

# Trending Grains

Ancient Grains Overview

SEP 2016





# DATASSENTIAL

## FOOD WITH A STORY

# 2 TERMS TO KNOW

## PENETRATION

*% of RESTAURANTS that serve that food, flavor, or ingredient.*

This is a measure of adoption. Increases in penetration indicate that more restaurants are adding the item to their menu. Penetration is the most important statistic and the best indicator of trend movement.

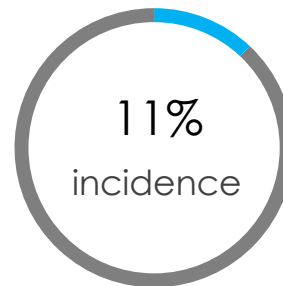
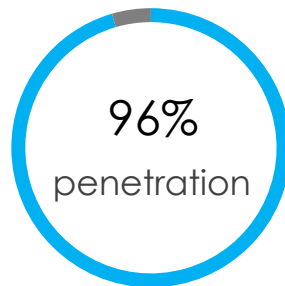
## INCIDENCE

*% of MENU ITEMS that feature that food, flavor, or ingredient.*

This is a measure of versatility. A restaurant adding yet another chicken dish to its menu will result in an increase in incidence. Incidence is a supporting statistic, to be used as a complement to penetration.



EXAMPLE:  
CHICKEN



chicken is found on **96% of all restaurant menus**, and is featured in **11% of those dishes**.

# RESTAURANT SEGMENTS

## Limited Service Restaurants (LSR)

## Full Service Restaurants (FSR)

### QSR

255,964 US units

counter service with no wait staff; focus on speed and food often served on disposables

### Fast Casual (FC)

62,799 US units

counter service with focus on higher quality, fresh ingredients, and customization

### Midscale (MDS)

117,590 US units

waiter service at a moderate price; often breakfast-focused, and generally no alcohol

### Casual (CAS)

187,620 US units

waiter service at a higher price point than midscale, and often offering a full bar

### Fine Dine

14,142 US units

high-end table service with chef-driven menu; most entrées priced \$25 or higher



### Traditional Casual



### Upper Casual



Le Bernardin

Chez Panisse

\*unit counts include both chains and independents, Datassential Firefly 2016

SCORES™ tracks consumer feedback for every new item & LTO at top chains.

Purchase Intent (PI) *would you order this item?*

Branded PI *would you order it at this place?*

Uniqueness *is it new and different?*

Frequency *how often would you have it?*

Draw *would you go there just for this?*

Value *is it a good value at that price?*



# MENU ADOPTION CYCLE (MAC)

Food trends follow a predictable life cycle. The MAC helps you determine a trend's current life stage, as well as its potential for future advancement.

## 2. ADOPTION

Adoption-stage trends grow their base via lower price points and simpler prep methods. Still differentiated, these trends often feature premium and/or generally authentic ingredients.

### IN FOODSERVICE:

Fast-casual restaurants  
Casual independents

### AT RETAIL:

Specialty grocery stores  
Gourmet food stores

## 1. INCEPTION

Trends start here. Inception-stage trends exemplify originality in flavor, preparation, and presentation.

### IN FOODSERVICE:

Fine dining  
Ethnic independents

### AT RETAIL:

Ethnic markets

## 3. PROLIFERATION

Proliferation-stage trends are adjusted for mainstream appeal. Often combined with popular applications (on a burger, pasta, etc.),

### IN FOODSERVICE:

Casual chain restaurants  
Quick service restaurants

### AT RETAIL:

Traditional supermarkets  
Mass merchandisers

## 4. UBIQUITY

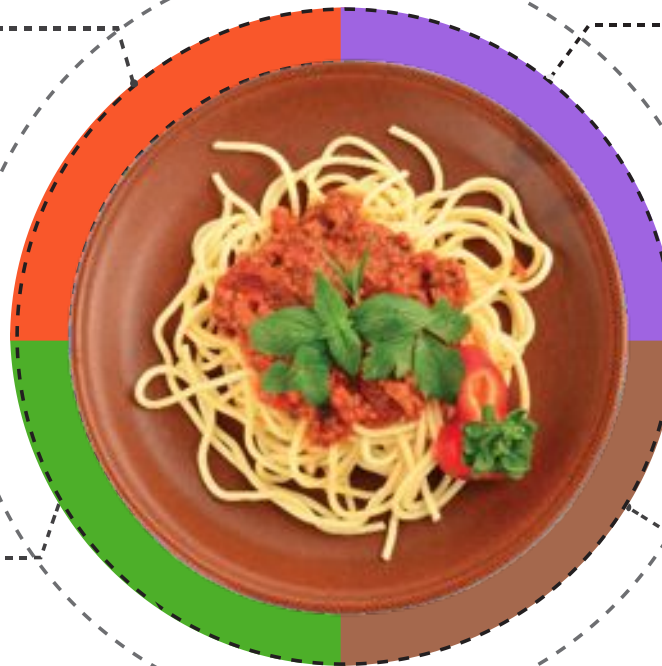
Ubiquity-stage trends have reached maturity, and can be found across all sectors of the food industry. Though often diluted by this point, their inception-stage roots are still recognizable.

