

Fruit on the Menu

Insight on health and wellness solutions for
foodservice menu development

Prepared for:



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Objectives and goals

Strategic Objectives

To strategically investigate marketplace trends and create a deeper understanding across the following insight areas:

- the influence of menu claims, positioning statements, and consumption drivers/factors
- respondents' ratings of application positioning statements/concepts.
- consumer perception and behavior, providing insight about the potential benefits to exploring alternative approaches to health positioning of menu items.

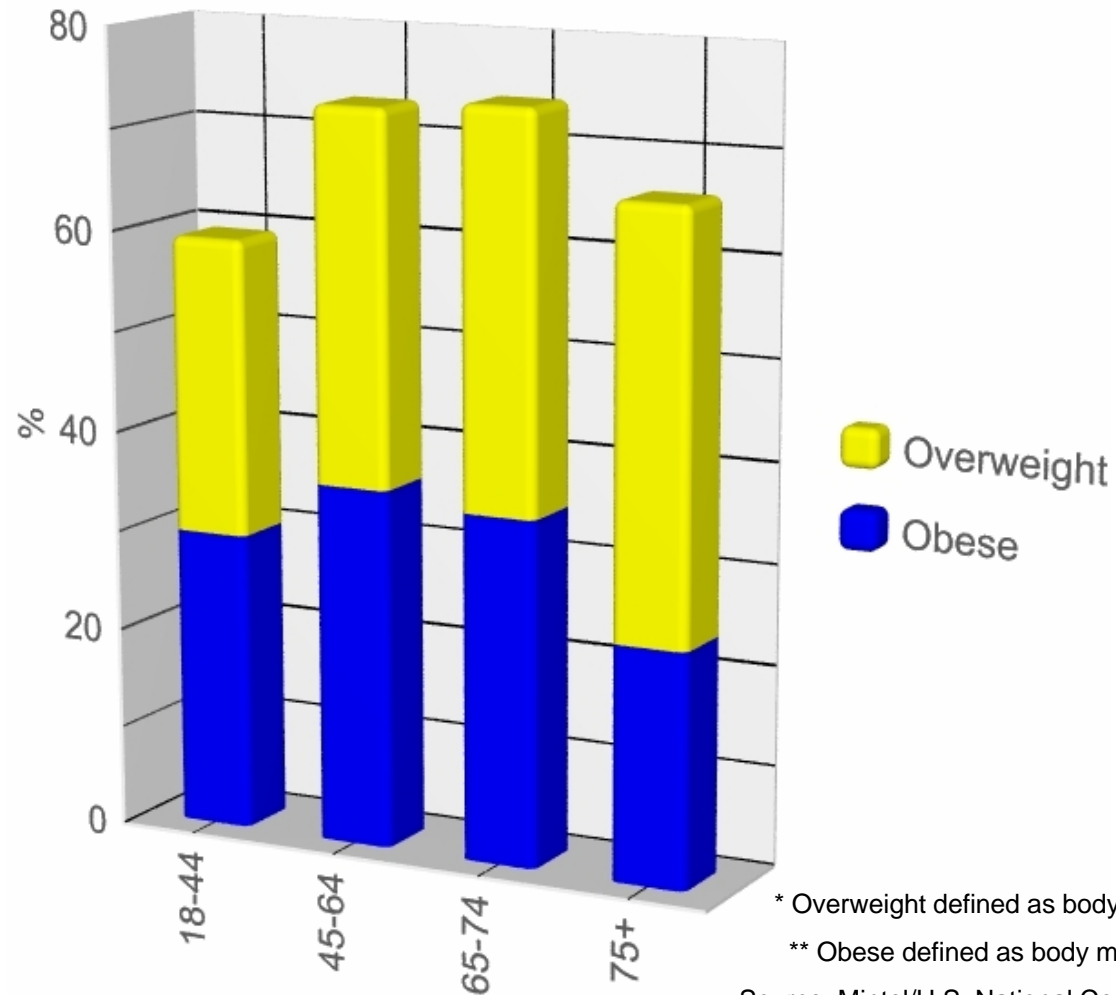
Strategic Goal

Identify opportunity gaps between diners' expectations for healthy offerings and what is available, to position Dole as the leader in health and wellness solutions for foodservice menu development.

Setting the stage: health issues and diet guidelines

Weight control concerns spur dietary guideline changes

Age-adjusted percent distributions of Body Mass Index (BMI) among persons 18 years of age and over, by age, 2003/04



* Overweight defined as body mass index of 25-29.9.

** Obese defined as body mass index of 30 or more

Source: Mintel/U.S. National Center for Health Statistics

Dietary guideline changes in effect; consumers playing catch up

Awareness of USDA dietary guidelines, by age, February 2007

Base: 2,000 Internet users aged 18+

	All %
I follow my own eating guidelines	84
I don't know about the new Guidelines	43
I know about the new Guidelines but I don't follow them	34

SOURCE: GREENFIELD ONLINE/MINTEL

Challenges to healthy eating

Major reasons for not eating a healthy diet, 2006

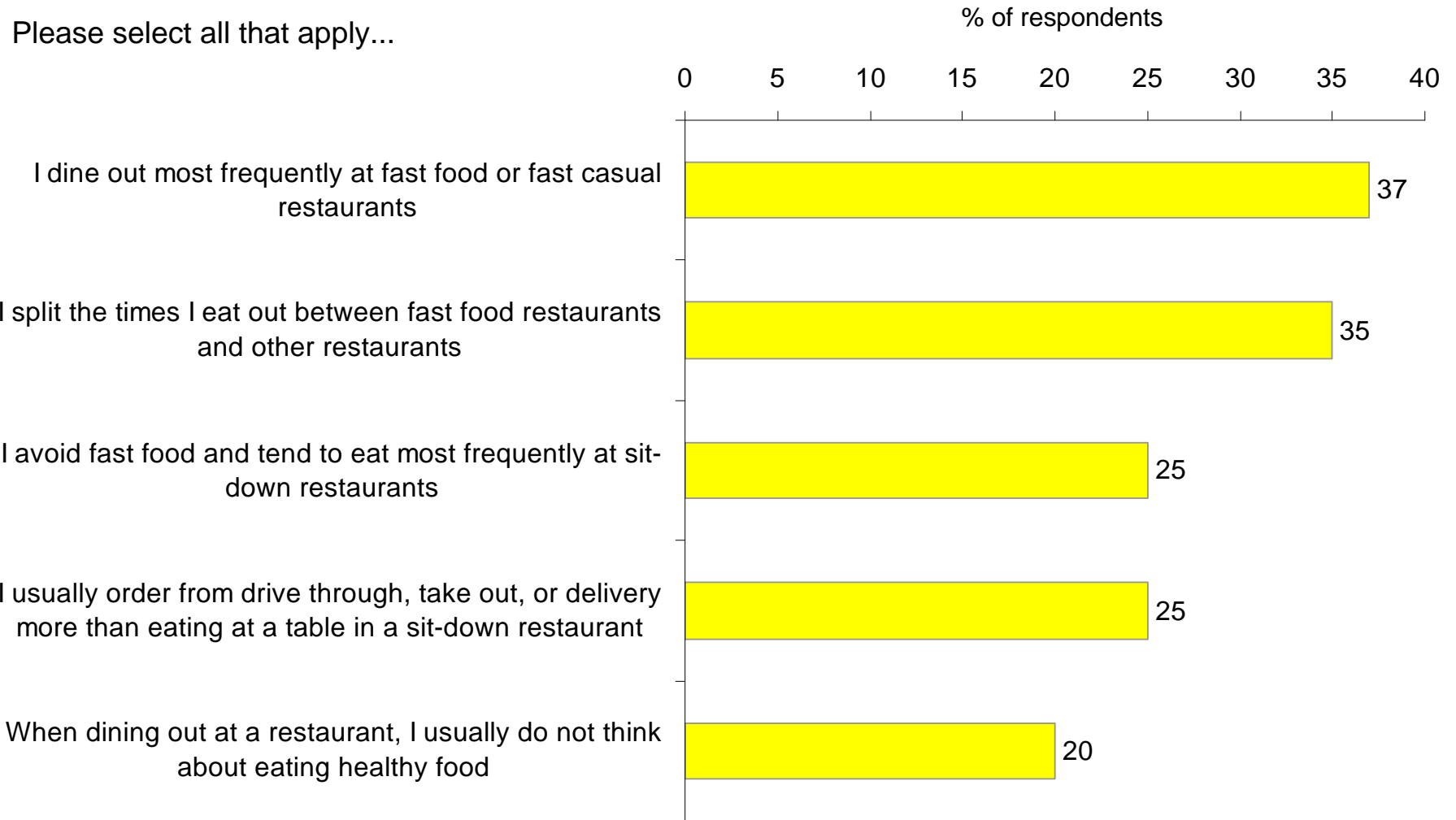
Base: 1,000 adults aged 18+

	All %
Healthy foods are not available from fast food and takeout restaurants	27
Not concerned about diet	25
Costs more to eat healthy foods	25
Too much conflicting information about what is and isn't healthy	19
Too busy to take time to eat healthfully	21
Healthy foods don't taste as good	19

