



Trends in K-12 Foodservice

Spring 2024



 **Chicken and Vegetable Pancit** featuring Simple Goodness™ Classic Vegetables Broccoli Florets, IQF, Simple Goodness™ Premium Vegetables Riced Cauliflower and Simple Goodness™ Classic Vegetables RTE Peas and Diced Carrots

TREND ONE

Reimagining Pizza



Students will always love pizza. And now you're seeing schools capitalize on that by using pizza as a format to deliver better nutrition. To kids, spinach and sweet potato sound a whole lot better when they're on a pizza."

— Roberto Roman, Corporate Executive Chef, Simplot



WHAT IS ON TREND

- » 25% of Gen Alpha parents say kids menus don't offer enough fruits or vegetables.¹
- » 23% of Gen Alpha parents say kids menu choices are not healthy or nutritious.¹
- » Personal-sized pizzas grew 435% over the last 4 years.²

Three Better-for-You Pizzas to Consider¹



Thai-Style

43% of consumers love or like Thai Food.²



Sweet Potato

56% of consumers love or like mashed sweet potatoes.




Spinach & White Sauce

35% of consumers love or like white pizza.

1. Datassential, Guide to Gen Alpha, September 2023 2. Datassential, 2023




1

 **Southwest BBQ Chicken Pizza** featuring RoastWorks® Flame-Roasted Corn & Jalapeño Blend and RoastWorks® RTE Flame-Roasted Unseasoned Peppers & Onions Blend



2

 **Sweet Pizza** featuring RoastWorks® Roasted Sweet Potatoes and RoastWorks® RTE Flame-Roasted Simply Sweet® Cut Corn



3

 **Garden Pizza** featuring Simple Goodness™ Classic Vegetables Chopped Spinach and RoastWorks® RTE Flame-Roasted Unseasoned Peppers & Onions Blend




RECIPES FEATURING SIMPLOT ITEMS



1

Southwest BBQ Chicken Pizza

 RoastWorks® Flame-Roasted Corn & Jalapeño Blend
SKU: 10071179034841


 RoastWorks® RTE Flame-Roasted Unseasoned Peppers & Onions Blend
SKU: 10071179020240



2

Sweet Pizza

 RoastWorks® Roasted Sweet Potatoes
SKU: 10071179027058

 RoastWorks® RTE Flame-Roasted Simply Sweet® Cut Corn
SKU: 10071179790990



3

Garden Pizza

Simple Goodness™ Classic Vegetables Chopped Spinach, IQF
SKU: 10071179916635

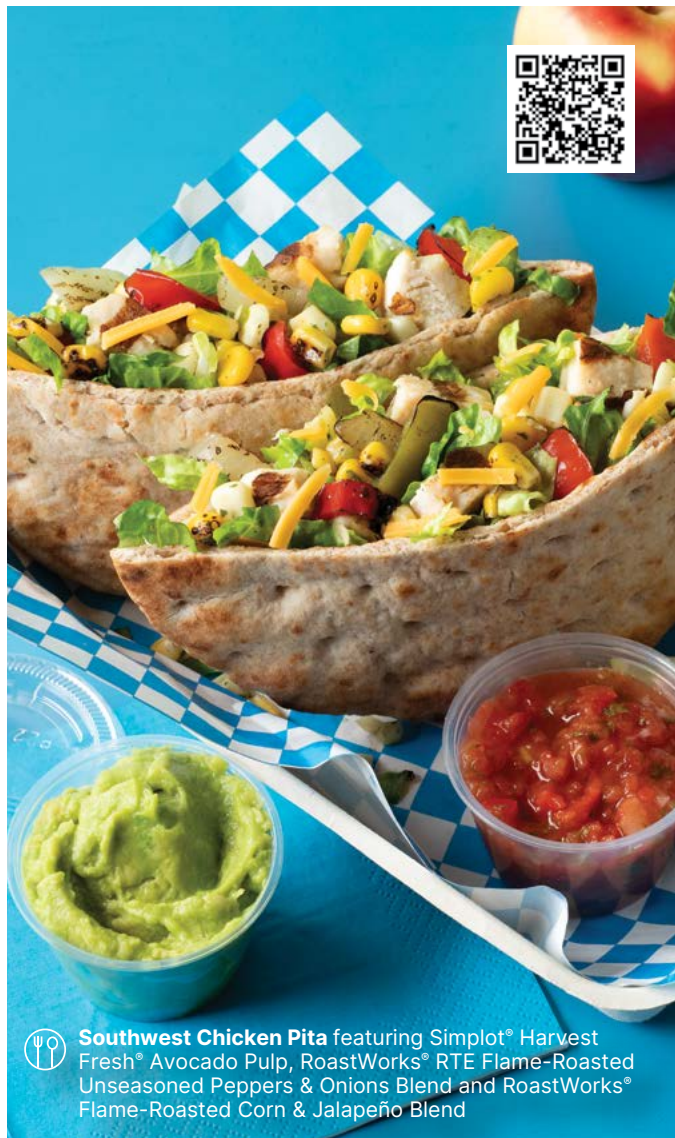
 RoastWorks® RTE Flame-Roasted Unseasoned Peppers & Onions Blend
SKU: 10071179020240





