

2022 FOODSERVICE PATRON STUDY

NOTEWORTHY FINDINGS:



BACKGROUND

The best way to understand restaurant patrons' habits and opinions about potatoes when dining out is to ask them. So we did! We surveyed 1,500 patrons, focusing on several key areas:

- **Expectations, as they relate to potatoes**
- **The impact the "style" of a restaurant has on potato perceptions**
- **Understanding potato usage, as well as the formats that are enjoyed**

TOP 3 TAKEAWAYS

1

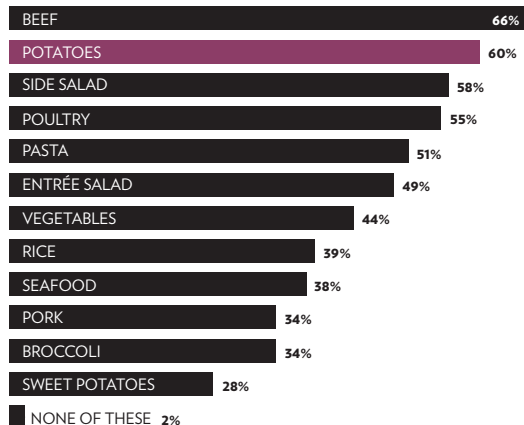
RESTAURANT PATRONS EXPECT TO SEE POTATOES SHOW UP ON MENUS

In fact, potatoes are the second most commonly found item on restaurant menus, right behind beef products. This means that, when dining out, it would feel unusual to a restaurant patron if they couldn't find potatoes in at least one format on menus. They may also expect to see a particular format depending on where they are dining out—like fries at a fast food concept or mashed potatoes at a steak house.

2

RESTAURANT PATRONS ARE WILLING TO PAY A PREMIUM FOR POTATOES

On average, survey respondents reported that they were willing to spend \$5.20 more for a meal with potatoes. They are willing to pay a premium because they believe potatoes benefit their dining experience and satisfy a particular craving.



3

FRIES ARE MOST FREQUENTLY ORDERED SIDE ITEM

Over half of the survey respondents indicated that they order fries "often," and 82% order them at least occasionally. Mashed potatoes and hash browns are the next most popular formats ordered behind fries.

