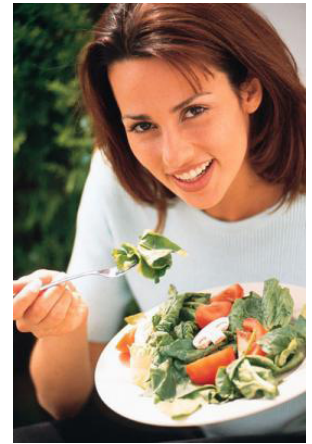


## Scrumptious Salads

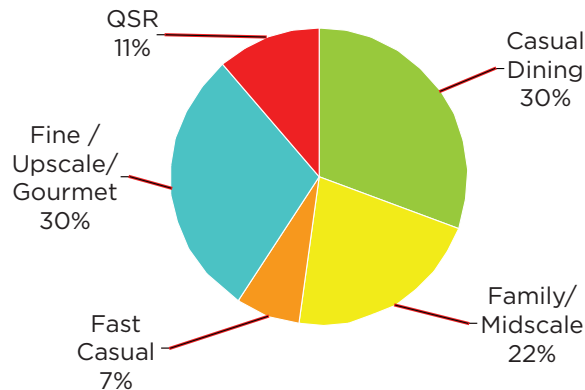
Salads have always been on the menu. In the 1990's, salad bars surged and now, we have premium salads on almost every menu. The versatility of a salad is unbeatable. Salads offer an easy way to maximize nutrients and flavor in a convenient serving. The challenge was shifting perceptions of salad from a starter or side dish to a larger role in consumers' diets and a bigger portion of their plate. However, that shift was a seamless part of menu development.

There are primarily two types of salads: those served as an entrée and smaller servings of salad served as side dish or starter. Entrée salads represent 37% of all salads; side salads account for 63% of salads on the menu. In terms of growth, entrée salads have declined by 7%, while side salads increased 7% from Q4 2006.



### Menu Movement

Fine dining, casual dining and family restaurants have the greatest share of salads on the menu. Quick Serve Restaurants (QSRs) have 11% of the salad menu share; fast casual has 7%.



### Top 10 Lettuce Varieties used in Salads,

1. Romaine
2. Lettuce (unspecified)
3. Iceberg
4. Salad Greens
5. Arugula
6. Hearts of Romaine
7. Baby Greens
8. Leaf Lettuce
9. Spring Mix Lettuce
10. Radicchio

### Emerging Lettuce Varieties

1. Bibb Lettuce
2. Red Oak Lettuce
3. Boston Lettuce Varieties
4. Local Lettuce Varieties
5. Baby Lettuce Varieties

### Global Inspiration

Traditional American cuisine dominates the salad menu with 47% share of the menu, but the number of menu items is down 6%. Italian follows with 28% share and a 12% decline in number of offerings since Q4 2006. Mexican, Southwestern/Tex-Mex and Greek complete the top five cuisines. Mexican salad offerings increased by 10%, while Southwestern/Tex-Mex and Greek decreased from the same quarter a year ago.

#### Cuisine Share/Growth, Q4 2007

Cuisine Type	Share	Growth
Italian	28%	-12%
Mexican	6%	10%
Southwestern/ Tex-Mex	4%	-6%
Greek	4%	-1%
All Other Cuisines	11%	-9%

### Top 10 Salad Ingredient Nutritional Claims

1. Fat-Free
2. Light (Nutritional)
3. Organic
4. Low-Fat
5. Low-Calorie
6. Pesticide-Free
7. Natural
8. Lean
9. Low-Cal
10. Non-Fat



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## Salad Examples from Mexican & Southwestern Cuisine

**Grilled Fajita Salad** - Sizzling grilled fajitas, chilled greens, sauteed poblano peppers and onions, cotija and Jack cheese, pepitas, fresh avocado, pico de gallo and tortilla chips tossed tableside with smoked jalapeno apple vinaigrette dressing - Chevy's Fresh Mex

**Southwestern Salad** - A long time best seller! Strips of fajita chicken, romaine and head lettuce, sugared walnuts, jack and cheddar cheeses, tomatoes, chives, tortilla strips, and our homemade honey-mustard dressing - Iguana Mia

## Must Have Salads

There are some salads that the menu simply "must have." No matter where you go you are likely to find a Caesar salad on the menu. Chicken, Garden, Cobb and House round out the list for top 5 most menued salads.

### Most Menued Salads

Dish	Growth
Caesar Salad	4%
Salad with Chicken	-1%
Garden Salad	-6%
Cobb Salad	2%
House Salad	-3%

### Top Growth Salads

Salad	Growth
Beet Salad	92%
Salad with Sirloin	67%
Wedge Salad	46%
Mediterranean Salad	45%
Bibb Salad	36%

## Tremendous Toppings

### Leading Salad Dressings

Leaders	Up & Coming
Ranch	Ginger
Caesar	Bacon
Vinaigrette	Gorgonzola
Bleu Cheese	White Balsamic Vinaigrette
Italian	Chipotle
Balsamic	Shallot Vinaigrette

### Leading Salad Proteins

Leaders	Up & Coming
Chicken	Crab
Bacon	Lobster
Egg	Prosciutto
Beef	Scallop
Shrimp	Calamari

### Leading Salad Cheeses

Leaders	Up & Coming
Parmesan	Pepperjack
Cheddar	Ricotta Salata
Bleu	Goat
Feta	Buffalo Mozzarella
Mozzarella	Cojita

## Menu Direction: Follow Fine Dining

Fine dining has always been at the forefront of cuisine pushing boundaries and raising the bar. Salads are no exception. As demonstrated in the examples below, fine dining is using a wide pallet of ingredients in harmonious combinations, from the simple like basil and extra virgin olive oil to octopus. The trend is fresh and natural and they tend to use more fruits, nuts and oils, while using more exotic meats and cheeses. Many leave out the lettuce all together! Follow trends in fine dining for direction for your next creative salad.

### Examples of new salad menu items in Q4 2007 from Fine Dining restaurants.

**Pepperoni Arrosto in Insalata** - Roasted bell pepper with capers, white anchovies, basil and extra virgin olive oil - *Biba*

**Salad of Fresh Hawaiian Hearts of Palm** - With tamarind, young cilantro and pomelo. - *Clio Restaurant*

**Boston Bibb** - Champagne-herb vinaigrette, bacon, shaved onion, Maytag bleu cheese and teardrop tomatoes - *Trio Bistro*



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