

ROASTED VEGETABLE

Menu Trends

Simplot
roastworks

"CHARRED"
MENU MENTIONS
ARE UP 117%
SINCE 2013³

RoastWorks®
Roasted Sweet
Potatoes with
Charred Churro
Marshmallows

ROASTED VEGETABLES ARE RISING IN POPULARITY ON MENUS

One of the easiest ways to add roasted vegetables to the menu is offering them as part of a small plate or appetizer – of diners 18- to 34-years old:

37% say they'd like restaurants to offer more **vegetable-focused appetizers**

40% say they would like to see more **vegetable focused-small plates**¹

ROASTED VEGETABLE
ENTREE MENU
MENTIONS ARE
UP 18%
YEAR-OVER-YEAR²

AND ROASTED VEGETABLES CAN BE PRICED HIGHER, TOO:

The median menu price of entrée's served with roasted vegetables is **34% higher than those with steamed vegetables**⁴

CONSIDER: Offer healthier apps and sides by making non-breaded, non-fried veggies the star.

MENU INSPIRATION: At University of Illinois at Urbana Champaign, the Ikenberry Commons Dining Hall offers a roasted vegetable platter side dish.

ROASTED VEGETABLES ARE A POPULAR SELLER-THEIR RICH AND INTENSE FLAVORS ARE A GREAT SIDE BUT THEY CAN ALSO **ELEVATE ENTREES**

CONSIDER: Use individually quick frozen (IQF) roasted vegetables to give fresh-roasted flavor and scratch-made appearance on demand.

MENU INSPIRATION: Instead of spinach and cheese ravioli, menu roasted Sweet Potato™ ravioli; instead of diced potatoes, serve roasted Baby Bakers™ potatoes.

Sources:

- 1) Technomic's 2017 Starters, Small Plates & Sides report
- 2) Technomic's MenuMonitor
- 3) Datassential SNAP, 2018
- 4) Datassential 2018