



DIVE INTO SUMMER.

SUMMER 2024 TRENDS AND INSPIRATION

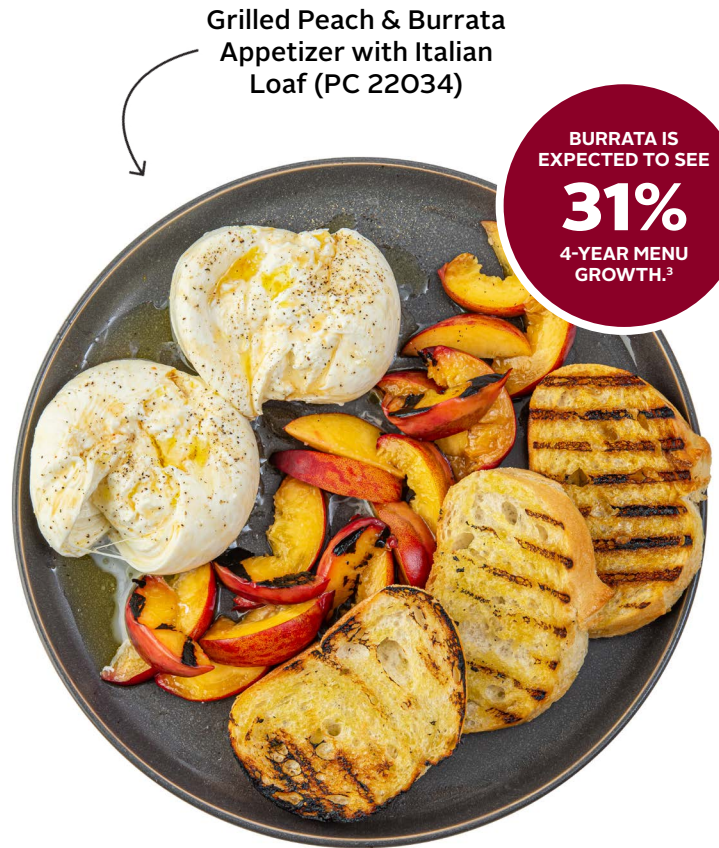
Summertime is full of tastes and traditions brought on by warm weather, vacation time and meals enjoyed outside with family and friends. Dive into the trends and flavors that can create fireworks all over your menu this summer.

Peaches appeared in **32 LTOS, NEW MENU ITEMS, AND RETURNING ITEMS** at major chains in summer 2023.²



PEACH INDEXED **4X HIGHER** THAN WATERMELON ON SUMMER MENUS IN 2023.¹

Goat Cheese and Peach Flatbread on Rustic Oval Flatbread (PC 08930)



Grilled Peach & Burrata Appetizer with Italian Loaf (PC 22034)

BURRATA IS EXPECTED TO SEE **31%** 4-YEAR MENU GROWTH.³

PEACH PERFECT.

Fruity Flavor Trend: SWEET & SAVORY PEACH

Combining seasonal freshness with menu-wide versatility, peaches offer countless sweet and savory possibilities. Grilled, roasted, blended, diced, and infused, peaches can be the seasonal guest star of apps, pizzas, salads, salsas, sauces, dressings, smoothies, specialty beverages and more.

59% Consumers interested in purchasing restaurant specials/LTOs in the summer.⁷



DRINK FOAMS ARE EXPECTED TO CONTINUE TO CLIMB **16%** OVER THE NEXT 4 YEARS.⁴

Sweet Tea with Peach Cold Foam topped with On Top® Soft Whip (PC 09229)

Summers are for BBQ...and all the fixings.
YOUR SUNNY SUMMER FLAVOR FORECAST.

Component Trend: CORN

No barbeque is complete without corn on the cob, and this classic can be remixed for saucy spicy Mexican street corn apps, seasonal salads, chowders, fritters, risottos, breads — even ice cream!

Elote Bruschetta on 7.5" French Long Sandwich Bread (PC 22201)



ELOTE IS UP **74%** ON MENUS OVERALL OVER THE PAST 4 YEARS.¹

Protein Trend: BBQ

Few foods signal summertime like cooking on the grill. Warm weather triggers cravings for BBQ, and you can feed the need with numerous protein, sauce and prep combinations.



Loaded Fries with BBQ Pork and Smoked Gouda topped with Hickory Smoked Pulled Bar-B-Q Seasoned Pork (PC 09067)

BBQ appeared in **77 LTOS, NEW MENU ITEMS, AND RETURNING ITEMS** at major chains in summer 2023.²

Menu Item Trend: CHOPPED SALADS

Hotter weather can mean a desire for lighter bites, but that doesn't mean your salads can't be dynamic, seasonal and filling — giving your consumers all their favorite ingredients in one perfectly cohesive bite.

Chopped Salad Sandwiches **WENT VIRAL ON TIKTOK** starting in Fall of 2023.



Chopped Salad Sandwich on 7.5" French Long Sandwich Bread (PC 22201)

Celebrate Summer Holidays with LTOs.

Summer is packed with holidays that consumers associate with special flavors, dishes and beverages

PRIDE MONTH - JUNE

FATHER'S DAY - JUNE 16TH

JUNETEENTH - JUNE 19TH

INDEPENDENCE DAY - JULY 4TH



Heirloom Caprese
Bruschetta on Extra Virgin
Olive Oil Artisan Focaccia
Bread (PC 22586)



Beverage Trend: LEMONADE

When it's time to wash down all the BBQ, lemonade is the beverage of choice for summer. Lemonade pairs with fresh fruits and ticket-raising drink toppers for refreshing and attention-grabbing LTOs all season long.

Frosted Lemonade topped with On Top® Soft Whip (PC 09229) made with f'real Made To Order Shake Base (PC 80043)



LEMONADE
APPEARED IN
53 LTOs,
NEW MENU ITEMS AND
RETURNING MENU ITEMS
AT MAJOR CHAINS IN
SUMMER 2023.²

Combo Trend:

HERB BREAD & HEIRLOOM TOMATOES

A look in any good gardener's backyard during summertime reveals that this is the time for tomatoes. Fresh, flavorful tomatoes pair perfectly with herb-infused bread for zesty, earthy apps.

27% of consumers like or love focaccia.³



Focaccia Appetizer with
Dip and Herbs Extra Virgin
Olive Oil Artisan Focaccia
Bread (PC 22586)



SAVOR THE SUMMER.

Beat the heat and meet the demand when you partner with Rich's to deliver innovative, buzzworthy solutions any time of year.

PRODUCT CODE	PRODUCT DESCRIPTION
22586	Extra Virgin Olive Oil Artisan Focaccia Bread
22201	7.5" French Sandwich Long
22034	Italian Loaf
09067	Hickory Smoked Pulled Bar-B-Q Pork Seasoned
08930	12"X5" Rustic Oval Flatbread - 24 Crusts/Case
09229	On Top® Soft Whip Pourable Topping Naturally Flavored Sweet Cream
80043	f'real Made To Order Shake Base

¹ Datassential Menu Trends, 2024 ² Datassential Launches & Ratings, 2024 ³ SNAP! Datassential 2023 ⁴ Datassential "Menu Trends" 2023
⁵ Glimpse Google Trends, March 2024 ⁶ Tastewise Frozen Lemonade Trends 2024 ⁷ Datassential March 2024 consumer survey



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