SOURCE: SHOPPING FOR HEALTH 2006, FOOD MARKETING INSTITUTE AND RODALE PRESS/MINTEL

Dining Out

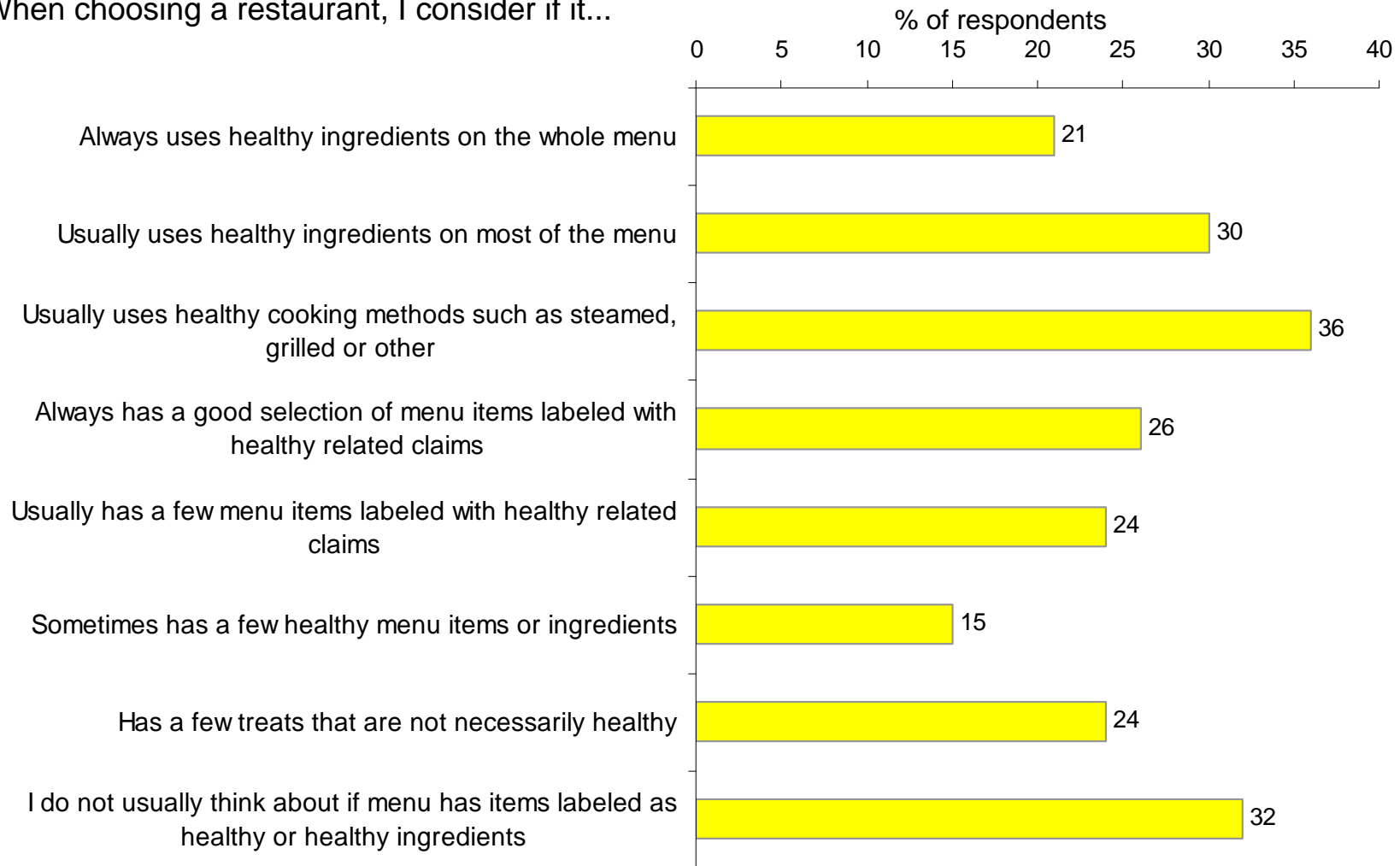
Fast food visited most frequently



Base: 1,000 adults (18+) who eat out and are not following a strict diet regimen
Source: Mintel/Greenfield Online

Restaurant choice influenced—but not ruled by—health considerations

When choosing a restaurant, I consider if it...

