



Fish Filet Sandwich on Simply Sweet Yeasty Dinner Roll Dough (PC 29104)

FISH FILET IS MENUED **15X MORE** IN SPRING THAN THE AVERAGE FOR ALL SEASONS.<sup>2</sup>



# MAKE YOUR MENU BLOOM.

## SPRING 2024 TRENDS AND INSPIRATION

Trends and inspiration to help guide and garner excitement for your springtime menu – thinking ahead to warmer weather and all of the season’s vibrant colors, flavors and holiday celebrations.

## Savory Seasonal Flavors & Menu Items YOUR SAVORY SPRING FLAVOR FORECAST.

*Menu Item Spotlight:* **FISH FILET**

Lent season means more fish on the menu. Fish filet sandwiches make for a fin-tastic spring sandwich offering for lunch or dinner!

**83%**

of consumers who observe Lent eat more fish during that time leading up to Easter.<sup>3</sup>

Bee Sting Pizza on 10" Gluten-Free Seasoned Cauliflower Crust (PC 18602)



HONEY GARLIC IS EXPECTED TO SEE **+61%** 4-YEAR GROWTH.<sup>1</sup>

*Choice of Bread:* **CIABATTA**

Ciabatta is the most popular bread trend on spring menus, adding crispy crust and an open, airy bite to sandwiches, meal accompaniments, appetizers, dippers and more.

**43%** OF CONSUMERS LOVE OR LIKE CIABATTA.<sup>1</sup>

Pesto Prosciutto Caprese Sandwich on Premium White Ciabatta (PC 20320)



*Flavor Spotlight:* **HONEY GARLIC**

Honey Garlic is all the buzz, menued over 20X more in spring than the average for all seasons, touching everything from chicken wings to vegetables. Incorporate this savory-sweet, zingy compound into your spring menu.

# YOUR SWEET SPRING FLAVOR FORECAST.

## KEY LIME PIE

This citrus-y special is both refreshing and nostalgic – and even more exciting when prepared in non-traditional formats, like cakes, cookies, shakes and more!

Key Lime Pie is most popular in months **MARCH THROUGH JULY.**<sup>4</sup>



Key Lime Custard Shots with Premium Custard Base (PC 03869)

Butter Pecan Latte with On Top® Soft Whip (PC 09229)

## BUTTER PECAN

Butter pecan pairs perfectly with any beverage, coffee or dessert you can dream up with sweet and salty flavor. While it's menued more than 7X as much in the spring, your consumers may be requesting it year round.



**61%**  
OF CONSUMERS LOVE OR LIKE BUTTER PECAN.<sup>1</sup>

## Fruity Flavor Trends:

### MANGO LEMONADE

Mango adds both delicious, tropical flavor and beautiful color to springtime lemonade refreshers.

Mangos are the **THIRD MOST POPULAR** smoothie ingredient.<sup>5</sup>

Mango Lemonade Smoothie with f'real Made to Order Milkshake Base (PC 80043)

MANGO LEMONADE IS EXPECTED TO SEE **+10%** 4-YEAR MENU GROWTH.<sup>1</sup>



### GRAPE

Drinks, desserts, salads and more – grapes add star appeal to a variety of menu items.

Grape Fizz Refresher with On Top Soft Whip (PC 09229)

GRAPES ARE MENUED OVER **10X MORE** IN SPRING THAN THE AVERAGE FOR ALL SEASONS.<sup>2</sup>



Prickly Pear Smoothie with f'real Made to Order Milkshake Base (PC 80043)

### PRICKLY PEAR

This soft, juicy fruit is bursting with sweet flavor and vibrant color, and popping up more and more on beverage, cocktail and dessert menus.

Prickly Pear is gaining popularity fast as a **TRENDY, EMERGING** menu item.



# ALL ABOUT STRAWBERRY.

Strawberry is a familiar favorite for a reason – and a sweet symbol of warmer weather. Consumers go crazy for this sweet springtime berry, and luckily, there's no shortage of recipes you can infuse them into!

**88%** of consumers like or love Strawberry.<sup>1</sup>

Strawberries 'N  
Creme Donut Cake  
Bowl with Plain Cake  
Ring Donut (PC 19862)  
and On Top Whipped  
Topping (PC O2559)



Strawberry Cream is one of  
**THE FASTEST GROWING**  
dessert trends in the next 4 years.

Strawberry Shake  
with On Top Oat Milk  
Whipped Topping  
(PC 20667)



Strawberry  
Coconut Cooler  
with On Top® Soft  
Whip (PC O9229)



Strawberry  
Balsamic Pizza  
with 16" Fresh 'N  
Ready Oven Rising  
Sheeted Pizza  
Dough (PC O3604)



STRAWBERRY  
APPEARED IN  
**125 LTOS,**  
NEW MENU ITEMS AND  
RETURNING MENU ITEMS  
AT MAJOR CHAINS IN  
SPRING 2023.<sup>6</sup>

# MAKE YOUR MENU BLOOM.

No matter the season, Rich's has you covered with innovative, buzzworthy solutions that make keeping up with the trends simple – and extra delicious.

PRODUCT CODE	PRODUCT DESCRIPTION
18602	<a href="#">10" Gluten-Free Seasoned Cauliflower Pizza Crust</a>
29104	<a href="#">Simply Sweet Yeasty Dinner Roll Dough</a>
20320	<a href="#">Premium White Ciabatta</a>
09229	<a href="#">On Top® Soft Whip</a>
03869	<a href="#">Premium Custard Base</a>
80043	<a href="#">f'real Made to Order Shake Base</a>
19862	<a href="#">Plain Cake Ring Donut</a>
02559	<a href="#">On Top Original Whipped Topping</a>
03604	<a href="#">16" Fresh 'N Ready Oven Rising Sheeted Pizza Dough</a>
20667	<a href="#">On Top Oat Milk Whipped Topping</a>

<sup>1</sup> SNAP! Datassential, 2024

<sup>2</sup> Datassential 'Spring Trends', 2024

<sup>3</sup> Datassential December 2023 Consumer Survey

<sup>4</sup> Tastewise, 2024

<sup>5</sup> Datassential 'The World of Lemonade', 2023

<sup>6</sup> Datassential Launches & Ratings



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ONE FAMILY.

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