

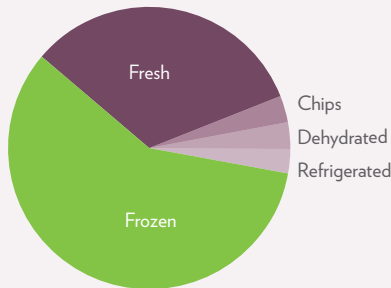
# 2018 Foodservice Volumetric Report



## HIGHLIGHTS

POTATOES ARE A LARGE FOODSERVICE CATEGORY

**12.3** BILLION POUNDS in 2018  
*\$8.1 billion value*



## POTATOES CONSISTENTLY RANKED AMONG THE TOP DISHES

**59%**  
Frozen

**33%**  
Fresh

**3%**  
Chips

**3%**  
Dehydrated

**3%**  
Refrigerated

Operator demand for time and labor savings continue to bolster convenience formats such as refrigerated and dehydrated.

## KEY FINDINGS



### FROZEN

**7,303 MILLION POUNDS** sold to foodservice



**FRIES REPRESENT THE MAJORITY OF FROZEN FOODSERVICE SALES**

- 6% Drums/shaped potatoes
- 5% Formed hash browns
- 5% Other frozen potatoes
- 2% Loose hash browns
- 3% Other breakfast potatoes



### FRESH

**4,051 MILLION POUNDS** sold to foodservice

- 26% Roasted potatoes
- 22% Mashed potatoes
- 21% Baked potatoes
- 20% Other side dishes
- 11% Other entrée dishes



**Upscale steakhouses are experiencing growth**, and as a result, are driving growth in baked potatoes.



**Fast casual continues to grow** as a segment, and some of these operations are utilizing fresh-cut potatoes for their fry programs as a point of differentiation.



## KEY FINDINGS (continued)



### DEHYDRATED

DEHYDRATED  
POTATOES  
FOODSERVICE  
SALES

217  
MILLION POUNDS



58%

Mashed potatoes represent the majority of dehydrated foodservice sales.

32% Loose hash browns 5% Caserole uses 5% Other uses



### CHIPS



376  
MILLION POUNDS  
CHIPS **SOLD**



### REFRIGERATED



369  
MILLION POUNDS  
**SOLD**



28% Other breakfast potatoes 26% Mashed 33% Other uses 13% Loose hash browns

## METHODOLOGY

- The objective of this study is to measure the potato volume data for both fresh and processed potatoes during 2018 in the United States foodservice marketplace.
- A structured survey of 1,036 foodservice operators was conducted to gather potato volume usage. Channel interviews were also conducted with 15 broadline foodservice distributors as well as processed potato suppliers active in the foodservice business to confirm and validate market findings.
- This study was conducted by Technomic, Inc., in January 2019 to reflect potato usage throughout calendar year 2018.