TREND TWO

Build-Your-Own Bars



Southwest Chicken Pita featuring Simplot® Harvest Fresh® Avocado Pulp, RoastWorks® RTE Flame-Roasted Unseasoned Peppers & Onions Blend and RoastWorks® Flame-Roasted Corn & Jalapeño Blend



Students love the power to customize their meals. 'Build-Your-Own' bars are key for promoting healthier eating habits by offering a variety of wholesome ingredients such as fruits, vegetables, whole grains, and lean proteins."

— Michael Zeller, Corporate Executive Chef, Simplot

WHAT IS ON TREND

- » 35% of Gen Alpha parents currently or have previously practiced baby-led feeding, a trending practice that involves skipping puréed foods and giving babies softened solid foods as early as six months.¹
- » Gen Alpha will impact K-12 and C&U with their empowered and expectant attitudes ultimately seeking their preferred brands and customization.³

Popular Stations²



Quesadilla/Latin

DIY with Spanish Rice

- **53%** of Gen Z love Quesadillas (higher than the average)
- **39%** of Gen Z love Mexican rice (higher than the average)



Asian-Style Bowl/Asian

Noodles, Stir Fry, Breaded Protein

- **27%** of Gen Z love noodle bowls (higher than the average)
- **32%** of Gen Z love rice bowls (higher than the average)
- **28%** of Gen Z love teriyaki bowls (higher than the average)
- **13%** of Gen Z love veggie bowls (higher than the average)



Build-Your-Own Pita/Mediterranean

with Avocado/Hummus/Sweet Potato/Black Bean/Ube

- **21%** of Gen Z love pitas
- **21%** of Gen Z love avocados

1. Datassential, Guide to Gen Alpha, September 2023 2. Datassential, 2023 3. Technomic, Foodservice in 2030: The Evolution of Demographics



1

Avocado Toast Bar featuring Simplot® Harvest Fresh® Avocados Western Guacamole, RoastWorks® RTE Flame-Roasted Simply Sweet® Cut Corn and Simple Goodness™ Fruit Mango Cubes



2

Burrito Bowl Bar featuring RoastWorks® Flame-Roasted Corn & Black Bean Fiesta Blend, Simplot® Harvest Fresh® Avocados Western Guacamole, and Good Grains™ Brown Rice, IQF



3

Noodle Bar featuring Simple Goodness™ Classic Vegetables RTE Peas & Diced Carrots, RoastWorks® RTE Flame-Roasted Simply Sweet® Cut Corn and Simple Goodness™ Classic Vegetables Sugar Snap Pea Stir Fry Blend



