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FOR IMMEDIATE RELEASE

MANN'S RELEASES RESULTS OF FOODSERVICE OPERATOR STUDY

"Viva la Veggies" report found nearly half of respondents increased their vegetable usage in the past year

Salinas, Calif. – February 16, 2016 – [Mann Packing](#) Company, Inc. today announced the results of a new research study looking at foodservice operators' awareness, attitude and usage of vegetables. Overall, the report found that operators use vegetables on their menus to not only enjoy cost savings, but also because consumers are more likely to visit foodservice establishments that offer better-for-you options.

For the study, titled "Viva la Veggies", independent research firm Technomic surveyed 305 foodservice operators across an equal mix of commercial and non-commercial segments. The results present in-depth information about how vegetables are used, current trends, unmet needs, and future menu applications. Key findings include:

- Consumer perceptions about better-for-you menu options have shifted. In the past, health concerns centered around low-fat, low-calorie or low-sugar. Attention is now directed toward whole grains, high nutritional value, and full vegetable servings
- More than half of the operators surveyed see economic value in serving more vegetables, and one-third have increased vegetable portion size to reduce the overall cost of a dish
- 34 percent of operators find that using vegetables in the center of the plate adds more flavor and color to the dish

"This new report is completely in line with what we're hearing from our customers: there has been a definite shift toward all things veggie," said Gina Nucci, director of foodservice marketing at Mann's. "Creating menus that are veg-centric is a win-win for both operators and consumers."

The report uncovered more good news about Mann's products in particular:

- Three of the vegetables in Mann's Power Blend are in the top 10 of vegetables considered "cutting edge" by operators (kale, kohlrabi, and Brussels sprouts), and 4 out of the top 5 are products of Mann's: kale, Kalettes™, kohlrabi and Broccolini®
- Two-fifths of operators report that they purchase ready-to-use vegetables and one-third of operators that do not currently use them are interested in purchasing them in the future. Ease of use, availability of clean product and time saving are top considerations for using them

The Viva la Veggies report can be accessed in its entirety by clicking [here](#) (free registration is required). Additional summaries and infographics are also available on Mann's new foodservice blog, [Mann, That's Easy](#).

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About Mann Packing Company

Founded in 1939, Mann Packing is an industry leading, third-generation supplier of premium fresh vegetables. Headquartered in Salinas, California, Mann's is one of the largest suppliers of western vegetables, Broccolini® and sugar snap peas in North America. The firm holds the distinguished Women's Owned Business Certification from the Women's Business Enterprise National Council - the most widely recognized and respected certification in the United States for women's business enterprises. Leading the way in product innovation, environmental sustainability and green supply chain management practices, Mann Packing is consistently vigilant in food safety, employee wellness and quality assurance, making for one of the most trusted brands in the industry.