### IN FOODSERVICE:

Family restaurants  
School cafeterias

### AT RETAIL:

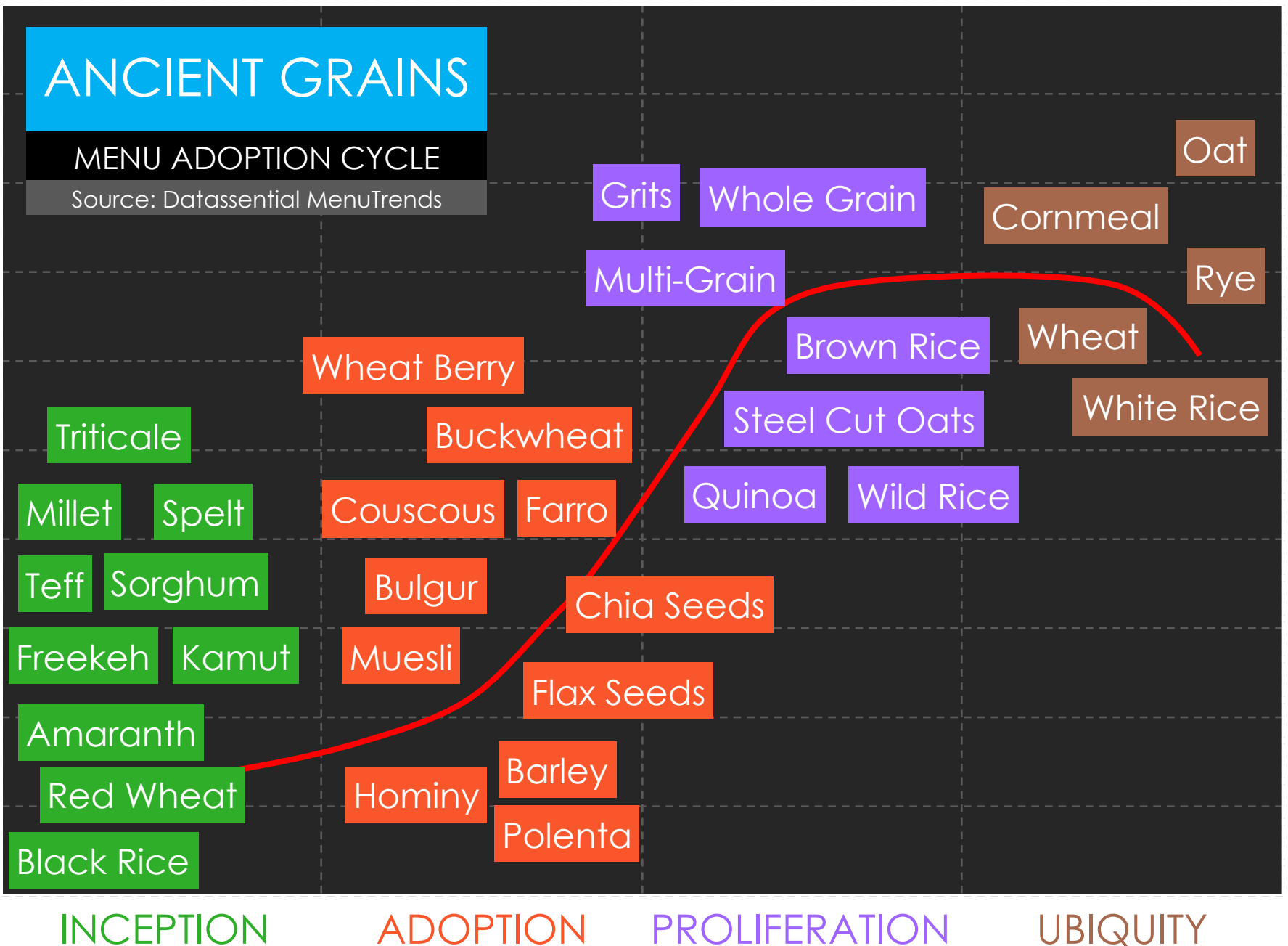
Dollar stores  
Drug stores



# ANCIENT GRAINS

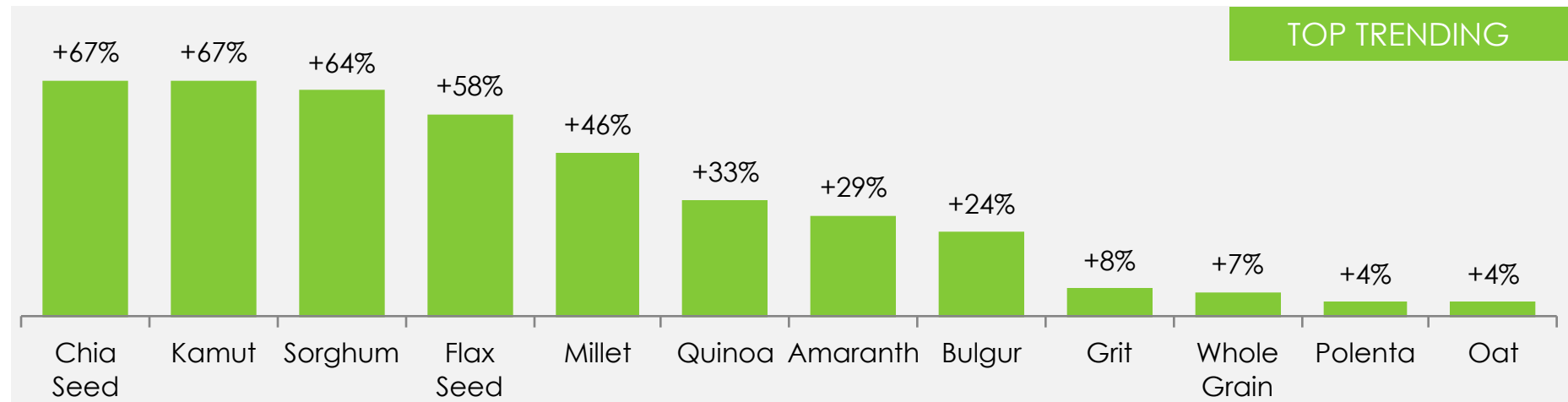
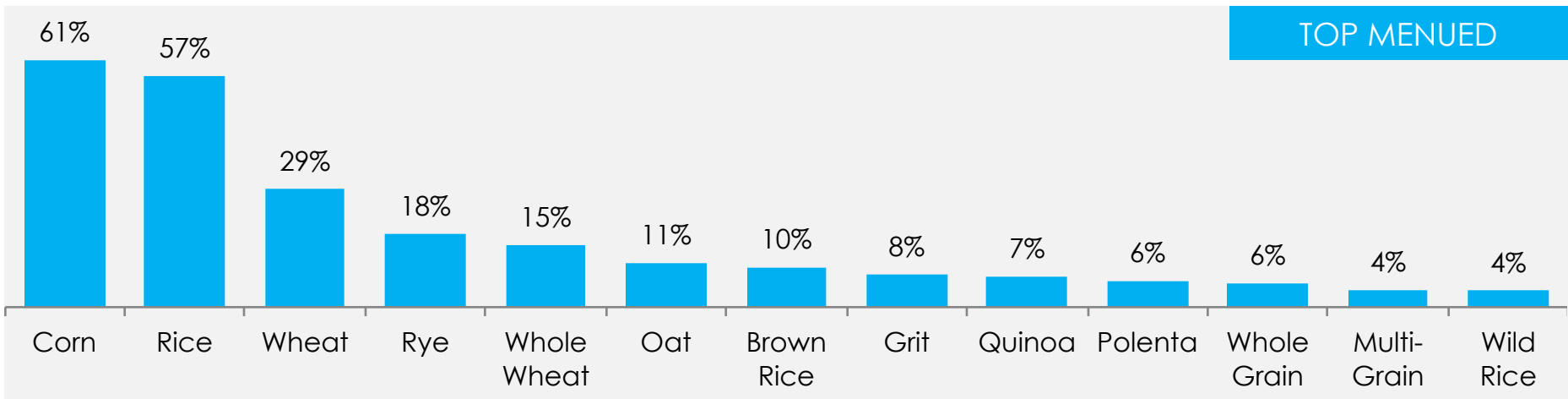
## MENU ADOPTION CYCLE