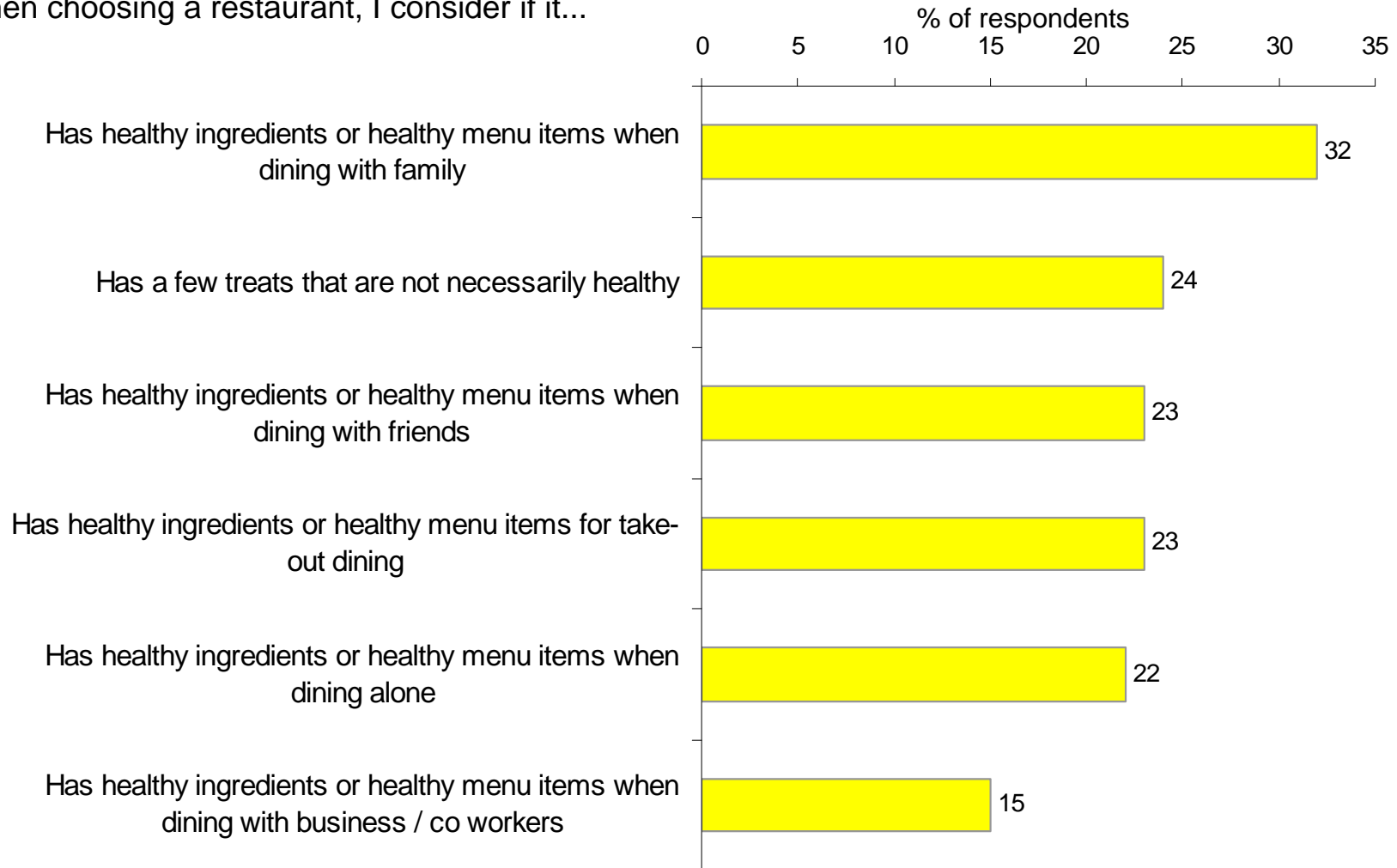


Base: 1,000 adults (18+) who eat out and are not following a strict diet regimen

Source: Mintel/Greenfield Online

Dining with family has most impact on considering healthy meals

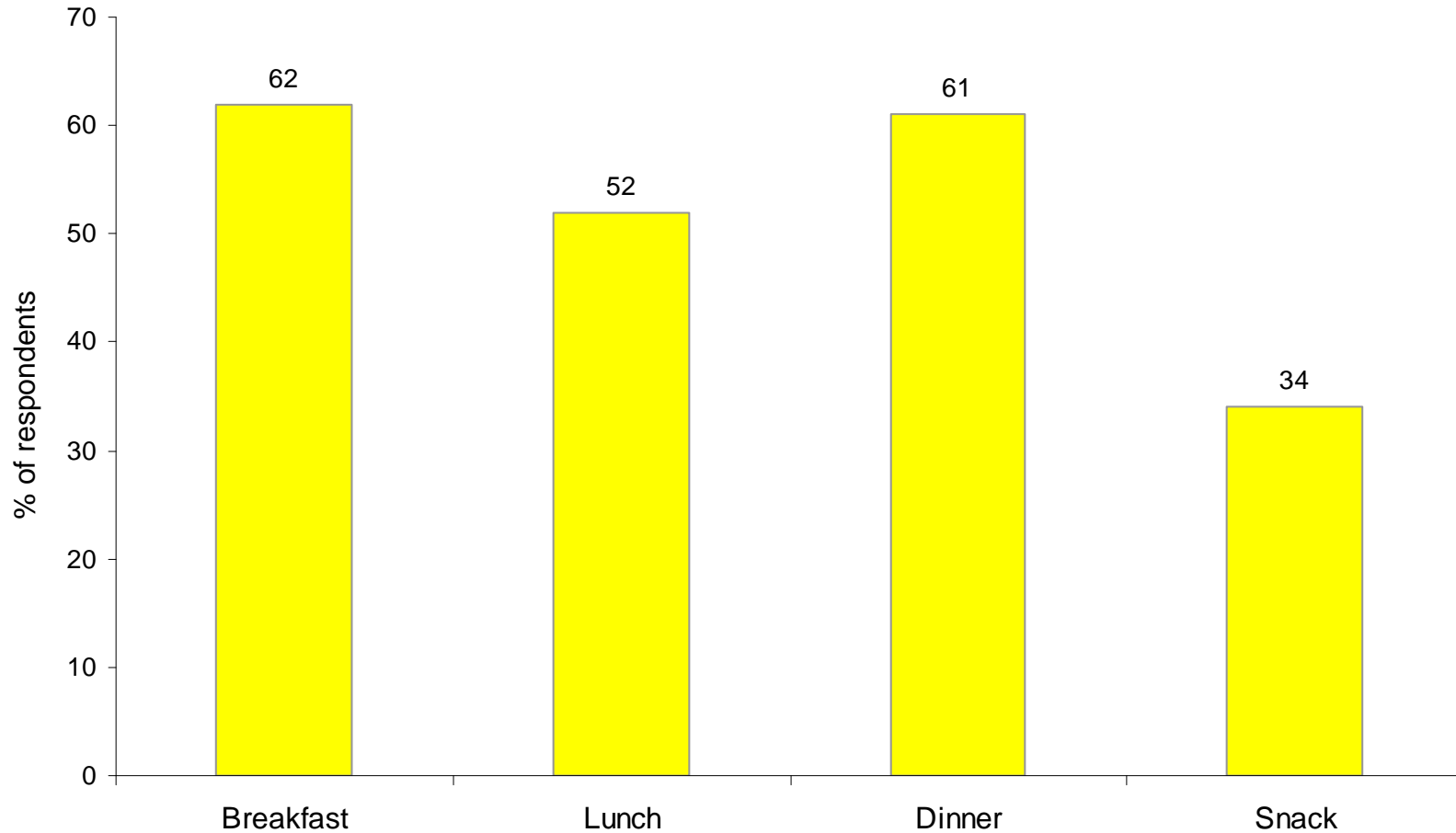
When choosing a restaurant, I consider if it...



Base: 1,000 adults (18+) who eat out and are not following a strict diet regimen
Source: Mintel/Greenfield Online

Healthy options are most important at breakfast and dinner

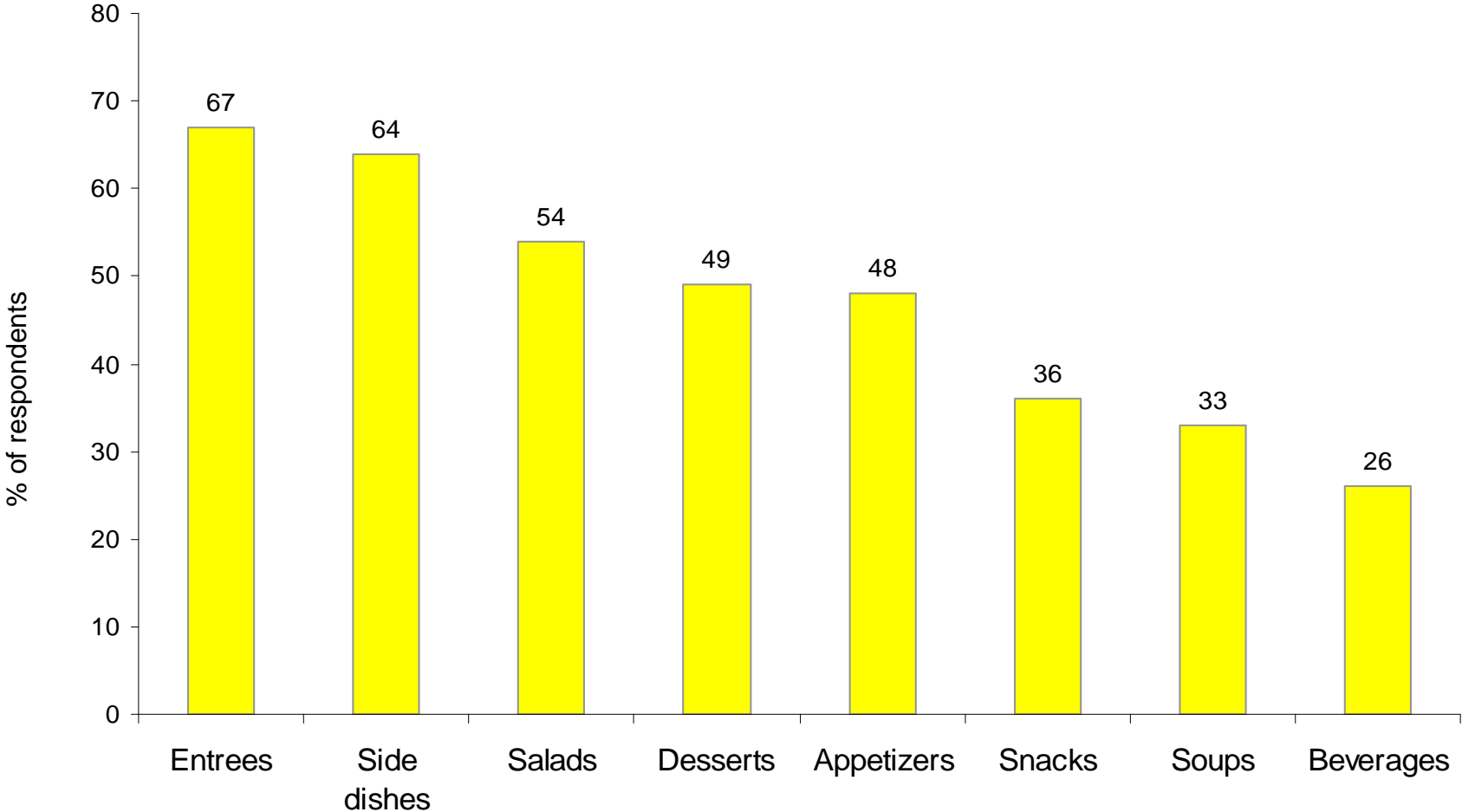
At what meal times is a good assortment of healthy choices on the menu most important?



Base: 1,000 adults (18+) who eat out and are not following a strict diet regimen
Source: Mintel/Greenfield Online

The bulk of the meal is most important for healthy choices

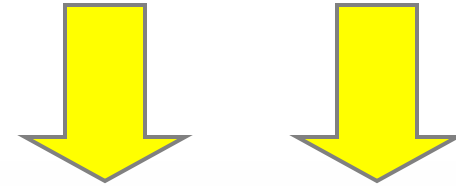
On what sections of the menu is it most important to have a good assortment of healthy choices?