RECIPES FEATURING SIMPLOT ITEMS



1

Avocado Toast Bar
 Simplot® Harvest Fresh® Western Guacamole
 SKU: 10071179051909
 RoastWorks® RTE Flame-Roasted Simply Sweet® Cut Corn
 SKU: 10071179790990
 Simple Goodness™ Fruit Mango Cubes
 SKU: 10071179035084



2

Burrito Bowl Bar
 RoastWorks® Flame-Roasted Corn & Black Bean Fiesta Blend
 SKU: 10071179777762
 Simplot® Harvest Fresh® Western Guacamole
 SKU: 10071179193425
 Good Grains™ Brown Rice, IQF
 SKU: 10071179035022



3

Noodle Bar
 Simple Goodness™ Classic Vegetables RTE Peas & Diced Carrots
 SKU: 10071179953661
 RoastWorks® RTE Flame-Roasted Simply Sweet® Cut Corn
 SKU: 10071179790990
 Simple Goodness™ Classic Vegetables Sugar Snap Pea Stir Fry Blend
 SKU: 10071179188452

6 Great Reasons to Use Ready-to-Eat Products

Cooking and chilling frozen vegetables for cold applications is time consuming. Simplot Ready-to-Eat Vegetables and Fruit (RTE) are different. Harvested fresh from the field and prepared in our unique High Care Processing Environment, these remarkable products **require no cooking**—just thaw and serve.



Cuts labor

Just thaw and serve. No cooking and chilling steps are required.



Reduces waste

Store refrigerated (unopened) for up to 6 days.



Conserves freezer space

The option to refrigerate frees up valuable freezer space.



Versatile

Ideal for cold applications like salads, salsas, grab-n-go meals and more. Or heat them for hot applications.



Consistent

Enjoy the same farm-fresh flavor and color, day in, day out.



Food safety

Prepared in our high care processing environments.



DID YOU KNOW?

Conventional frozen vegetables must be cooked to 165°F for food safety. This is true even if they're intended for cold applications like salad bars. Simplot RTE Frozen Vegetables, on the other hand, require no cooking.



- 1** Simple Goodness™
Premium Vegetables
Riced Cauliflower
SKU: 10071179050865
- 2** Simple Goodness™
Classic Vegetables
Broccoli Cuts, IQF
SKU: 10071179823629
- 3**  RoastWorks®
RTE Roasted Mediterranean
Vegetable Blend
SKU: 10071179757603
- 4**  RoastWorks®
RTE Flame-Roasted Simply
Sweet® Cut Corn
SKU: 10071179790990
- 5** Simple Goodness™
Classic Vegetables
RTE Peas
SKU: 10071179189251
- 6**  RoastWorks®
RTE Flame-Roasted Sweet Corn
& Peppers Blend
SKU: 10071179790662
- 7** Simple Goodness™
Classic Vegetables
RTE Peas and Diced Carrots
SKU: 10071179953661
- 8** Simple Goodness™
Classic Vegetables
RTE Cut Corn, Golden Jubilee
SKU: 10071179187158
- 9**  RoastWorks®
RTE Flame-Roasted
Fuji Apples
SKU: 10071179777779
- 10**  RoastWorks®
RTE Flame-Roasted Unseasoned
Peppers & Onions Blend
SKU: 10071179020240



 Veggie Fajitas

TREND THREE

Travel by Plate



Pad Thai Rice featuring Good Grains™ Thai Style Red Quinoa & Vegetable Blend

“

Gen Alpha has their Millennial parents' taste for global flavors. Now schools are leveraging that interest, using foods and flavors from abroad to introduce students to cultures and traditions well beyond the schoolhouse doors.”

