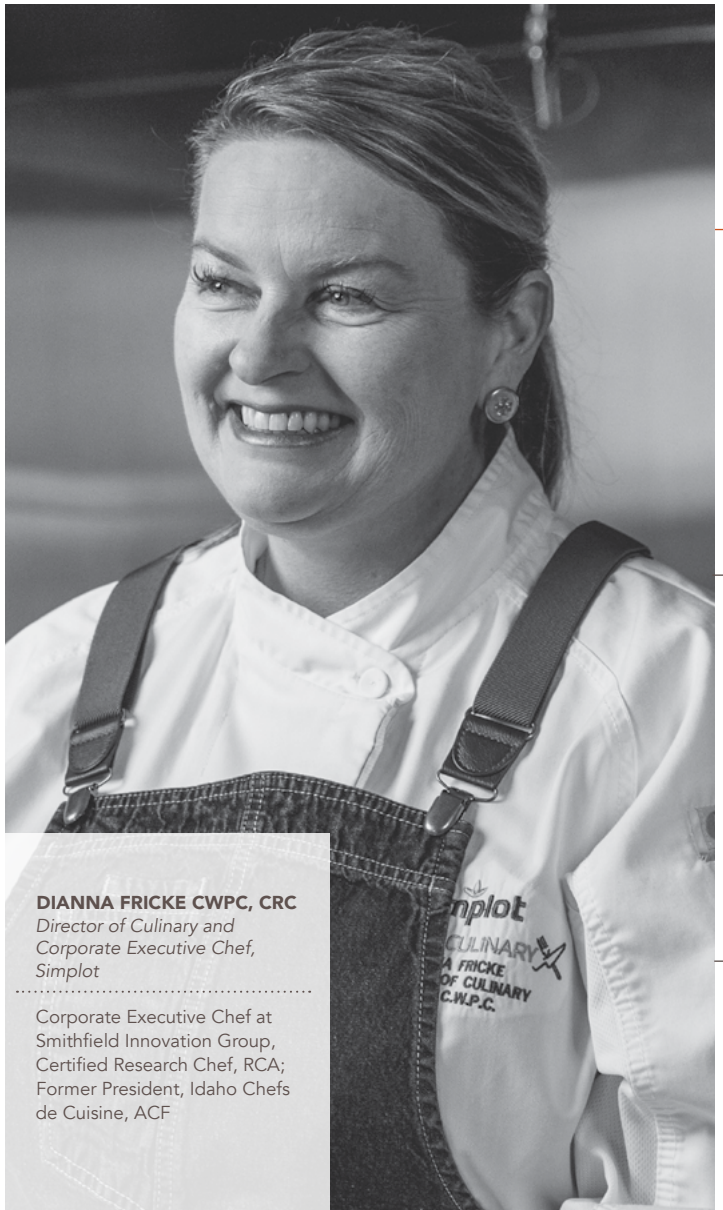
3 Tartine's Pickled Veggie Jar
Simplot Goodness™ Premium Vegetables
Parisian Carrots
SKU: 10071179737339

Simplot Goodness™ Premium Vegetables
Shelled Edamame
SKU: 10071179522768

See more great items at www.LatinaBoulevardFoods.com

| TREND FOUR |

Catering Goes to Work



DIANNA FRICKE CWPC, CRC
Director of Culinary and Corporate Executive Chef, Simplot

Corporate Executive Chef at Smithfield Innovation Group, Certified Research Chef, RCA; Former President, Idaho Chefs de Cuisine, ACF

> *"With the pandemic, the prevalence of catered meals at work got a huge boost. Now you see major QSR chains like Smashburger® catering burger bars in your office. The build-your-own flexibility makes everyone happy and the convenience is awesome."*
>
> *— CHEF FRICKE*