Source: Datassential MenuTrends



Familiar grains, such as corn and rice, are appearing on over half of menus. More unique varieties are growing including chia, kamut, sorghum, and flax.

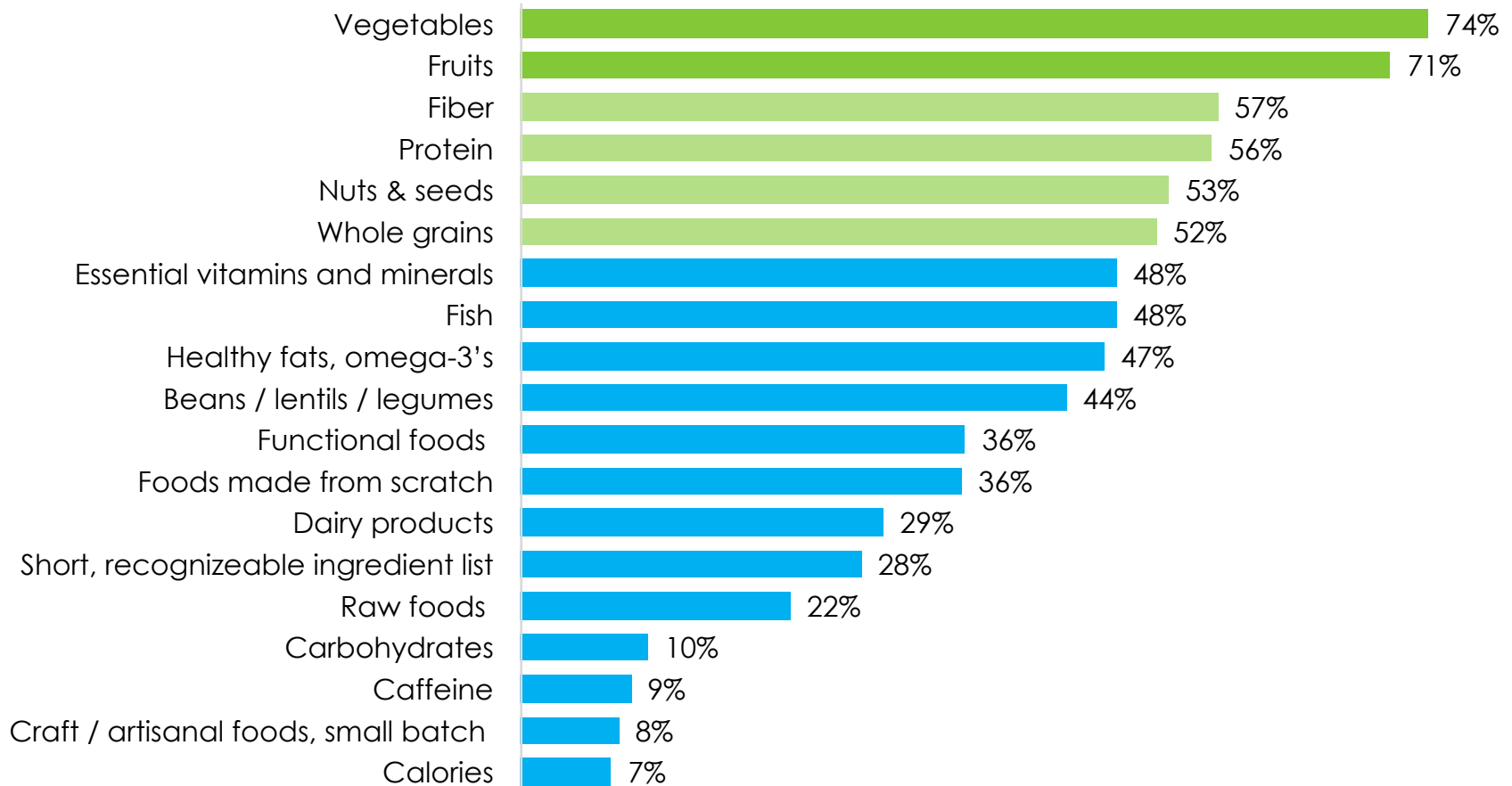
## Ancient Grains: Top Menued & Trending Ingredients





Fruits and veggies are priority foods that consumers look to include in their diet. Fiber and protein are running themes as wanted attributes, either as a stand-alone benefit or one that is inherent in the most-sought foods: fruit, veggies, nuts/seeds, and whole grains

## Consumers Are Actively Trying to INCLUDE in their diet...



# Healthy Eating & Drinking Motivators

Consumers are driven by both long-term and quality health.

Ensuring heart health, energy, mental acuity, and a healthy weight all contribute to an overall sense of vitality.

While food as a prescription for specific/ chronic issues is also important, consumers strive to feel and look good, in general.

	Extremely or Very Important
Heart health	77%
To live longer	71%
To give you sustained energy for the day	71%
Mental sharpness	69%
Managing your weight	69%
Build immunity	67%
Digestive health	67%
Dietary balance	67%
Reducing fatigue / tiredness	66%
To keep you mentally alert	66%

Quinoa is not only one of the most popular but also one of the fastest growing grains featured on menus today. Other grains experiencing large growth include farro, whole grains and grits.