— Roberto Roman, Corporate Executive Chef, Simplot

WHAT IS ON TREND

- » Like every successive generation, Gen Alpha is more diverse. Children of color began to make up more than half of the country's under-15 population in 2018.¹
- » The population of multiracial people will be the fastest-growing demographic group.¹
- » **23%** of K-12 users are willing to pay more for global flavors.²

4 Dishes to Watch³

1



Pad Thai
(Thai/Asian)⁴

- **32%** of consumers love or like pad thai.
- **32%** of Gen Z love rice bowls (higher than the average).

2



Arroz Con Pollo
(Latin)⁴

- **36%** of consumers love or like arroz con pollo.
- **25%** of Gen Z love it.

3



Chicken and Veggie Pancit
(Filipino/Asian)⁴

- **19%** of consumers love or like Filipino food.
- Experience and familiarity with Filipino food is on fire with **27%** of consumers having tried it.

4



Veggie Fajitas
(Latin)⁴

- **72%** of consumers love or like fajitas.
- **37%** of Gen Z loves them.

1. Datassential, Say Hello to Gen Alpha, September 2023 2. Datassential, PULSE Segment Guide, September 2023 3. Datassential, 2023 4. Datassential, Flavors, 2024



1



Chicken and Vegetable Pancit featuring Simple Goodness™ Classic Vegetables Broccoli Florets, IQF, Simple Goodness™ Classic Vegetables RTE Peas and Diced Carrots and Simple Goodness™ Premium Vegetables Riced Cauliflower



2



Veggie Fajitas featuring RoastWorks® RTE Flame-Roasted Unseasoned Peppers & Onions Blend, RoastWorks® Flame-Roasted Corn and Black Bean Fiesta Blend and Simplot® Harvest Fresh® Avocados Western Guacamole



3



Arroz Con Pollo featuring Simple Goodness™ Classic Vegetables RTE Peas, Good Grains™ Brown Rice, IQF and RoastWorks® RTE Flame-Roasted Sweet Corn & Peppers Blend



RECIPES FEATURING SIMPLOT ITEMS



1

Chicken and Vegetable Pancit

Simple Goodness™ Classic Vegetables Broccoli Florets, IQF
SKU: 10071179050223

Simple Goodness™ Classic Vegetables RTE Peas and Diced Carrots
SKU: 10071179953661

Simple Goodness™ Premium Vegetables Riced Cauliflower
SKU: 10071179050865



2

Veggie Fajitas

RoastWorks® RTE Flame-Roasted Unseasoned Peppers & Onions Blend
SKU: 10071179020240

Simplot® Harvest Fresh® Avocados Western Guacamole, Frozen
SKU: 10071179051909

RoastWorks® Flame-Roasted Corn and Black Bean Fiesta Blend
SKU: 1007117977762



3

Arroz Con Pollo

Simple Goodness™ Classic Vegetables RTE Peas
SKU: 10071179189251

Good Grains™ Brown Rice, IQF
SKU: 10071179035022

RoastWorks® RTE Flame-Roasted Sweet Corn & Peppers Blend
SKU: 10071179790662



See these recipes and more at www.simplotfoods.com/k12-trendfeast

TREND FOUR

Nutrition-Packed Parfaits, Smoothie Bowls & Coffee Drinks

“

Parfaits, smoothie bowls and coffee smoothies are the kind of fun, colorful options that can increase breakfast participation. Done right, they can also pack a real nutritional punch.”

— Michael Zeller, Corporate Executive Chef, Simplot

WHAT IS ON TREND

Parfaits

Parfaits' yogurt provides calcium and protein, fruits add vitamins and fiber, and granola offers whole grains and additional fiber.

- » **54%** of consumers love or like yogurt parfaits.¹
- » **25%** of consumers love them.¹
- » Higher among females (**30%**), Gen Z & Millennials (**31%**), and households with kids (**34%**).¹



Smoothie Bowls

This is a new way to menu smoothies that makes them a more sit-down experience.