Base: 1,000 adults (18+) who eat out and are not following a strict diet regimen
Source: Mintel/Greenfield Online

Fast food and fast casual underdeveloped for fruit

Top 20 Fruit Ingredients (excluding beverages),
by number of menu items, Q4 2006

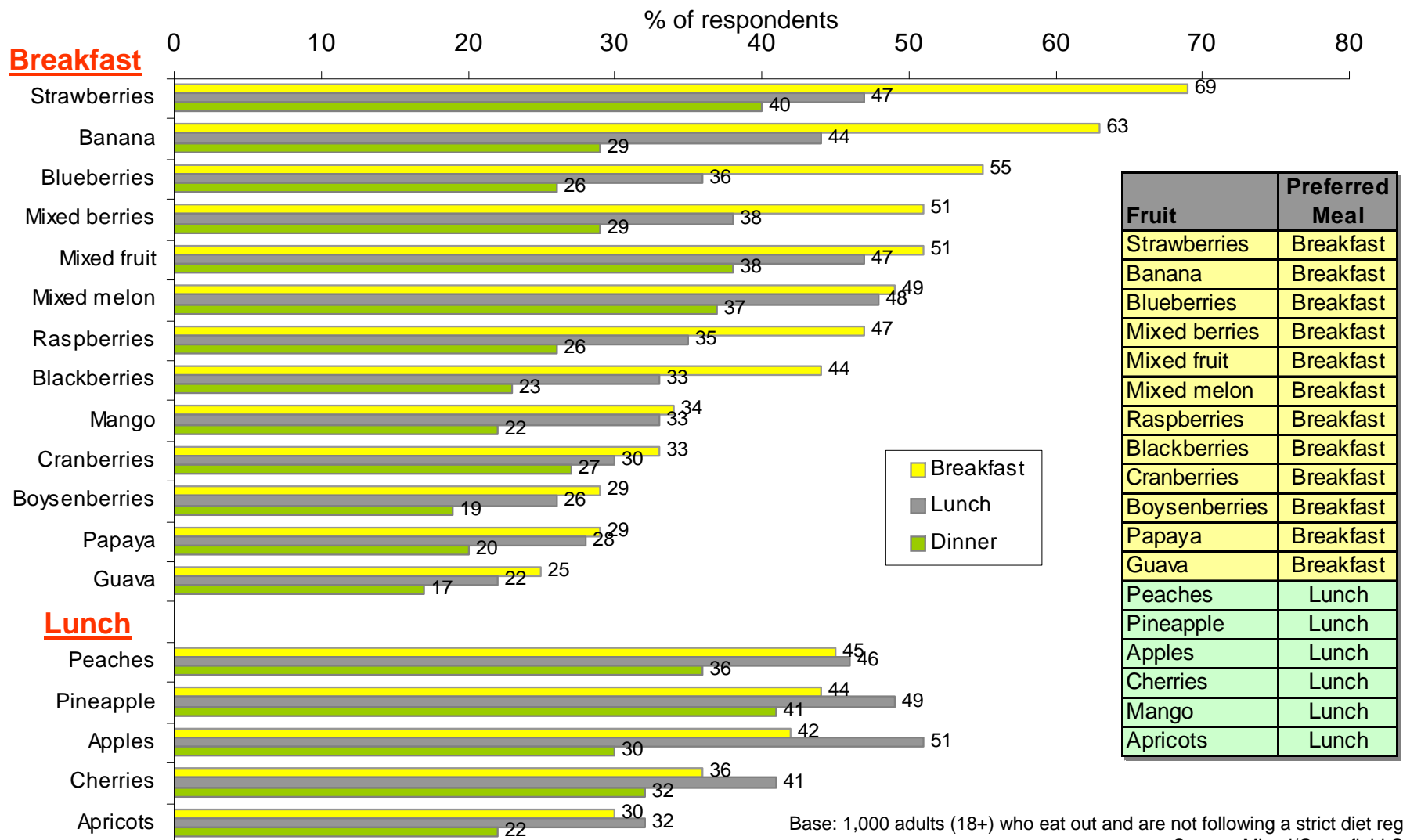


	Casual Dining	Family/Midscale	Fine/Upscale/Gourmet	Quick Service Restaurant	Fast Casual
Fruit	324	641	121	31	121
Pineapple	200	362	52	153	41
Apple	236	266	114	45	67
Strawberry	127	179	24	22	22
Cherry	93	149	32	28	10
Applesauce	41	250	5	4	9
Lemon	57	67	99	6	17
Lime	106	10	66	4	38
Mandarin Orange	103	21	6	28	10
Banana	33	66	32	14	17
Cranberry	79	16	26	8	22
Raisins	42	30	13	10	8
Blueberry	6	59	6	9	5
Mango	34	1	46	2	0
Berry	8	13	56	2	1
Raspberry	10	39	20	5	4
Plantain	3	0	37	21	16
Coconut	46	10	11	4	4
Green Apple	44	0	14	2	5
Compote	2	18	42	0	0

Source: Mintel Menu Insights

Consumers want more fruit for breakfast

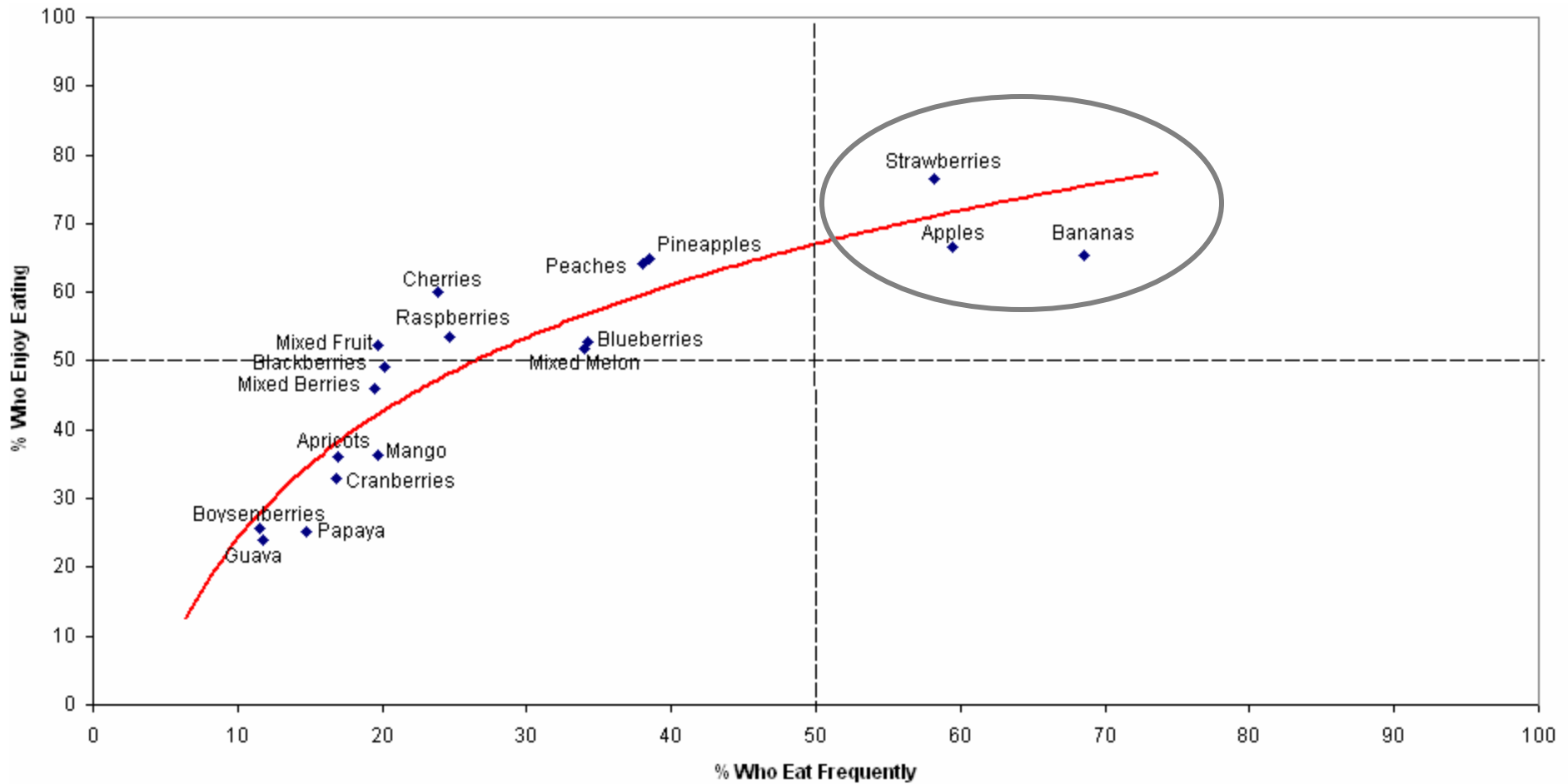
Where would you like to see fruit or fruit-based items used more often at restaurants?



