



NOURISHING INSIGHT FOR INNOVATION.

2024 HEALTHCARE TRENDS & INSPIRATION GUIDE

Food experiences can greatly influence how patients, residents and staff choose a care facility. Find out what trends are shaping today's healthcare foodservice segment, and how you can incorporate them into your menu to boost appeal and satisfaction.

Blueberries and raspberries are
**HEALTHLINE'S TOP-RANKED
HEALTHIEST BERRIES.¹**



30%

OF CONSUMERS
FOLLOW OR HAVE
FOLLOWED A
GLUTEN-FREE
DIET.²

+122%
EXPECTED 4-YEAR
GROWTH OF GLUTEN-
FREE PIZZA.³



Roasted Veggie Pizza
on 10" Gluten-Free
Seasoned Cauliflower
Pizza Crust (PC 11819)

GLUTEN-FREE. ON DEMAND.

Gluten-related diseases such as celiac disease and gluten sensitivity, along with growing health consciousness, are driving the demand for more gluten-free foods – whose market is expected to expand at 10.1% CAGR from 2024 to 2032.⁴ Gluten-free options are a must-have!

Gluten-Free Brownie with Fresh Berry
Compote made with Our Specialty Treat
Shop™ Gluten-Free Fully Baked Fudge
Brownie (PC 06144) with On Top® Oat Milk
Whipped Topping (PC 20667) and On Top
Oat Milk Soft Whip (PC 21801)

VEG OUT WITH PLANT-BASED PICKS.

Today's hospitals are embracing plant-forward foods to meet the growing demand for plant-based meals, and improve various health conditions of their patients. Several health and hospital locations in New York City have begun serving plant-based entrees as the default option for patients.⁵ Many of our plant-based products offer a multi-problem solution – satisfying the desires of your patients, guests, and staff to eat gluten-free, vegan, vegetarian, Keto friendly, or simply add more vegetables into their diet.

SUSTAINABILITY

is the biggest trend in healthcare dining, according to operators.⁶



Sunrise Berry Parfait with On Top Oat Milk Whipped Topping (PC 20667) and UBR® Cinnamon Ultimate Breakfast Round (PC 08733)

Vegan Banh Mi Sandwich on Simply Sweet Yeasty Dinner Roll Dough (PC 29104)

50%

OF CONSUMERS INTENTIONALLY HAD A PLANT-BASED ALTERNATIVE IN THE LAST WEEK.⁸



Banh mi has gained **+27.05% SOCIAL POPULARITY** over the past year.⁹



Vegan Eggplant Parm Sandwich on Artisan Cauliflower Ciabatta Roll (PC 21531)

33%

OF CONSUMERS SAY THEIR PLANT-BASED CONSUMPTION WILL INCREASE OVER THE UPCOMING YEAR.⁷

Veggie Quinoa Bowl with 12" X 5" Gluten-Free Seasoned Cauliflower Flatbread (PC 22424)



OUR PLANT-BASED PIZZA CRUSTS AND FLATBREADS ARE MADE WITH **OVER 20% VEGGIES!**

GLOBAL STATUS.

According to Foodservice Director, global cuisine is trending on healthcare facility menus across the country – and shows no signs of stopping. Infuse your menu with international flavors to pique interest and make nutrition fun for patients and guests alike!

47%

US consumers interested in global desserts.⁹

Fruit-Filled Kolache with Whole Grain Rich Sweet Hawaiian Roll Dough (PC 16206)



MORE INSIGHT-DRIVEN INSPIRATION.



SEAFOOD SALAD HOAGIE

New England style seafood salad, served on a toasted split Simply Proof & Bake Hoagie Roll (PC 03199).