- » Smoothies are called out on **16%** of school menus.²
- » The **#1** health claim consumers want is foods/drinks rich in vitamins/minerals.²
- » Plant-based claims on beverages have grown **355%** over the last 4 years.²



Coffee Smoothies

These blended-beverage smoothies incorporate a bit of coffee along with yogurt and fruit. K-12 operators can draw more students to participate in breakfast by having visually appealing items like this.

- » Specialty Iced Coffee has had a 4-Year Growth of **21%**.³
- » Iced Lattes have had a 4-Year Growth of **24.5%**.³



Avocado Smoothie featuring Simplot® Harvest Fresh® Avocado Pulp and Simplot Simple Goodness™ Mango Cubes

1. Datassential, 2023 2. Datassential, 2024 3. Datassential Menu Trends 2023



1 **Fuji Apple, Raspberry and Blueberry Parfaits** featuring RoastWorks® RTE Flame-Roasted Fuji Apples, Simple Goodness™ Fruit Raspberries, IQF Crumbles and Simple Goodness™ Fruit Blueberries



2 **Dairy-Free Smoothie Bowl** featuring Simple Goodness™ Fruit Mango Cubes, Simple Goodness™ Fruit Strawberries, IQF Whole, Simple Goodness™ Fruit Blueberries and Simple Goodness™ Fruit Raspberries, IQF Crumbles



3 **Avocado, Mango and Strawberry Coffee** featuring Simplot Harvest Fresh® Avocado Pulp, Simple Goodness™ Fruit Mango Cubes and Simple Goodness™ Fruit Strawberries, IQF Whole




RECIPES FEATURING SIMPLOT ITEMS



1

Fuji Apple, Raspberry and Blueberry Parfaits

Simple Goodness™ Fruit Raspberries, IQF Crumbles
SKU: 10071179053217

RoastWorks® RTE Flame-Roasted Fuji Apples 
SKU: 10071179777799

Simple Goodness™ Fruit Blueberries
SKU: 10071179199007



2

Dairy-Free Smoothie Bowl

Simple Goodness™ Fruit Mango Cubes
SKU: 10071179035084

Simple Goodness™ Fruit Strawberries, IQF Whole
SKU: 10071179199298

Simple Goodness™ Fruit Blueberries
SKU: 10071179199007

Simple Goodness™ Fruit Raspberries, IQF Crumbles
SKU: 10071179053217



3

Avocado, Mango and Strawberry Coffee

Simplot® Harvest Fresh® Avocado Pulp
SKU: 10071179932260

Simple Goodness™ Fruit Mango Cubes
SKU: 10071179035084

Simple Goodness™ Fruit Strawberries, IQF Whole
SKU: 10071179199298



5

DAYS OF
FRIES

French fries are a student favorite. Better yet, they make a delicious, inexpensive base for loaded-fry entrées using popular global flavors and nutritious vegetables. Here are five on-trend ways to dial up the fun on your fries.

FACT:



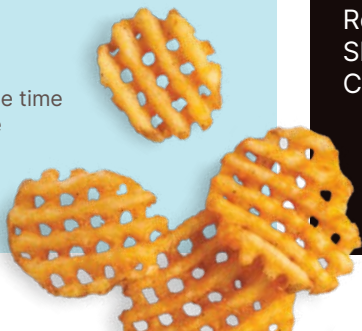
47% of Gen Z love Loaded Fries¹

Loaded fries are on **2.3%** of US menus, up **+56%** over the last 4 years (expected to grow to **3%** of menus by 2027)

- » **2.6%** of QSR menus
- » **2.9%** of Casual Dining menus
- » **1.9%** of Midscale menus
- » **1.7%** of Fast Casual menus

Loaded fries are paired with:

- » Bacon **68%** of the time
- » Cheddar **42%** of the time
- » Ranch **29%** of the time
- » Onions **25%** of the time
- » Jalapeño pepper **17%** of the time
- » Mozzarella **11%** of the time
- » BBQ **9%** of the time
- » Pork **8%** of the time



1

MONDAY



JR's Gravy Fries

Featuring Tater Pals™ Fries Savory Reduced-Sodium 10-Cut Crinkle Cut Wedge, Skin On and RoastWorks® Flame-Roasted Corn & Jalapeño Blend.