Fruit	Preferred Meal
Strawberries	Breakfast
Banana	Breakfast
Blueberries	Breakfast
Mixed berries	Breakfast
Mixed fruit	Breakfast
Mixed melon	Breakfast
Raspberries	Breakfast
Blackberries	Breakfast
Cranberries	Breakfast
Boysenberries	Breakfast
Papaya	Breakfast
Guava	Breakfast
Peaches	Lunch
Pineapple	Lunch
Apples	Lunch
Cherries	Lunch
Mango	Lunch
Apricots	Lunch

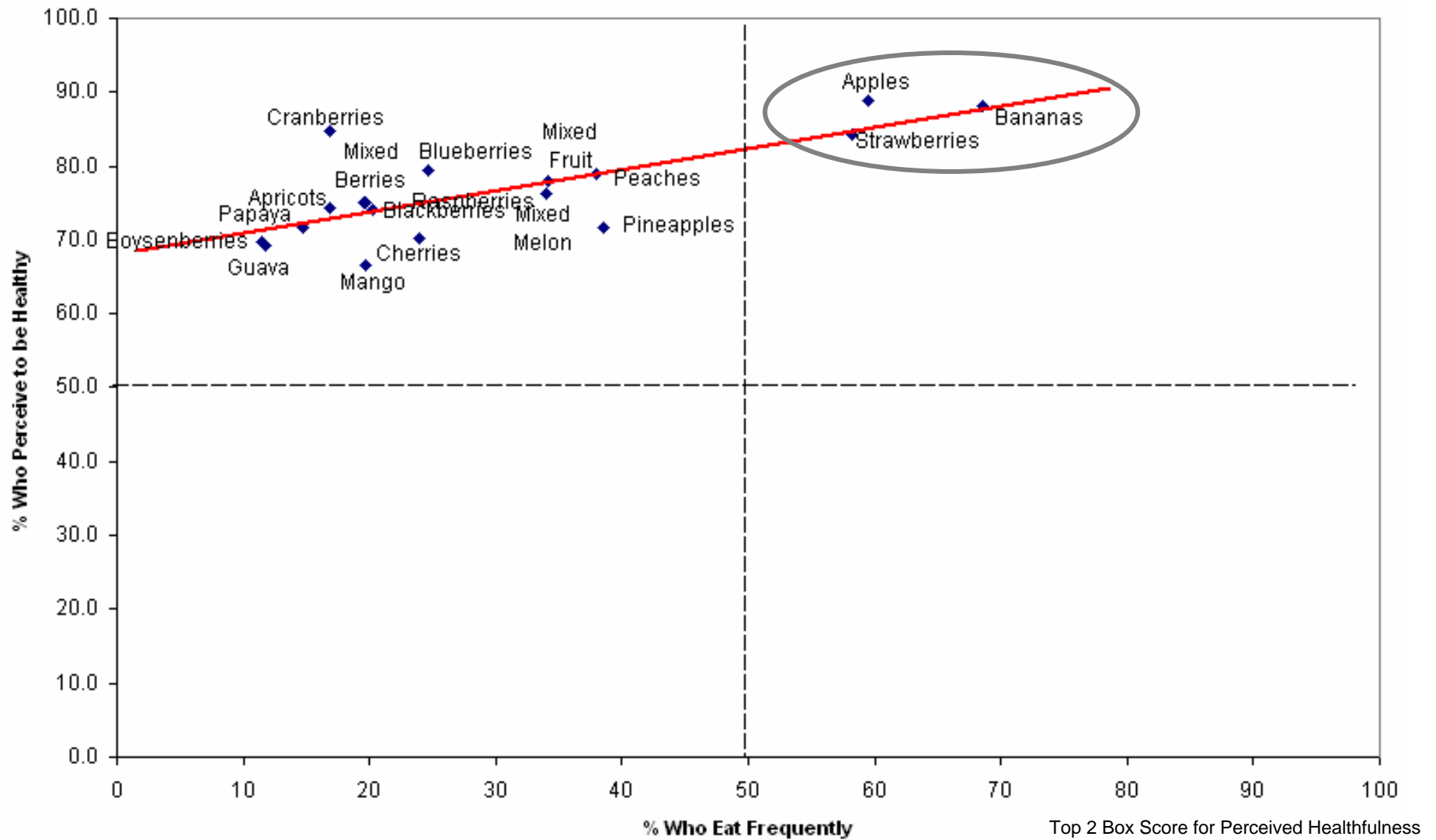
The consumption-enjoyment-health nexus

Consumption frequency vs. enjoyment



Base: 1,000 adults (18+) who eat out and are not following a strict diet regimen
 Source: Mintel/Greenfield Online

Health perception vs. consumption frequency

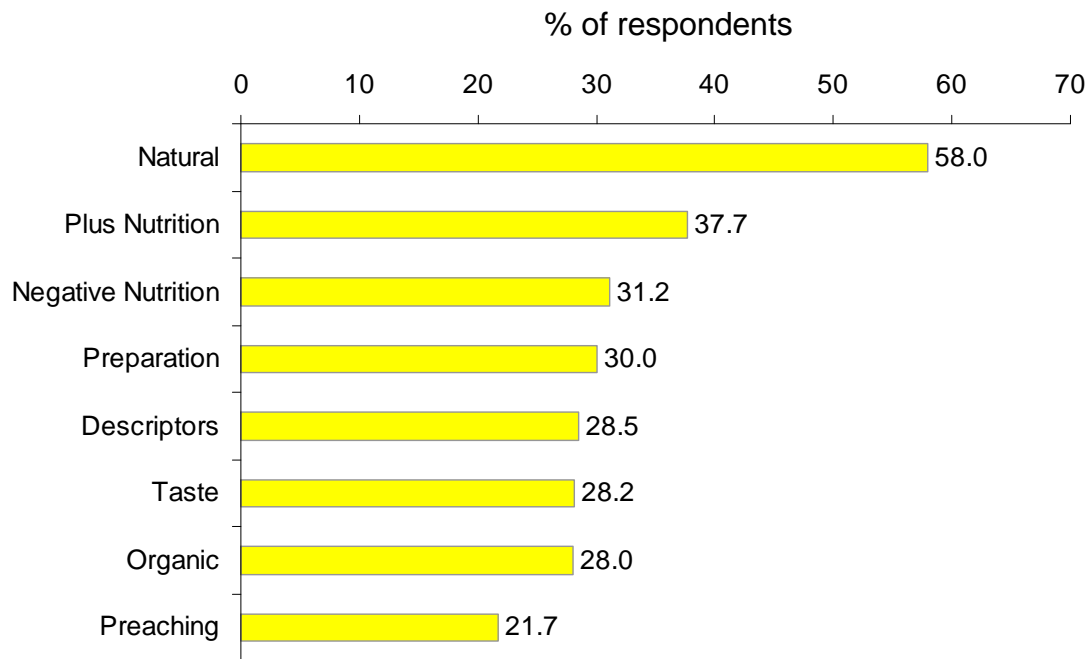


Base: 1,000 adults (18+) who eat out and are not following a strict diet regimen
 Source: Mintel/Greenfield Online

Threading the health needle: innate health and goodness versus “health” claims

“Natural” claims are most resonant with consumers

Which of the following claims on a restaurant menu might persuade you to try a new fruit or fruit-based item...