## ANCIENT GRAINS

penetration by segment

	2016 PENETRATION						GROWTH	
	QSR	FAST CASUAL	MDS	CASUAL	FINE DINE	ALL	1 YEAR	4 YEAR
Wheat	23.7%	40.0%	37.4%	27.0%	22.3%	28.8%	-2%	0%
Rye	13.4%	15.1%	24.9%	19.0%	16.6%	18.3%	+2%	-5%
Oat	7.1%	12.6%	19.2%	7.2%	16.3%	10.7%	<b>-2%</b>	<b>+5%</b>
<b>Brown rice</b>	<b>7.0%</b>	<b>13.5%</b>	<b>15.2%</b>	<b>10.6%</b>	<b>5.0%</b>	<b>10.4%</b>	<b>+6%</b>	<b>+26%</b>
White rice	7.3%	5.8%	12.0%	11.8%	4.7%	9.7%	-1%	+7%
<b>Quinoa</b>	<b>3.7%</b>	<b>21.5%</b>	<b>5.3%</b>	<b>10.4%</b>	<b>17.5%</b>	<b>8.8%</b>	<b>+21%</b>	<b>+++%</b>
Grits	2.3%	1.8%	8.7%	11.0%	18.4%	8.1%	<b>+6%</b>	<b>+43%</b>
Multi grain	5.1%	13.8%	8.4%	5.6%	5.9%	6.6%	<b>+2%</b>	<b>+14%</b>
Whole grain	3.1%	10.8%	7.2%	6.4%	10.7%	6.3%	<b>+6%</b>	<b>+45%</b>
Polenta	1.1%	2.5%	3.3%	8.2%	27.0%	6.2%	-2%	+19%
Wild rice	2.9%	2.5%	3.4%	4.7%	7.7%	4.0%	+3%	-11%
Couscous	1.6%	3.1%	1.9%	4.3%	14.5%	3.7%	<b>+2%</b>	<b>+21%</b>
Cornmeal	0.8%	0.9%	3.1%	4.4%	5.0%	3.0%	-3%	+12%
<b>Farro</b>	<b>0.5%</b>	<b>4.0%</b>	<b>0.8%</b>	<b>4.0%</b>	<b>12.5%</b>	<b>3.0%</b>	<b>+6%</b>	<b>+++%</b>
Barley	1.5%	3.7%	3.8%	2.4%	5.3%	2.8%	+1%	0%
Steel cut	1.2%	4.6%	2.4%	1.8%	6.5%	2.3%	0%	+57%

+++% indicates growth over 100%

More unique grains starting to appear on menus include sorghum, freekeh, and amaranth. Black rice is a grain featured on fine dining restaurant menus that is experiencing strong menu growth.

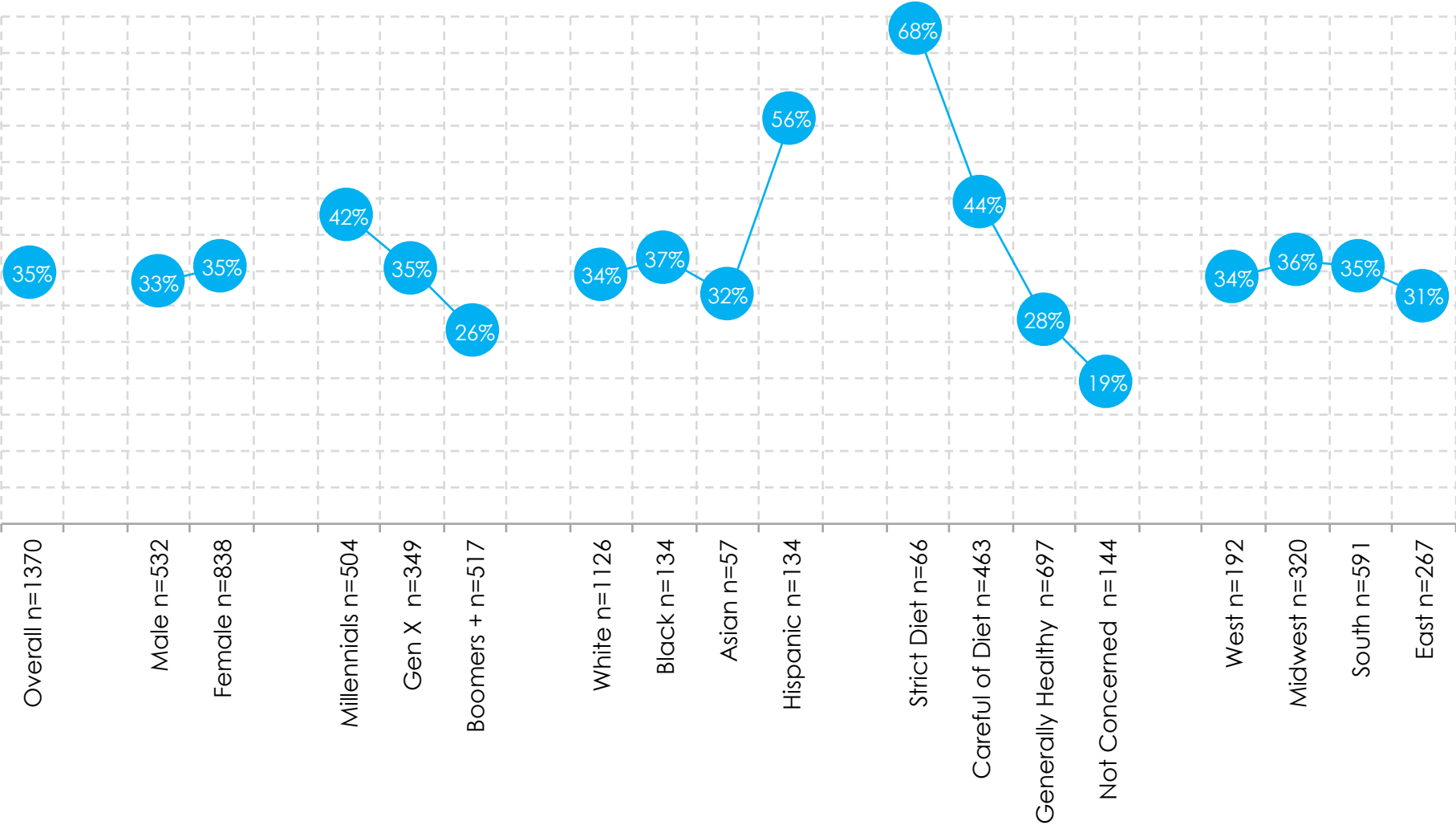
**ANCIENT GRAINS**  
penetration by segment