2

TUESDAY



Japanese BBQ Fries

Featuring Conquest® Delivery+® Clear Coated Lattice Cut Fries, Skin On and Simple Goodness™ Shelled Edamame

3

WEDNESDAY



Lattice Pizza Fries

Featuring Conquest® Delivery+® Clear Coated Lattice Cut Fries, Skin On and RoastWorks® RTE Flame-Roasted Unseasoned Peppers & Onions Blend

4

THURSDAY



Beef Birria Loaded Tater Gems®

Featuring Simplot Traditional Potatoes Tater Gems®, Reduced Sodium, Harvest Fresh® Western Guacamole and Simple Goodness™ Diced Onions

5

FRIDAY



Korean Street Cart Fries

SIDEWINDERS™ Fries Savory Junior Cut, Skin On and Simple Goodness™ Shelled Edamame

GET TO KNOW

GEN ALPHA

Generation Alpha is the first to be born entirely in the 21st century, starting from 2010. This generation is growing up in an era defined by smartphones, social media, and AI technology. Education and entertainment for them are heavily influenced by digital innovation, leading to more personalized and interactive learning experiences. They are also likely to be more environmentally conscious and socially aware, growing up amidst significant global challenges like climate change.



HOW THEY EAT ¹

Nearly **three** in **four** Gen Alphas eat fresh fruit several times per week, and over half regularly eat chicken, cheese, fresh veggies, and whole-grains.



» **70%** eat fresh fruit more than a few times per week.

» **55%** eat vegetables (outside of leafy greens) more than a few times per week.



» **32%** eat specialty grains more than a few times per week.



Gen Alpha is already developing strong **brand loyalty**.

» Around **half** ask their parents for specific brands of cereal, sweets and savory snacks by name.

» Nearly **2** in **3** ask their parents for fast food by the name of the restaurant, and nearly half do the same for entertainment concepts.



Gen Alphas are no strangers to foodservice – over **90%** of Gen Alpha's parents get their children restaurant food at least once a week, whether that be in-person, delivery, or carryout visits.

» **68%** of Gen Alpha parents take their kids to restaurants **1-2** times per week.

» **20%** take their kids to restaurants **3-5** times per week.

» **4%** take their kids to restaurants more than **6** times per week.

» **8%** do not eat out with their kids at all.



When it comes to the family's grocery list, Gen Alpha has **powerful influence**.

» **14%** of Gen Alpha parents say kids primarily determine what they buy at the grocery store.



Kids hold as much **sway** over away-from-home food choices as they do over at-home decisions.

» When eating as a family, **84%** of parents will pick a venue that at least satisfies their kids, instead of catering exclusively to the adults.



» When ready to order, **52%** of Gen Alphas can pick their own meals, while an additional **40%** are allowed to voice their preferences to their parents, instead of having meals picked out for them.