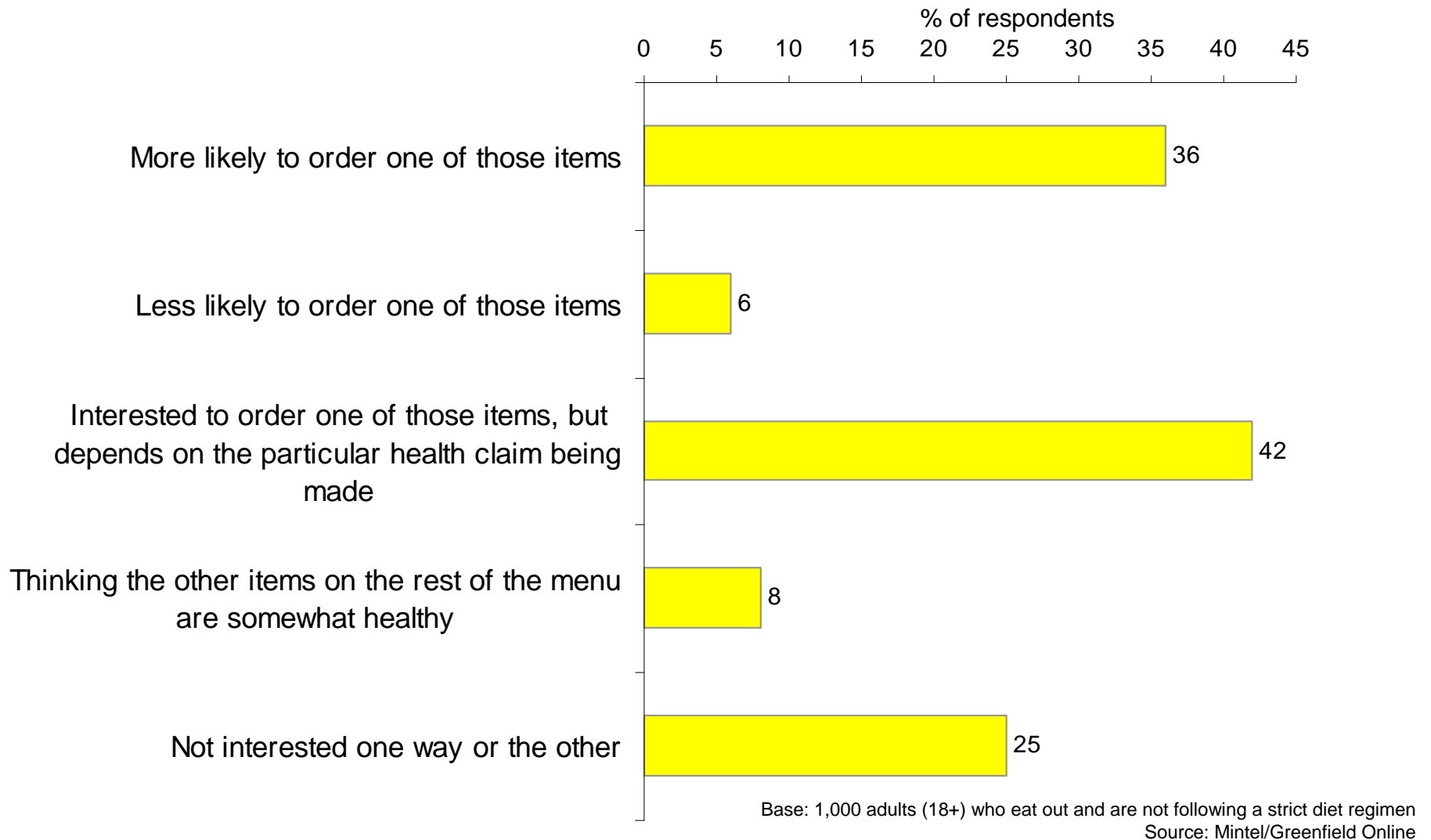


Type	Claim	% of respondents
Natural	Real Fruit	66
Natural	Fresh	63
Natural	100% Pure	53
Natural	Natural	50
Negative Nutrition	No Sugar Added	46
Plus Nutrition	Healthy	45
Preparation	Fresh Squeezed	44
Plus Nutrition	Nutritious	44
Taste	Juicy	41
Plus Nutrition	Heart healthy	41
Plus Nutrition	Rich in vitamins	41
Plus Nutrition	Rich in antioxidants	38
Descriptors	Peak of ripeness	35
Taste	Sweet	34
Preparation	Fresh Baked	33
Plus Nutrition	High fiber	33
Negative Nutrition	Low Fat	32
Negative Nutrition	Low Calorie	31
Negative Nutrition	Trans Fat Free	30
Taste	Sweet and savory	29
Preparation	Made to Order	28
Preaching	Eat smart	28
Organic	Organic	28
Negative Nutrition	Light	26
Plus Nutrition	Energy boost	22
Negative Nutrition	Low Carb	22
Descriptors	Colorful	22
Taste	Sweet and tart	20
Preaching	Keep fit	19
Preaching	No guilt	18
Taste	Sweet and spicy	17
Preparation	Fresh Frozen	15

Base: 1,000 adults (18+) who eat out and are not following a strict diet regimen
Source: Mintel/Greenfield Online

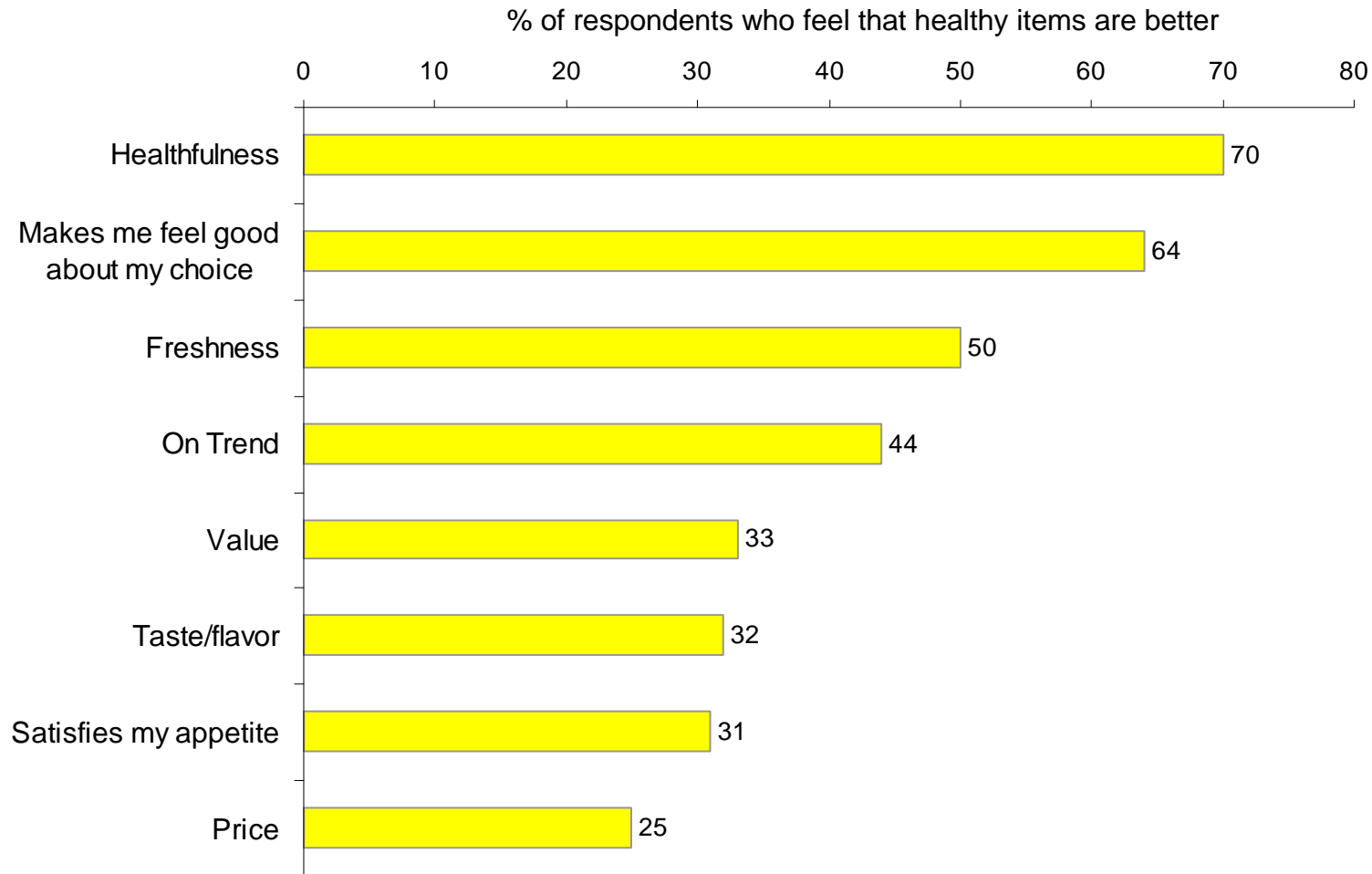
Consumer response to healthy claims

If a menu has items labeled with healthy related claims such as "heart healthy", "low carb" and others, I am...



“Healthy” items compared to regular items

Please tell me how menu items advertised as healthy compare to regular items.



Top 2 box score

Base: 1,000 adults (18+) who eat out and are not following a strict diet regimen

Source: Mintel/Greenfield Online

Consumers want fresh ingredients

What ingredients or food options would you like to see added at QSRs?