	2016 PENETRATION						GROWTH	
	QSR	FAST CASUAL	MDS	CASUAL	FINE DINE	ALL	1 YEAR	4 YEAR
Buckwheat	0.6%	1.2%	2.4%	2.3%	5.9%	2.1%	<b>+2%</b>	<b>+9%</b>
Hominy	1.2%	0.6%	1.5%	2.4%	1.5%	1.7%	<b>+9%</b>	<b>+21%</b>
Flax	0.9%	6.2%	1.1%	0.8%	0.9%	1.3%	-5%	+++%
Wheatberry	0.6%	3.1%	0.8%	1.4%	1.2%	1.2%	<b>+7%</b>	<b>+30%</b>
Chia	0.5%	4.3%	0.5%	0.6%	0.6%	0.8%	+21%	+++%
Black rice	0.2%	0.3%	0.3%	0.5%	3.9%	0.6%	<b>+50%</b>	<b>+100%</b>
Bulgur	0.5%	0.9%	0.9%	0.5%	0.9%	0.6%	<b>+15%</b>	<b>+30%</b>
Muesli	0.1%	2.8%	0.1%	0.2%	3.0%	0.5%	<b>+14%</b>	<b>+41%</b>
Millet	0.2%	1.5%	0.6%	0.2%	0.0%	0.4%	-11%	+++%
Sorghum	0.2%	0.0%	0.2%	0.6%	1.8%	0.4%	<b>+17%</b>	<b>+++%</b>
Freekeh	0.0%	0.0%	0.2%	0.4%	1.5%	0.3%	<b>+++%</b>	<b>+++%</b>
Spelt	0.0%	1.2%	0.1%	0.3%	0.9%	0.3%	<b>+17%</b>	<b>+40%</b>
Amaranth	0.0%	0.9%	0.1%	0.3%	0.3%	0.2%	<b>+22%</b>	<b>+++%</b>
Kamut	0.0%	0.3%	0.1%	0.0%	0.3%	0.1%	-40%	0%
Teff	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%	+50%	0%

+++% indicates growth over 100%

# MOST INTERESTED IN ANCIENT GRAINS

top 2; 5-pt scale



# INTEREST IN SPECIALTY GRAINS

among familiar consumers

Whole grains are gaining traction and are well-loved by over one third of Americans.

As consumers find alternatives to refined flours and 'white' carbs as suggested by nutrition guidelines, hearty grains and specialty grains are appealing for their versatility, availability, affordability, and taste.

	Love It	Like It	Neutral	Avoid
Corn	48%	35%	12%	4%
Whole Wheat	35%	38%	20%	7%
Whole Grain	35%	37%	22%	6%
Brown Rice	34%	37%	20%	9%
Wild Rice	32%	36%	23%	9%
Multi-grain	32%	38%	23%	7%
Whole Oats	32%	36%	25%	8%
Whole Rye	23%	31%	31%	15%
<b>Quinoa</b>	<b>23%</b>	<b>30%</b>	<b>33%</b>	<b>14%</b>
Couscous	21%	29%	33%	17%
Barley	20%	33%	35%	12%
Hominy	18%	24%	34%	23%
Black Rice	16%	28%	36%	19%
Buckwheat	15%	26%	43%	16%
Amaranth	14%	23%	42%	21%
Bulgur	14%	24%	42%	20%
Farro	14%	23%	44%	20%
Kamut	14%	24%	42%	20%
Teff	14%	23%	45%	19%
Spelt	13%	23%	43%	20%
Freekeh	13%	21%	44%	22%
Millet	12%	22%	47%	19%

# QUINOA

- ❑ Quinoa is an ancient grain grown almost exclusively in Bolivia and Peru which is both gluten free and high in protein. It is a healthy alternative to rice or other starches.
- ❑ Currently on 9% of all US menus
- ❑ +353% menu growth over 4 years
- ❑ Currently popular in bowls and as a burger ingredient, quinoa can also be added to salads, as a side in protein entrees, and to make pasta and bread items

BACKYARD BBQ BOWL

braised all natural BBQ beef, organic **quinoa** blend, roasted corn, kale slaw, radishes, and housemade BBQ sauce.

QUINOA BURGER

housemade **quinoa**, kale, bean and sweet potato pattie, caramelized onions, lettuce, lemon-rosemary sauce.

FALL QUINOA SALAD

**quinoa**, roasted delicata squash, apple, feta, cumin, nutmeg, cardamon, lemon juice, agave, cilantro, candied walnuts.

# QUINOA

## APPLICATIONS

Appetizer Salad	15%
Salad Entrée	11%
Rice Entrée	10%
Combos/ Multi Protein	6%
Deli Salad Appetizer	6%
Fish Main Entrée	5%
Rice Side	4%
Deli Salad Side	4%
Burger	4%
Cold Sandwich	3%
Mexican	3%
Veggie Main Entrée	3%
Appetizer Soup / Chili	2%
Pasta	2%
Salad Side	1%
Other	23%



# QUINOA



## Power Mediterranean Chicken Salad

By WENDY'S | New Item | QSR | MAY 2016

Here's the nutrient-rich, protein-packed fuel you need to power through your day. Always-fresh-grilled chicken teams up with a savory ensemble of feta cheese, hummus, and sundried tomato quinoa blend to take this salad to the next level.

\$6.49



# AMARANTH

- Amaranth is a gluten-free “pseudo-grain”, but is listed with other grains because its nutritional profile and uses are similar to “true” cereal grains. Amaranth kernels are tiny and when cooked they resemble brown caviar.
- Currently on 0.2% of all US menus
- Often used with seafood, or as a gluten-free grain in vegan cuisine

CEVICHE DE ATUN ESTILO JOSE

line caught yellow fin tuna, Maggi-lime marinade, crispy **amaranth**, pecans.

FIVE-GRAIN OATMEAL

organic steel-cut oats, quinoa, flax seeds, **amaranth**, chia seeds, cane sugar, sea salt. suitable for vegans.