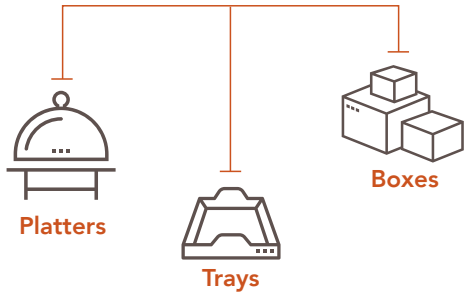
WHY IT'S ON TREND

- Catering is the most-offered, off-premise service—**36%** of operators[1]
- **24%** of QSRs offer catering vs. **60%** of fine dining[1]
- Menus are skewed to **appetizers**, **entrées** and **beverages** vs. catering sides and desserts[1]

Fastest-Growing Catering Formats[1]

- Meal Kits +503%
- Family Meals +135%
- Bundles +104%
- Burger Bars +63%
- Taco Bars +27%

Top Catering Formats[1]



Fastest-Growing Catering Flavors[1]

- Nashville Hot
- Turmeric
- Furikake
- Indian Spice
- Alabama White BBQ
- Samurai
- Green Goddess Dressing

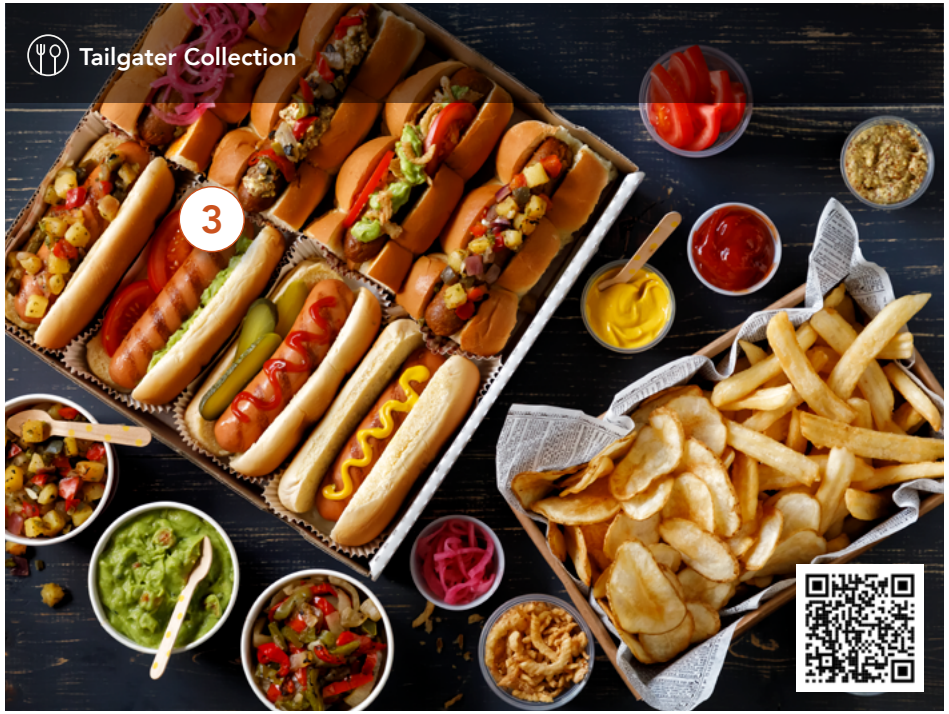
Fastest-Growing Catering Dishes[1]

- Plant-Based Burgers
- Buffalo Cauliflower
- Cauliflower Rice
- Avocado Toast
- Chicken and Waffles
- Hot Chicken
- Korean BBQ
- Elote
- Fried Chicken Sandwich
- Chicken Biscuit
- Chicken Bowls
- Breakfast Wraps

Top Catering Flavors[1]