Most desired food options to add at QSRs, April 2007

Base: 1,439 adults aged 18+ who have bought from a QSR in the past week

	All
	%
Fresh ingredients	63
Healthy meals	57
Natural ingredients	34
More chicken options	34
More fish options	32
Organic ingredients	19
More beef options	18
Enormous sandwiches	16
None of the above	8

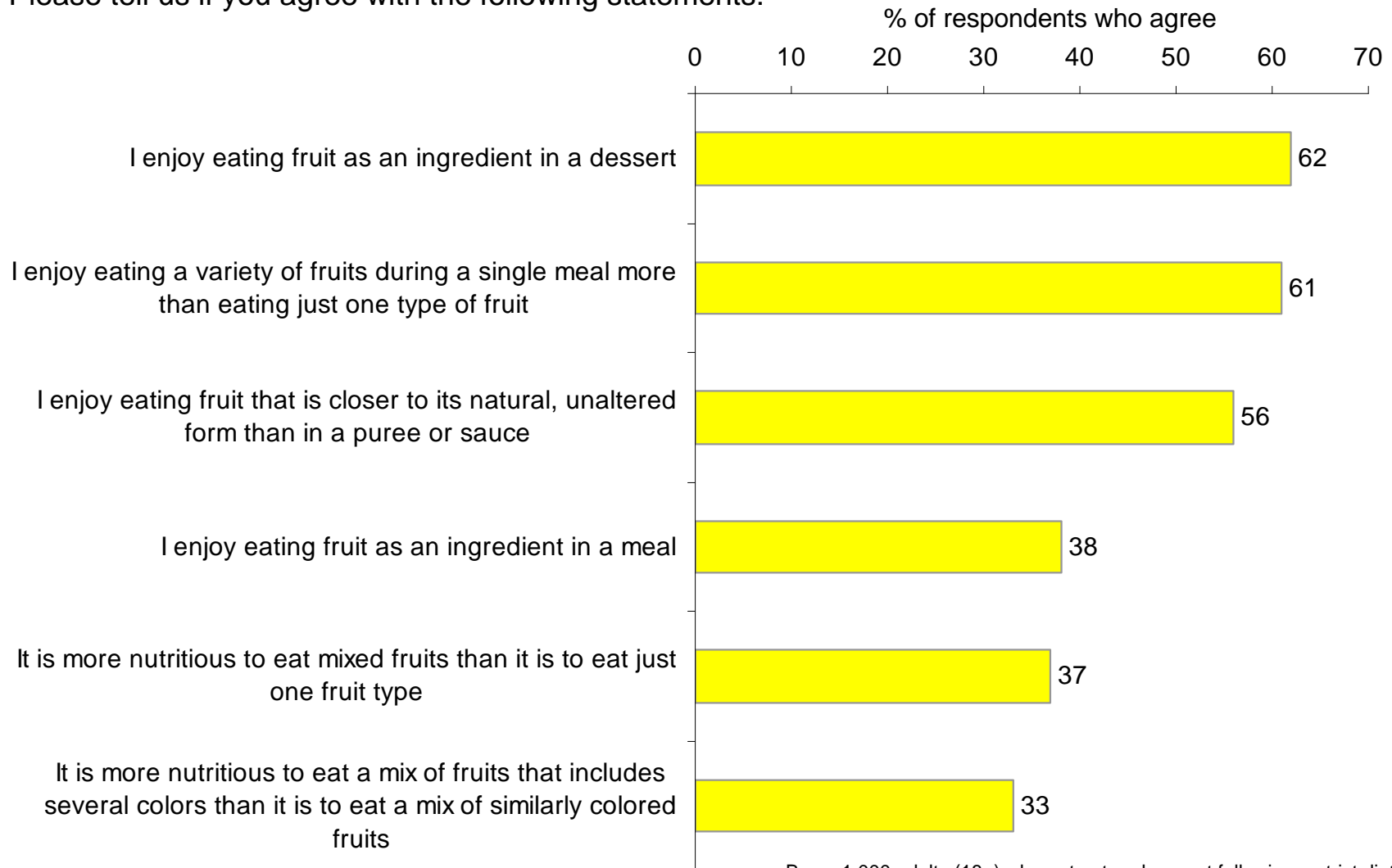
SOURCE: MINTEL/GREENFIELD ONLINE

Base: 1,000 adults (18+) who eat out and are not following a strict diet regimen
Source: Mintel/Greenfield Online

Attitudes toward fruit

Variety of fruit offerings registers positively

Please tell us if you agree with the following statements:



Base: 1,000 adults (18+) who eat out and are not following a strict diet regimen
Source: Mintel/Greenfield Online

Fruit can most commonly be found as an ingredient or topping

- While there are 4,395 menu items using fruit as an ingredient, whole fruit was used in only 221 menu items.
- Those menu items with whole fruit were primarily made up of fruit cups, fruit salads, fruit plates, or just a whole fruit.

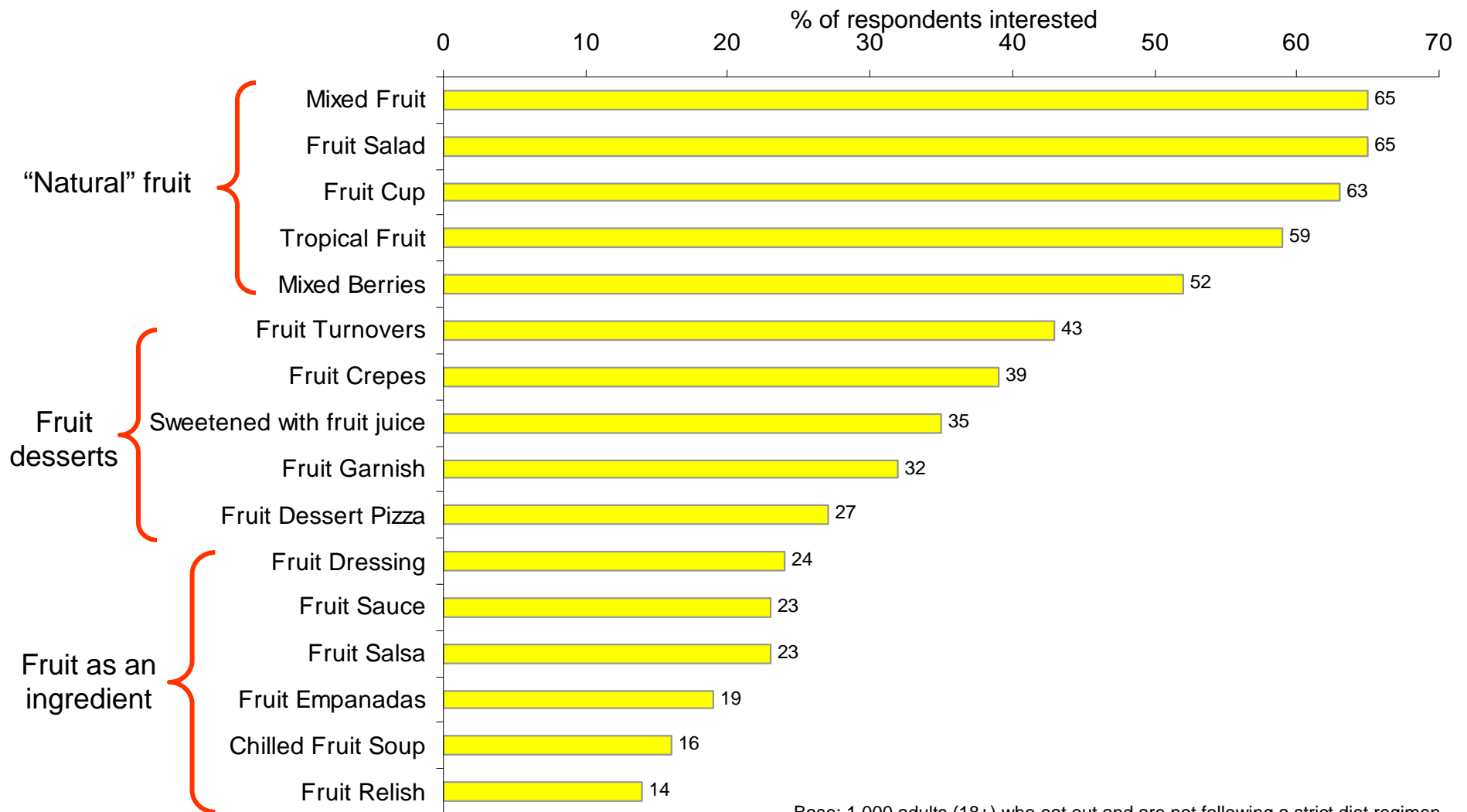
Top dishes with fruit as an ingredient

Menu Item Dish	Number of Menu Items
Pizza	164
Pizza Toppings	137
Sundae	86
Pizza - Hawaiian	85
Breakfast - Pancakes	59
Pizza - Cheese	56
Salad - Asian	36
Tart - Fruit	35
Salad - Chicken	33
Cheesecake	31
Other	3,673
Total Sample	4,395

\Source: Mintel Menu Insights

“Natural” offerings generating interest

Which of the following are of interest to you in a menu item...



