

TRENDS

TO KNOW

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BROUGHT TO YOU BY


Schreiber.

SAVOR THE SEASON WITH STUFFED PRODUCE

THE TREND

Come summertime, fresh produce is top-of-mind for many consumers – the term “seasonal” is loved or liked by 61% of consumers (Datassential Consumer Preferences). Look for opportunities to stuff seasonal produce with all sorts of ingredients – the sky’s the limit. Think everything from well-loved cheddar cheese to mozzarella to parmesan to Mexican cheeses like queso Chihuahua paired with other mix-ins like breadcrumbs, meats like ground beef or seafood like shrimp, chopped veggies, rice, herbs, and more.

While bell peppers are one of the more common types of produce to get the stuffed treatment (stuffed peppers appear on 5% of casual dining menus specifically, according to Datassential Menu Trends), zucchini, tomatoes (pictured left), and more could also be served stuffed.

DAIRY REPORT

Stuffed, fresh, seasonal produce (such as tomatoes, zucchini, bell peppers, and more) is a go-to come summer and can be a carrier for all sorts of dairy-forward products, but especially ooey gooey cheeses that can be melted on top – think cheddar or mozzarella. For a twist, lean into Greek feta, Italian Romano, or Spanish cheeses like Manchego. Look for opportunities to pair stuffed produce with trend-forward, globally-inspired ingredients, too, such as saffron rice (saffron is a spice that exudes luxury and is in Adoption on the Menu Adoption Cycle or MAC).

MENU INSPIRATION

STUFFED HOT PEPPER ROLL

Molinaro's | Lockport, NY
Banana pepper stuffed with sausage and Gorgonzola cheese rolled in pizza dough that's deep-fried and then topped with butter and garlic.

STUFFED PEPPER

Carmela's Italian Restaurant & Lounge | Kingston, MA
Filled with beef, breadcrumbs, raisins, Romano cheese, and traditional red sauce.

STUFFED TOMATO AND PEPPER

Mandolin Aegean Bistro | Miami, FL
Filled with ground beef, rice, and feta cheese.

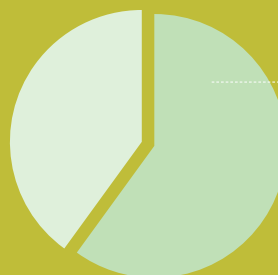
CRISPY ZUCCHINI FLOWERS

Bloom | San Juan Capistrano, CA
Stuffed with creamy Manchego cheese, roasted garlic, hazelnut romesco, and saffron-Cava aioli.

STUFFED EGGPLANT ALA PAISANA

La Villa Restaurant Lounge & Banquets | Chicago, IL
Eggplant rolled in prosciutto and ricotta cheese.

DATA FILE



60%

OF CONSUMERS
LOVE OR LIKE STUFFED
PEPPERS

Datassential Consumer Preferences

TREND STAGE

UBIQUITY



Certain stuffed produce concepts like stuffed peppers are in Ubiquity on the MAC and well-known among consumers, with 90% saying they're familiar with them (Datassential Consumer Preferences). Look for opportunities to capitalize on comforting stuffed produce, but also up the ante by offering twists, such as stuffed tomatoes or stuffed zucchini or zucchini blossoms, and leverage a variety of cheeses beyond just the typical mozzarella or cheddar – think everything from Greek feta to Italian Romano or ricotta to Spanish Manchego.

Give consumers a taste of summer by leveraging stuffed, seasonal produce, ranging from tomatoes to bell peppers to zucchini or zucchini blossoms filled with any number of ingredients and topped with comforting cheeses, such as cheddar, mozzarella, Greek feta, Spanish Manchego, Italian Romano, Mexican Chihuahua, and more.

KEY TAKEAWAY