SOUTHERN RANGE CHICKEN  
PICCATA

marinated boneless, skinless breast lightly dusted with **amaranth flour** and sautéed in lemon and clarified butter sauce. served with Italian-style zucchini, Dijon hiziki and garlicky green beans.

# BLACK RICE

- ❑ Black rice has a deep black color but turns deep purple when cooked. It is high in nutritional value and is a source of iron.
- ❑ Currently on 0.6% of all US menus
- ❑ +100% menu growth over 4 years
- ❑ Most common in rice entrees or fish entrees, such as bowls and paella
- ❑ Menued most often in Caribbean, Spanish, and Asian cuisines

PAN-SEARED SALMON FILLET

Italian **black rice**, wild mushrooms, red wine sauce.

FORBIDDEN SHRIMP

emperors **black rice**, Chinese sausage, edamame, shimejis and bulgogi BBQ.

PEANUT CRUSTED CHICKEN

**black rice**, coconut, lime, spicy mango puree.

# MILLET

- ❑ Millet, a gluten-free grain that is high in antioxidants, has a mild flavor and is often mixed with other grains or toasted before cooking.
- ❑ Currently on 0.4% of all US menus
- ❑ +143% menu growth over 4 years
- ❑ Most common in breads or as an entree accompaniment
- ❑ Menued most often in Indian restaurants

3-GRAIN AND ARUGULA  
SALAD WITH MILLER FARM'S  
CHICKEN

freekeh, **millet** and red quinoa, fennel, blueberries, grana padano, house vinaigrette.

SWEET POTATO NAPOLEON

sweet potatoes, chipotle black beans, **millet**, sautéed greens, vegetable gravy.

GOAT MASALA

slow cooked with onions, spices, lentils and cracked wheat, **millet** roti and spiced walnuts.



# SORGHUM

- ❑ Sorghum is a gluten-free grain which is believed to have originated in Africa.
- ❑ Currently on 0.4% of all US menus
- ❑ +110% menu growth over 4 years
- ❑ Most common in pizza crusts and sauces, and breakfast starch dishes as a syrup
- ❑ Menued most often in restaurants offering Southern cuisine

## BUTTERMILK PANCAKE

a skillet buttermilk pancake filled with roasted rhubarb, topped with almond granola, lemon crema and **sorghum syrup**

## MONTE CRISTO PIZZA

**sorghum**, gouda, garlic puree and country ham with preserves and an egg.

## CREOLE SHRIMP AND SAUSAGE

potato, onion, lemon, **sorghum**, parsley.



## BARLEY

- Barley is one of the oldest cultivated grains. It has a particularly tough hull, which is difficult to remove without losing some of the bran.
- Currently on 3% of all US menus
- Most common in appetizers soups and entrée soups
- Currently, barley is menued at Mediterranean and sandwich/deli restaurants

### BRUSSELS AND MASH

grilled brussels sprouts over garlic mashers with crunchy **barley**.

### WILD MUSHROOM BARLEY SOUP

fresh portabella and button mushrooms, carrot, onion, celery and **barley** in a mushroom and vegetable stock.

### PAN SAUTEED TROUT

**barley** risotto, ramps, beech mushrooms, dandelion greens, almond brown butter.

# FARRO

- Found on 3% of all US menus today
- Over +100% menu growth since 2011
- Ancient grain found as a side dish, in salads, soups, and alternative meat dishes.

## EMMER FARRO BOWL

Bluebird Farm, WA grown **Farro**, roasted butternut squash, goat cheese, crispy onions, over roasted beet puree,

## CHARRED BROCCOLI WRAP

romaine lettuce, **Farro**, goat cheese, pickled onions, sunflower seeds, balsamic vinaigrette.

## THE VEGAN BURRITO

tofu al pastor, sauteed kale and mushrooms, brown rice and **Farro**, black beans, pico de gallo, salsa verde, charred pineapple salsa, crispy quinoa.

# FARRO

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## Crispy Chicken Salad

By BRIO TUSCAN GRILLE | New Item | CD | AUG 2015

Crispy romano crusted chicken sits on top of fresh tri-colored lettuce, marinated kale, farro, cherry tomatoes, feta cheese, cool cucumbers, orzo and crunchy croutons, topped in a savory Tuscan Italian dressing.

\$14.50





# BUCKWHEAT

- Buckwheat is not a grain nor a kind of wheat, but its nutrients, nutty flavor, and appearance have led to its adoption into the family of grains.
- Currently on 2% of all US menus
- +9% menu growth over 4 years
- Most common in noodles and breakfast starches like pancakes
- Menued most often at restaurants offering Japanese, Korean, and European cuisine

## YAKI SOBA

pan-fried **buckwheat** noodles with all-natural chicken and vegetables.

## BUCKWHEAT BANANA PANCAKES

**buckwheat** flour pancakes with banana and walnut maple syrup.

## MOLDAVIAN MEATBALLS

meatballs of ground chicken and onions, simmered in a sweet and sour tomato sauce. served on a bed of **buckwheat** kasha, with marinated beets and with sauerkraut sautéed with fresh cabbage.

# CHIA

- On about 1% of all US menus
- Well over 100% growth in the past four years
- Nutrient dense, alternative protein gaining popularity as a better-for-you ingredient
- Added to beverages and smoothies, also added to salads for texture and protein

BLACKBERRY HIBISCUS  
ORGANIC MAMMA CHIA

made with **chia seeds**, fruit juices and lightly sweetened. high in omega-3s and antioxidants. gluten-free and vegan.

PAC MAN SALAD

kale, carrots and **chia seeds** and creamy garlic dressing. 95 percent raw, gluten free, soy free, engine 2.

ORGANIC COCONUT AND  
**CHIA SEED** PUDDING

with coconut milk and seasonal compote. 100 percent botanical/vegan.

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## Acai Berry Charger Smoothie

By JAMBA JUICE | New Item | FC | JAN 2016

\$6.19

Hailing from the Amazon rain forest, these berries came a long way to give you a creamy and delicious burst of energy and nutrition. Don't leave them hanging. Get a healthy dose of vitamins C and E, as well as some omega 3 fatty acids. Features an acai juice blend, blueberries, strawberries, sherbet with raspberry, soymilk, Chia Seeds, and Flaxseed.



