



SUMMER VIBES ONLY.

SUMMER 2023 TRENDS & INSPIRATION GUIDE

Summer's back with the foods and flavors that pair well with warm weather, sunshine, social activities and all things outdoors. BBQ, ice cream, fruit, salads – those are just some quintessential summer favorites consumers look forward to. And with Rich's, you've got a head start – with our BBQ and Oat Milk Soft Serve products, as well as insight-backed trends and inspiration to kick off your summer menu.

YUZU

A fragrant sour citrus fruit, yuzu adds unique, sweet and sour flavor to any beverage or dessert.

Yuzu Soft Serve with Vanilla Oat Milk Soft Serve



YUZU IS EXPECTED TO GROW 27% ON MENUS OVER THE NEXT 4 YEARS.¹



Carnitas Bowl with Citrus Dressing



94%
OF CONSUMERS LIKE OR LOVE BARBEQUED FOOD.²

CITRUS

Whether added to your salsa, BBQ, cocktails or other concoctions, citrus adds bittersweet refreshment to any summer dish.

MIX IT UP WITH MEXICAN.
Consumers love concepts that blend BBQ and Mexican together.
Mexican is the most-loved global cuisine of Gen Z and Millennials.³

GLOBAL CITRUS FLAVORS ARE TRENDING UP.⁴

'CUE SUMMER.

Although loved year round, BBQ is a rite of passage for summer. Welcome BBQ season with some of the hottest trends and flavors of the summer.

YOUR SAVORY SUMMER FLAVOR FORECAST.

PULLED PORK TASTES BEST IN SUMMER.

Pulled Pork Sandwiches are menued 4X more in summer than the average for all other seasons.⁵

WHITE BBQ

Also known as Alabama white sauce, white BBQ sauce uses a mayo base, with vinegar, sugars and spices. This Southern favorite is hitting menu radars country-wide – on sandwiches, nachos, mac and cheese, pizzas and more.



White BBQ Sandwich on Brioche Bun

BBQ Brisket Pulled Pork on Rustic Flatbread

ONE OF THE FASTEST GROWING BBQ TERMS, WHITE BBQ IS UP 36% ON MENUS OVER THE LAST 4 YEARS.²



SPICY MAPLE IS ONE OF 2023'S TOP 10 TRENDING MENU INGREDIENTS.⁴

Spicy Maple BBQ Nachos

SPICY MAPLE

Spicy maple is the next hot honey, according to trend experts. Pairing particularly well with BBQ, spicy maple adds the perfect touch of sweet to anything savory – with a spicy kick!

NACHO SZN.

Nachos are a popular social summer app, appearing 3X more on summer menus.⁵ Consumer affinity of 82%.⁶



COOL DOWN, WITHOUT THE DAIRY

What better way to cool down in the summer heat than with the delicious frozen dessert we all love? Consumers are looking for plant-based, dairy-alternative versions of their favorite nostalgic dessert – and Rich's Oat Milk Soft Serve meets the demand.

Angel Food Cake Layered with Chocolate Oat Milk Soft Serve



CLASSIC DESSERTS ARE MAKING A COMEBACK, INCLUDING TRENDING ANGEL FOOD CAKE.⁷

Mixed Berry Cobbler with Vanilla Oat Milk Soft Serve



Root Beer Float with Vanilla Oat Milk Soft Serve and On Top Oat Milk Whipped Topping

TOP IT OFF WITH ON TOP[®] OAT MILK WHIPPED TOPPING.

Rich's On Top Oat Milk Whipped Topping delivers the dreamy, creamy and delicious experience of On Top – with plant-based ingredients.

Plant-based dairy, particularly oat milk, continues to grow in popularity.⁷



YOUR SWEET SUMMER FLAVOR FORECAST.

SEASONAL BERRIES

Consumers are most interested in LTOs with fresh ingredients and seasonal flavors. Fresh seasonal berries are in high demand for the summer – especially when it comes to dessert.

THE NON-DAIRY ICE CREAM MARKET IS EXPECTED TO SURPASS \$1.9 BILLION BY 2023.⁸

LET'S KICK OFF SUMMER!

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/ SIZE (LB)	SHELF LIFE FROZEN/ REFRIGERATED (DAYS)
09067	Hickory Smoked Pulled Bar-B-Q Pork Seasoned	2/5	365/5
09259	Pulled Pork BBQ With Nashville-Style BBQ Sauce	4/5	365/7
18245	Oat Milk Vanilla Soft Serve Base	4/8	365/14
19254	Oat Milk Chocolate Soft Serve Base	4/8	365/14

FEATURED ITEMS

20667	On Top® Oat Milk Whipped Topping	12/12	540/14
45057	4" Classic Sliced Bun Brioche	72/2.4 oz	365/0
08930	12"X5" Rustic Oval Flatbread	24/4.8 oz	270/0

¹ Datassential Trendspotting, 2022 ² Datassential What's New in the 'Cue, 2022 ³ Statista, 2021 ⁴ Datassential FoodBytes, 2023

⁵ Datassential Insider Summer Index, 2022 ⁶ SNAP! Datassential, 2023 ⁷ Datassential MenuTrends, 2022 ⁸ Global Market Insight, 2023



INFINITE POSSIBILITIES.
ONE FAMILY.

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