

Seasonal Dining Trends - US - June 2019

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This report looks at the following areas:

- Retail appeals to seasonal food lovers
- Farmers markets experience high growth across the country
- Americans want to veg out

This Report will examine consumer attitudes toward seasonal flavor and ingredient trends across dining out segments. It will investigate seasonal components within dishes and beverages and will view from personal associations to traditional availability. The Report will also highlight seasonal purchase preferences from a foodservice and retail perspective; however, the core focus of the Report will be foodservice.



"Seasonal menu items continue to be a key opportunity for operators to appeal to diners' interest in trying something new. While seasonal beverage menu items remain of high interest, diners are not buying as wide of a variety of seasonal foods from restaurants compared to retail."

- Hannah Spencer,
Foodservice Analyst

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