## BROWN RICE

- Whole grain rice is usually brown. It is lower in fiber than most other whole grains, but rich in many nutrients.
- Currently on 10% of all US menus
- +26% menu growth over 4 years
- Most common in rice entrees and sides, and veggie dishes
- Menued most often at Asian restaurants

SONOMA LAMB SIRLOIN  
KEBOB

saffron **brown rice** pilaf, minted slaw, tzatziki, hummus.

GARDEN BURGER

made with mushrooms, onions, rolled oats, **brown rice**, egg whites, low-fat mozzarella, bulgur wheat and seasonings.

BROWN RICE SALAD

**brown rice** tossed with sweet red peppers, cucumber, scallion, celery, carrot, fresh herbs, pecans, currants, garlic, lemon and olive oil. served on a bed of mixed greens.

# BROWN RICE

## APPLICATIONS

Rice Side	29%
Rice Entrée	20%
Combos/ Multi Protein	8%
Chicken Main Entrée	7%
Mexican	5%
Veggie Main Entrée	4%
Shellfish Main Entrée	4%
Fish Main Entrée	3%
Burger	3%
Beef Main Entrée	3%
Cold Sandwich	2%
Pasta	1%
Salad Entrée	1%
Egg Dish	1%
Entrée Stew / Soup / Chili	1%
Other	9%

# BROWN RICE



woodford reserve chicken breast

## Woodford Reserve Chicken Breast Bourbon Entree

By GORDON BIERSCH BREWERY RESTAURANT | (New Item) | CD | NOV 2014

Chicken breast seasoned, grilled, and glazed with bourbon sauce and served with brown rice pilaf, quinoa and kale.

\$15.25



## WILD RICE

- Wild rice is not technically rice at all, but the seed of an aquatic grass. Wild rice has twice the protein and fiber of brown rice, but less iron and calcium.
- Currently on 4% of all US menus
- -11% menu growth over 4 years
- Most common in soups and rice side dishes
- Menued most often in French and Steakhouse cuisines

STUFFED ACORN SQUASH

**wild rice**, dried cranberries, toasted pumpkin seeds, pomegranate molasses.

VERACRUZANA GRAIN SALAD

kale, **wild rice**, quinoa, pomegranate, shaved brussels sprout, roasted almonds, citrus yogurt dressing.

TENDERLOIN KABOB

beef tenderloin, sweet bell peppers, squash, zucchini, mushrooms and onion on **wild rice** pilaf.

## CORNMEAL (WHOLE)

- ❑ Cornmeal is a coarse flour ground from dried corn.
- ❑ Currently on 3% of all US menus
- ❑ +12% menu growth over 4 years
- ❑ Most common in seafood dishes, fried foods, and breakfast starches like muffins or cornbread
- ❑ Menued most often Southern, Caribbean, and BBQ restaurants

SOUTHERN FRIED CATFISH	fillets of farm-raised catfish dusted with herbed <b>cornmeal</b> and fried.
POLENTA CONTADINA	baked <b>cornmeal</b> , Italian sausage, kalamata olives, bell peppers, mushrooms, onions, marinara sauce.
SOPES CON CARNE	<b>cornmeal</b> cakes, salsa roja, refried beans, sirloin steak, cheese, lettuce, tomatoes, pico de gallo and parmesan cheese.



# CORNMEAL

## APPLICATIONS

Fish Main Entrée	20%
Combos/ Multi Protein	11%
Pizza	9%
Fried Protein App	8%
Hot Sandwich	7%
Fried Veggie App	7%
Mexican	6%
Breakfast Starch	4%
Shellfish Main Entrée	4%
Non-Fried Protein App	2%
Bread Appetizer	1%
Fried Veggie Side	1%
Burger	1%
Breakfast Bakery	1%
Chicken Main Entrée	1%
Other	16%

# CORNMEAL



## Southern Fair Tenders

\$4.99

By POPEYE'S CHICKEN & BISCUITS | Limited Time Offer | QSR | MAY 2016

Marinated in authentic Louisiana seasonings before we bread them in sweet cornmeal and paired perfectly with our Wild Honey Mustard dipping sauce. Comes served with one regular side and a biscuit.



## OATS (BEYOND OATMEAL)

- Unique among grains, oats almost never have their bran and germ removed in processing, therefore they are nearly always a “whole grain”.
- Currently on 3% of all US menus
- +30% menu growth over 4 years
- Most common in breads and breakfast items like granola, muffins, and pancakes
- Menued most often at coffee/bakery, European, and American restaurants

STRAWBERRY GRANOLA PARFAIT	stonyfield farm organic, low-fat vanilla yogurt and maple butter pecan granola with <b>whole grain oats</b> and fresh strawberries.
OATY OATY CAKES	wheat pancakes, <b>rolled oats</b> and <b>oat bran</b> .
GARDEN BURGER	a healthy patty made of vegetables, cheeses, soy, brown rice and rolled <b>oats</b> . lettuce, tomato and onion on the side.

# RYE

- Rye is a grass grown extensively as a grain and is closely related to barley and wheat.
- Currently on 18% of all US menus
- -5% menu growth over 4 years
- Most common as a bread grain, rye can be found in cereals, salads, and entrees
- Rye is popular in Northern European cuisines and has become an American deli staple for sandwiches

CLASSIC REUBEN	thinly sliced corned beef, thousand island dressing, fresh sauerkraut and Swiss cheese are all grilled on a rustic <b>rye</b> bread. served with house cooked potato chips.
PORK BELLY PASTRAMI	tender belly pork belly, <b>rye</b> spaetzle, brussels sprout sauerkraut, mustard jus.
KASHI	oats, wheat, brown rice, <b>rye</b> , barley and sesame seeds served hot with bananas and a side of apple butter.

## WHOLE WHEAT

- Found on 15% of all US menus today
- -4% menu growth over the last 4 years
- Popular description for bread sides and sandwich, pasta, burger, and pizza bases

THE MARGHERITA PIZZA

roasted tomatoes, mozzarella and fresh basil on our hand made **whole wheat** crust.