Recommendations for Gen Alpha

1

Involve students in menu ideation, tastings and recipe selection

2

Offer opportunities for meal customization

3

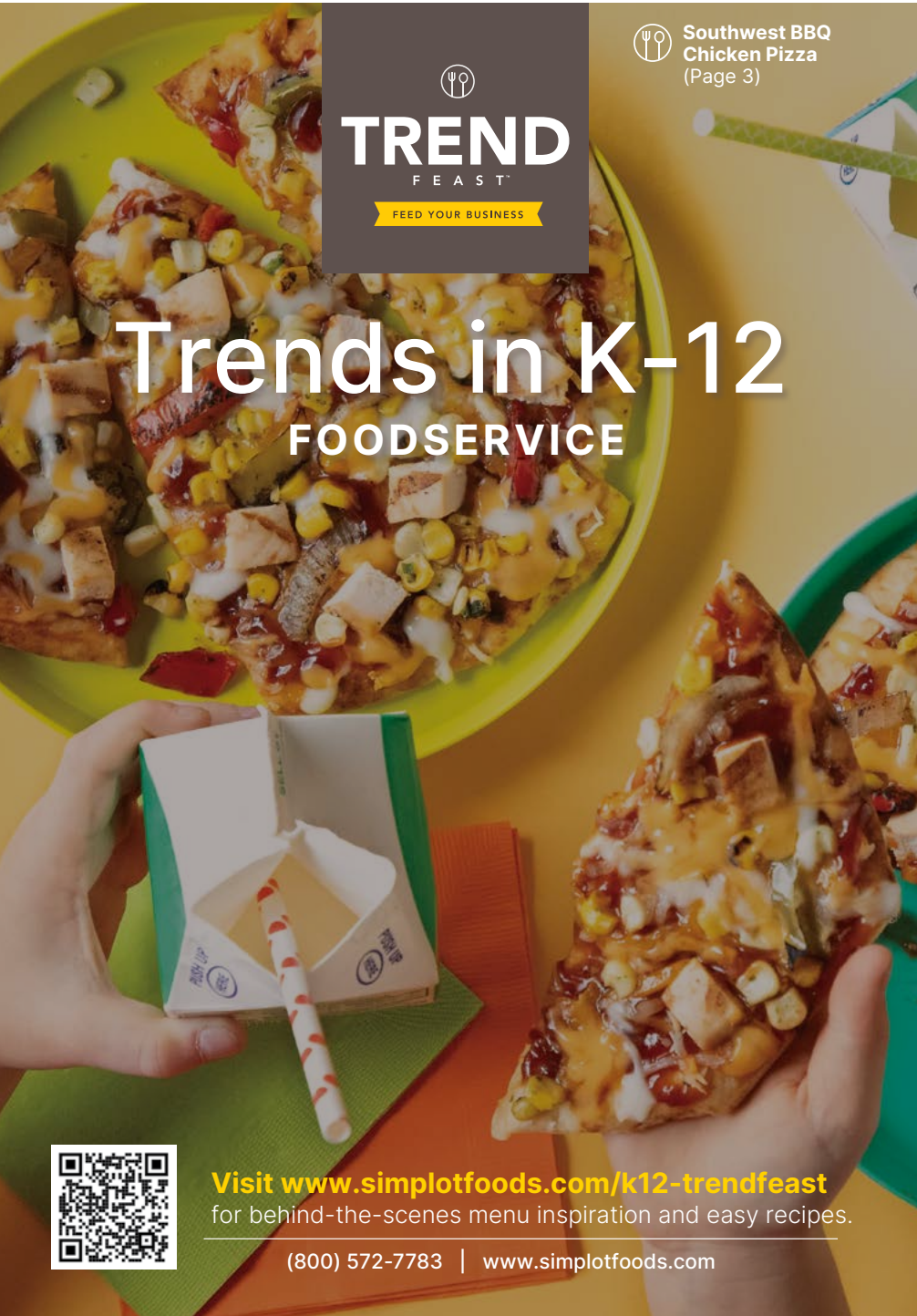
Focus on visual appeal. Messaging must be brief and eye-catching

4

Offer a diverse range of choices

5

Leverage familiar products and applications or simple versions of adult foods to ensure appeal



Southwest BBQ
Chicken Pizza
(Page 3)


TREND
FEAST
FEED YOUR BUSINESS

Trends in K-12 FOODSERVICE



Visit www.simplotfoods.com/k12-trendfeast
for behind-the-scenes menu inspiration and easy recipes.

(800) 572-7783 | www.simplotfoods.com



potatoes | avocados | fruits | vegetables | grains

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LET'S
MAKE
SOMETHING
GREAT
TOGETHER.™