Base: 1,000 adults (18+) who eat out and are not following a strict diet regimen
Source: Mintel/Greenfield Online

The #1 Fruit Varies by Menu Parts, Menu Types, and Dining Types

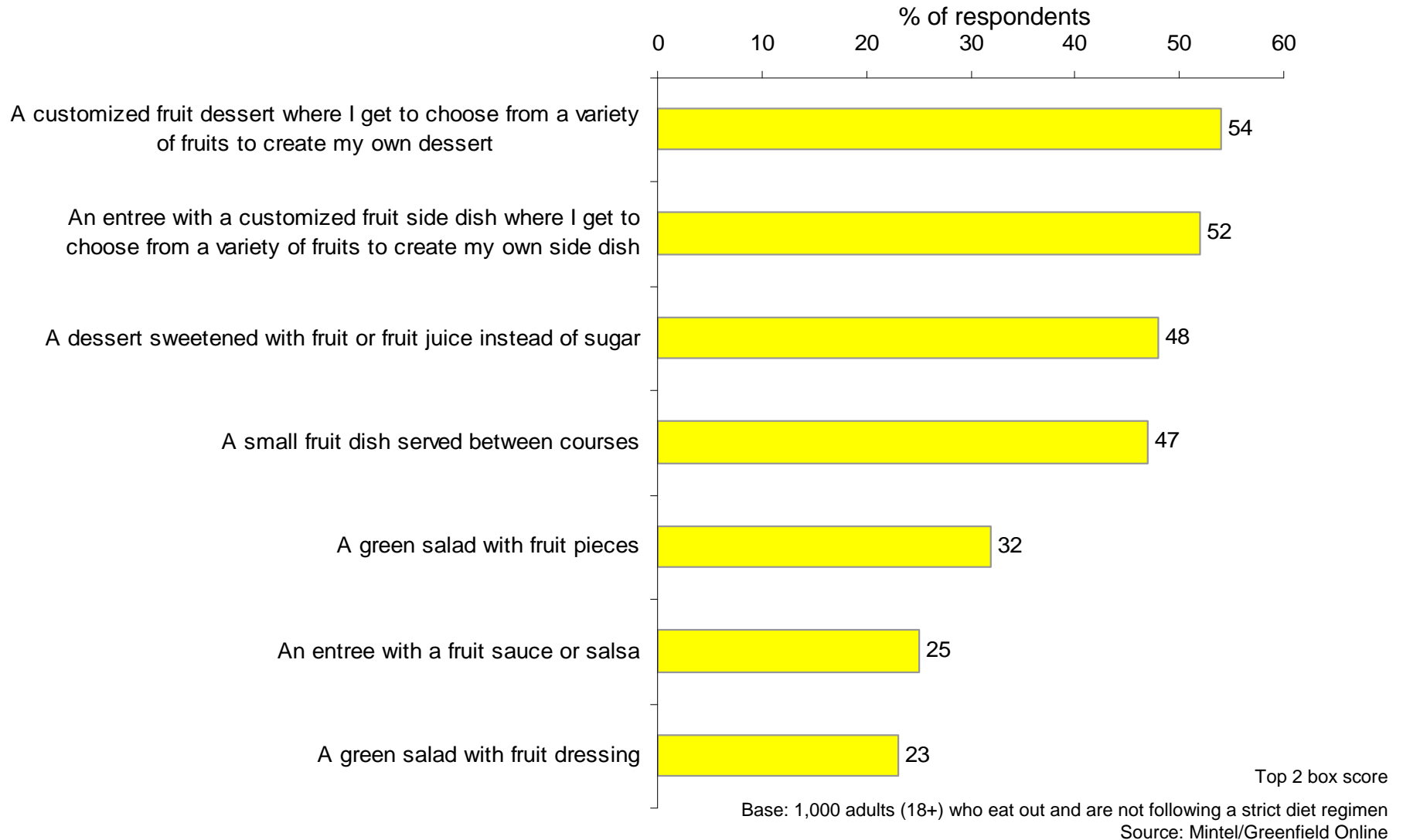
<u>Menu Part</u>	<u>#1 Fruit</u>	<u>Most Common Dish</u>
Entrée	Pineapple	Pizza
Dessert	Cherry	Sundae
Sides	Pineapple	Side
Salad	Mandarin Orange	Salad
Soup	Apple	Soup

<u>Menu Type</u>	<u>#1 Fruit</u>	<u>Most Common Dish</u>
Breakfast	Strawberry	Pancakes
Lunch	Apple	Side
Dinner	Apple	Side
All Day	Pineapple	Pizza
Beverage	Strawberry	Smoothie
Dessert	Apple	Tart
Children	Cherry	Sundae

<u>Dining Type</u>	<u>#1 Fruit</u>	<u>Most Common Dish</u>
QSR	Pineapple	Pizza
Fast Casual	Banana	Beverage
Casual Dining	Apple	Side
Fine Dining	Lime	Beverage
Family/Midscale	Pineapple	Pizza

Customization a natural trend to seize on

Please tell me how interested you would be in any of the following menu items.



Case study: the breakfast opportunity



- Limited service breakfast (\$14.9 billion) and full service breakfast (\$11.4 billion) outpacing restaurant category growth
- How important is breakfast to the bottom line?

Case study: the breakfast opportunity

When dining out for breakfast or brunch, please indicate whether or not you always or often order each of the following items.”

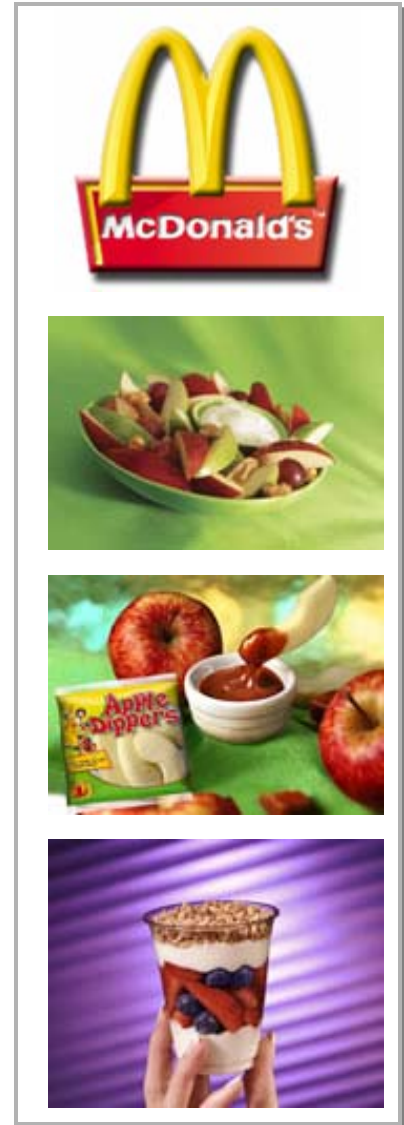
	All %
Sausage, patty, ham, bacon, or other breakfast meat	58
Eggs or omelet	56
Toast or muffin	47
Home fries or hash browns	46
Pancakes or waffles	38
French toast	25
Fruit or fruit salad	24
Sandwich or wrap	23
Bagel	22
Donut, Danish, or other pastry	15
Cereal (hot or cold)	13
Blintzes or crepes	9

SOURCE: MINTEL/GREENFIELD ONLINE

Case study: the breakfast opportunity

- What some of the leaders are doing

- McDonald's
 - Fruit and Walnut Salad
 - Apple Dippers
 - Fruit and Yogurt Parfait
- Sonic
 - Non-fat Fruit and Yogurt Smoothie
- Burger King
 - Pancakes



Case study: Hispanics

How they are moving the restaurant market

- A dining driver: 12 million more Hispanics in 10 years
- A family dining driver: Half of Hispanic households have children
- A high frequency dining driver: 7.3 visits to a QSR per month

Case study: Hispanics

More frequent fruit consumers; value fruit and health assortment



- Hispanics are significantly more frequent consumers of 13 of the 18 surveyed fruits
- The 5 fruits in which there was no significant difference in frequency of consumption between Hispanics and Non-Hispanics were all mainstream fruits: apples, pineapples, peaches, bananas, and mixed fruit.
- Hispanics are more likely to feel that a good assortment of healthy choices is important at breakfast
- Hispanics are more likely to agree that it is more nutritious to eat a mix of different fruits

Base: 1,000 adults (18+) who eat out and are not following a strict diet regimen
Source: Mintel/Greenfield Online

Case study: Hispanics

Menu example from QSR



Fruit Empanadas



Fresh flour tortilla filled with fruit, deep-fried golden brown, served crispy, warm and sweet with a light coating of cinnamon and sugar. Offered in several flavor options throughout the year.

Case study: Women



- Women eat healthier than men do
- Women more likely to consider themselves as overweight
- Women want to spend more when dining out—but need a good reason!

Case study: Women

Women are more likely to respond positively to almost all health-related messages

- But they are even more likely to do so in some cases than others:

- . . . like *health claim selectivity*

- . . . or *healthy entrees and side dishes*

- And while they are more likely to be *family-health conscious* . . .

- . . . they are also more likely to consider *a menu that has a few treats*

- And they not only value *fruit* as an ingredient in a *dessert* and in its *unadulterated form* . . .

- . . . but are emphatically interested in *fruit customization*

Case study: 18-24 year-olds

- The lifeblood of QSR
- An important segment of fine dining



Case study: 18-24 year-olds

- Not overwhelmed by the prospect of fruit, but a silver lining exists
 - overall fruit enjoyment is lower
 - lower agreement on fruit health
- Health claims a bit of a labyrinth—healthy labels versus healthy ingredients
- The silver lining? Breakfast!

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insight + impact

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