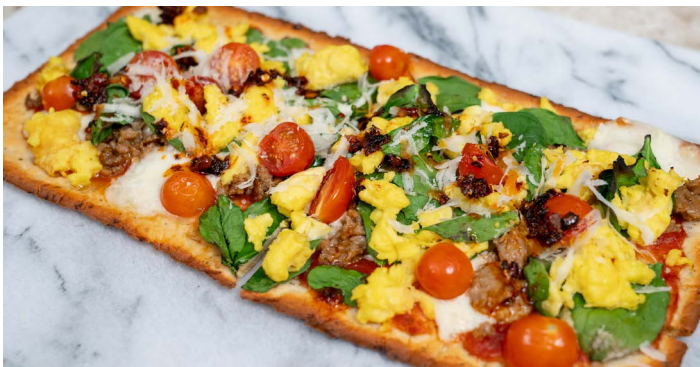
SAVORY ROASTED RED PEPPER DANISH

A sweet and savory Simply Sweet Yeasty Dinner Roll (PC 29104) topped with roasted veggies, caramelized onion and creamy feta cheese, baked until golden brown.



ITALIAN CAPRESE PESTO SANDWICH

A rustic, chargrilled Sliced Premium White Ciabatta (PC 20323) bun smeared with pesto and piled high with sliced Italian deli meats, fresh mozzarella and baby arugula.



GLUTEN-FREE CAULIFLOWER BREAKFAST PIZZA

Rich's 12" x 5" Gluten-Free Seasoned Cauliflower Flatbread (PC 22424) crowned with spiced-up garden vegetables, cheese and Italian sausage, and finished with chili crunch oil.



CRANBERRY WALNUT FRENCH TOAST

A unique twist on traditional French toast, made with Cottage Bakery® Cranberry Walnut Artisan Batard (PC 19663), and served with maple syrup.



SAUSAGE BITES

Mini smoked sausage links enrobed in Rich's Simply Sweet Yeasty Dinner Roll Dough (PC 29104), studded with everything bagel seasoning.



DIPPED ICE CREAM SANDWICHES

A generous scoop of ice cream sandwiched between two fresh baked Everyday Chocolate Chip Cookies (PC 15914), and dunked in melted chocolate.



ROASTED VEGETABLE CAULIFLOWER PIZZA

Rich's 10" Gluten-Free Seasoned Cauliflower Pizza Crust (PC 11819) topped with Extra Virgin Olive Oil, oven roasted seasonal vegetables, shredded mozzarella and fresh herbs.

CARE. COMFORT. CONVENIENCE.

At Rich's, your challenges fuel our inspiration. That's why we've created a portfolio of deliciously versatile, on-trend solutions that balance the diverse demands of your patients, guests and staff, while saving you valuable time and labor.

| PRODUCT CODE | PRODUCT DESCRIPTION |
|--------------|---|
| 06144 | Our Specialty Treat Shop™ Gluten-Free Fully Baked Fudge Brownie |
| 20667 | On Top® Oat Milk Whipped Topping |
| 21801 | On Top® Oat Milk Soft Whip Pourable Topping |
| 11819 | 10" Gluten-Free Seasoned Cauliflower Pizza Crust |
| 22424 | 12"x5" Gluten-Free Seasoned Cauliflower Flatbread |
| 21531 | Artisan Cauliflower Ciabatta Roll |
| 08733 | UBR® Cinnamon Ultimate Breakfast Round |
| 29104 | Simply Sweet Yeasty Dinner Roll Dough |
| 16206 | Whole Grain Rich Sweet Hawaiian Roll Dough |
| 19663 | Cranberry Walnut Artisan Batard |
| 20323 | Sliced Premium White Ciabatta |
| 03199 | Simply Proof & Bake Hoagie Roll Dough |
| 15914 | Everyday Chocolate Chip Cookie Dough |

[VIEW OUR FULL HEALTHCARE PORTFOLIO](#)

¹ Healthline, 2024 ² Datassential Trend Watch, 2023 ³ The World of Pizza, Datassential, 2024 ⁴ Global Market Insights, Dec. 2023 ⁵ 'The Big Apple goes plant-based,' Foodservice Director, 2023 ⁶ Foodservice Director, 2022 ⁷ Datassential Plant-Based Report, 2023 ⁸ SNAP! Datassential Plant-Based Keynote, 2023 ⁹ Tastewise, 2024



INFINITE POSSIBILITIES.
ONE FAMILY.

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