GARLIC · BBQ · RANCH · RED SAUCE · BASIL · CAESAR

1. Datassential, 2022



RECIPES FEATURING SIMPLOT ITEMS

1 Asian Collection

Simple Goodness™
Riced Cauliflower
SKU: 10071179050865

Simple Goodness™
Premium Vegetable
Kyoto Vegetable Blend
SKU: 10071179607762

Harvest Fresh™ Avocados
Avocado Pulp, Frozen
SKU: 10071179932260

Simple Goodness™
Premium Vegetables
Whole Edamame
SKU: 10071179003236

Good Grains™
Thai Style Red Quinoa
& Vegetable Blend
SKU: 10071179035053

2 Dessert Collection

Simple Goodness™ Fruit
Sliced Peaches
SKU: 10071179179139

RoastWorks®
RTE Flame-Roasted Fuji Apples
SKU: 10071179777779

Simple Goodness™ Fruit
Pacific Berry Blend
SKU: 10071179019404

3 Tailgater Collection

Select Recipe®
Sea Salt Chips, Skin On
SKU: 10071179026136

RoastWorks®
RTE Flame-Roasted Pineapple
& Pepper Blend
SKU: 10071179034971

RoastWorks®
RTE Flame-Roasted Pepper
& Onion Blend
SKU: 10071179677796

Harvest Fresh™ Avocados
Extreme Supreme Guacamole
SKU: 10071179932666

See more great items at www.LatinaBoulevardFoods.com

7 tips for LTOs that drive traffic

Thanks to soaring inflation, patrons have slashed their spending on dining out. Limited-time offers (LTOs) are one of the most effective tools restaurants have to generate excitement, differentiate themselves and boost traffic. According to research:

7 in 10 restaurant goers have eaten an LTO in the past month.[1]

Operators report an increase of up to 25% in both revenue and traffic during months with a successful LTO.[1]

85% of people who enjoy an LTO will return again, and 75% will tell someone about it.[1]

LIMITED TIME OFFER

St. Paddy's Poutine featuring Bent Arm Ale®
Beer-battered Lattice Cut Fries, Skin On

7 TIPS
for making your LTOs more successful:

Thai Bowl featuring Good Grains™
Thai Style Red Quinoa & Vegetable Blend

1 **Focus on creating compelling value, not discounted pricing.**

During the Great Recession of 2008, operators focused on creating combo/value meals that decimated margins and taught customers to expect a belly-full of food for $2. It's a trap that many operators are still recovering from. Instead, focus on creating a unique experience your customers won't find anywhere else.

2 **Make sure your LTO is photogenic**.

Two top reasons people choose to buy an LTO revolve around how the item looks in in-store POS and ads. This is especially important to attract younger customers. So pay attention to color, texture and presentation as you create your LTO, and pay for professional photography—it's worth it.

3 **Market on social media and in your restaurant.**

According to operators, these are the two most effective media for promoting LTOs, even though TV advertising reaches more consumers. Think posters and menu inserts first. And remember: LTOs marketed with photos drive 18% more purchase intent than those without.[1]

4 **Keep it simple.**

Operators say the best LTOs are the ones that are easy to execute and use ingredients they already have on hand. Avoid anything that requires complicated instructions, difficult-to-source ingredients and special equipment. Given the scarcity of labor, operators should consider prepared products. For example, Simplot offers several LTO-ready fries, avocado, fruit, roasted vegetables, and grain products that slash labor and promote consistent execution.

5 **Don't limit yourself.**

Consumer interest is high in a wide variety of LTO items, with appetizers, meat entrées and desserts at the top of the list. Beverage LTOs now account for one-third of all LTOs, led by smoothies, shakes and slushies.[1]

6 **Consumers want more than seasonal LTOs**.

Of course, seasonal LTOs remain popular, but those with fresh ingredients, premium ingredients and unique flavors rank at the top of consumers' wish lists. Others include new twists on familiar dishes, rarely available ingredients, nostalgic items, regional/local flavors, hand-crafted items, and over-the top-items.

1. Datassential Keynote Reports, 2022

7 **Include your customers in the process.**

Customers say they want to contribute to the creation of LTOs. What better way to reduce the risk of a flop than by getting feedback right from the source? The top three ways they would like to participate are by voting on new flavors, giving feedback during a tasting event, and voting on flavors submitted by customers.[1]

Avocado Smoothie featuring Harvest Fresh™ Avocados Avocado Pulp