# Potato Consumption Outlook

**Results from Datassential Survey of Consumers and Restaurant Operators Revealed at POTATO EXPO 2013** 



# CONSUMER Q&A

#### How has your consumption of potatoes changed over the past year?



Increased consumption

43% indicate their consumption of potatoes has increased over the past year.



#### How often do you eat potatoes?



Several times per week



### Which types of potatoes do you eat most often?



**Fries** 



Mashed potatoes



Baked potatoes

Potato chips



Based on the top potato formats consumed overall. All other formats had 10% or fewer indicating.

## What type of potato do you expect to eat more often in the future?



Baked potatoes



30%

30%

Fries



Sweet potato fries



Oven roasted/baked sweet potatoes

## On which part of the menu would you like to see more potatoes?



Side item





65% are most interested in seeing potatoes served as a side item with an entrée.





#### What types of potatoes are you interested in seeing on restaurant menus?







Russet



Sweet





46%





potatoes

potatoes

**27**% potatoes



Which potato descriptions or options are you most interested in?





"locally sourced" with 60% expressing strong interest.

# RESTAURANT OPERATORS Q&A

## Which of the following do you currently serve?



55%

browns



55%



Oven baked/roasted





**Sweet potato** 



Do you currently serve any of the following sweet potato items?

No sweet potato items on the menu

Sweet potato tots/puffs





fries



What do you plan to change on the menu in the next 2 years?



Include sweet potatoes



Nearly 50% of restaurants plan to offer a sweet potato item.



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