RAJASTHANI ROTI

**whole wheat** bread, stuffed with spiced mustard greens.

BARILOTTI ALLA PUGLIESE

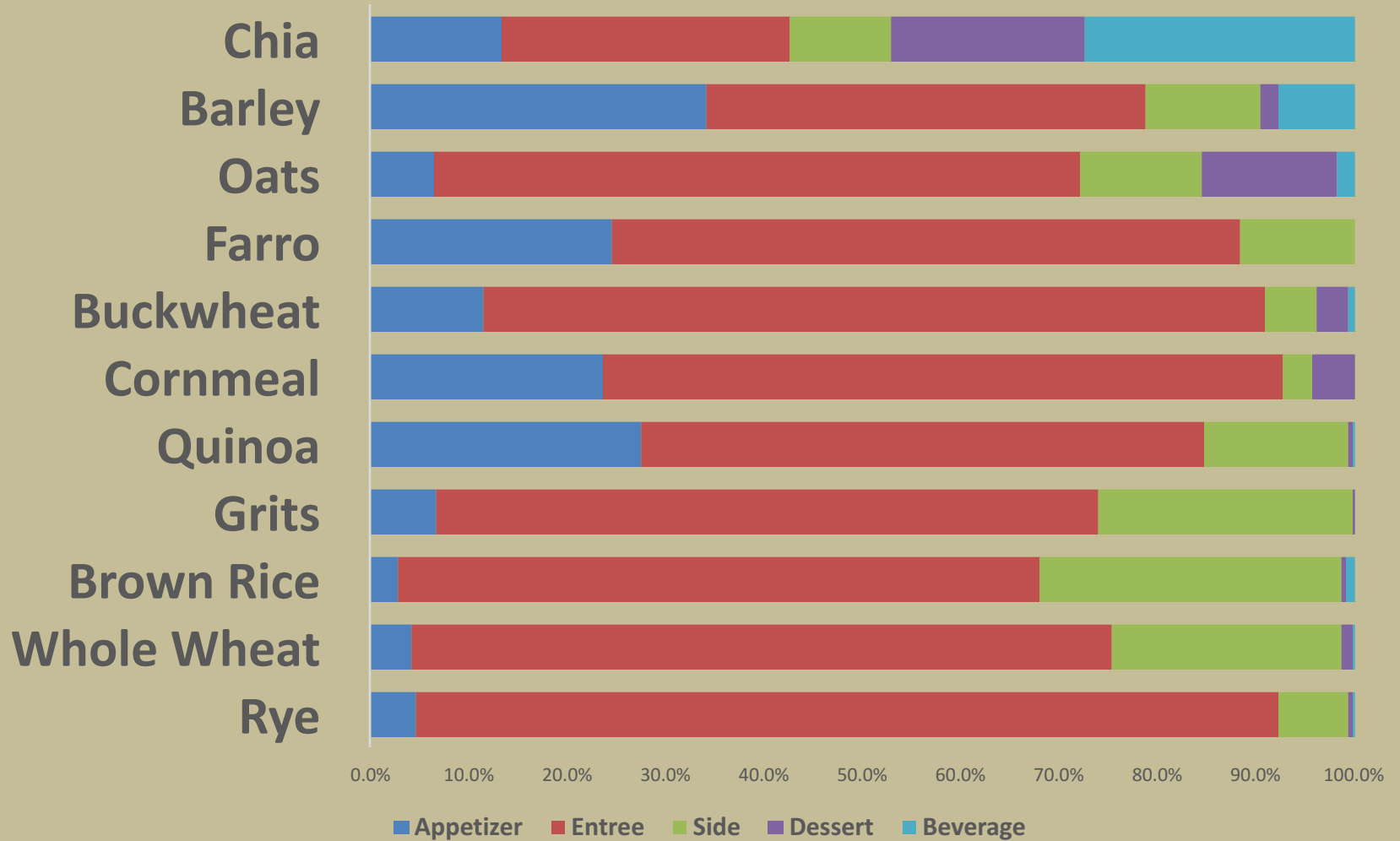
barrel shaped **whole wheat** pasta with cherry tomatoes, arugula, dried ricotta, garlic and tomato sauce.

# WHOLE WHEAT

## APPLICATIONS

Bread Side	21%
Cold Sandwich	21%
Hot Sandwich	10%
Pasta	8%
Combos/ Multi Protein	8%
Burger	7%
Mexican	5%
Pizza	4%
Breakfast Starch	3%
Egg Dish	3%
Bread Appetizer	2%
Breakfast Bakery	1%
Chicken Main Entrée	1%
Salad Entrée	1%
Other	7%

# Trending Whole Grains on Menus



A long, straight asphalt road stretches into the distance under a dramatic, cloudy sky at sunset or sunrise. The road is flanked by fields and hills, and the sky is filled with soft, golden light and scattered clouds. The overall mood is serene and hopeful.

# Appendix



## TEFF

- Teff is a tiny, yet nutritious and easy-to-grow type of millet used in Ethiopia. Teff grains are available in 3 colors including red, brown, and white.
- Currently on 0.1% of all US menus
- At this time, teff is not often referenced as an ingredient on menus.

### CALAMARI

lamb merguez, **teff**, crushed olives, marcona almonds, harissa tomato fennel broth.

### SMARTFLOUR GLUTEN-FREE PIZZA CRUST CHEESE PIZZA

gluten-free pizza crust made from ancient grains including sorghum, amaranth and **teff**. we store and prepare these pizzas away from the flour in our kitchens. available toppings: salami, pepperoni, Canadian bacon, pineapple, mushrooms or olives.

# TRITICALE

- ❑ Triticale is a hybrid of durum wheat and rye that's been grown commercially for only thirty-five years.
- ❑ Found on less than 0.1% of all US menus
- ❑ Current menu mentions are limited to multi-grain breads.

9-GRAIN

whole wheat flour blended with cracked hard wheat, soft wheat, oats, barley, **triticale**, rye, millet, honey and salt.

HARVET GRAIN

whole wheat flour blended with cracked hard wheat, soft wheat, oats, barley, **triticale**, rye, millet, honey, yeast, and salt. we also add pumpkin, poppy, sesame, flax, and sunflower seeds for extra flavor and health.

HAZELNUT 12 GRAIN

packed with sunflower seeds, sesame seeds, wheat, oats, **triticale**, flax, rice, millet, barley, corn, rye, and buckwheat.