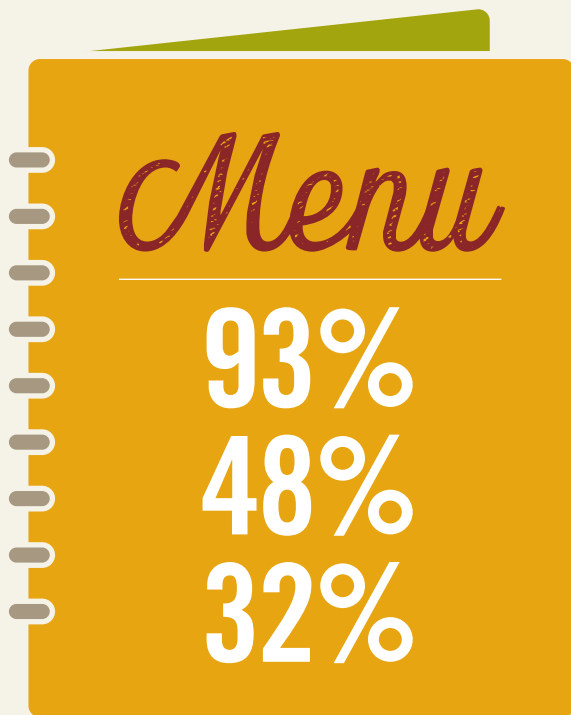


ONIONS ON THE MENU

Onions are ubiquitous on menus across the country, adding flavor, texture and color to a wide variety of dishes. Here are layers of info on how onions are being menued based on data from 4,800 restaurants including national chains, regional chains and independent restaurants in a quantitative research study by Datassential Menu Trends™.



93 Percentage of operators who menu onions. In fact, **onions are the most commonly menued vegetable on menus**, followed by tomato, pepper and mushroom.

48 Percentage of menus calling for **red onions**. Red is the most commonly mentioned color of onions on menus.

32 Percentage of increase in **white onions** called out on menus in last four years.



TOP THREE COOKING TECHNIQUES FOR ONIONS MENTIONED ON MENUS:

19.8% CARMELIZED

19.2% GRILLED

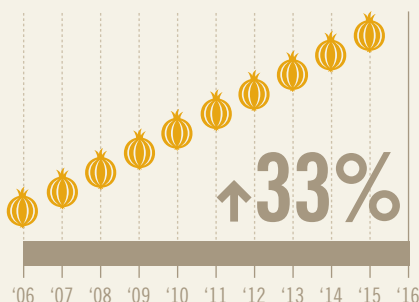
15.4% SAUTÉED

ONION COOKING TECHNIQUES SHOWING MOST MENU MENTION GROWTH IN LAST FOUR YEARS:

↑ +168% PICKLED

↑ +24% CARMELIZED

↑ +10% BATTERED



Keeping 'em Sweet

SWEET ONIONS HAVE BEEN SHOWING GROWTH ON MENUS WITH MENTIONS UP 33% IN THE LAST ELEVEN YEARS. CUSTOMERS ON AVERAGE ARE PAYING +\$.74 FOR MENU ITEMS WHICH CALL OUT SWEET ONIONS VERSUS DISHES WITHOUT A TYPE OF ONION NOTED.



NATIONAL ONION ASSOCIATION

For more information, visit onions-usa.org



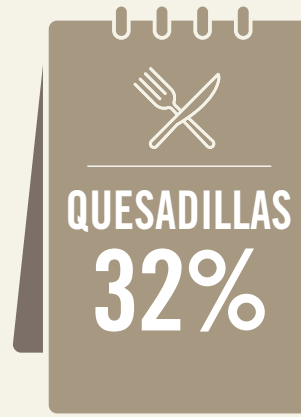
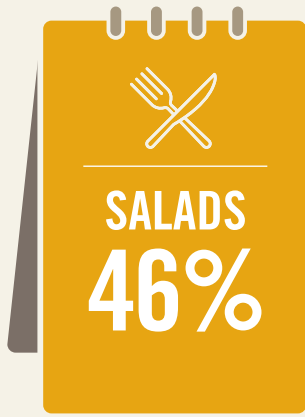
VALUE ADDED

INCREASED AMOUNTS PAID FOR MENU ITEMS CALLING OUT SPECIFIC PREPARATIONS VERSUS ONIONS ON MENU WITHOUT PREPARATION NOTED.

↑ **+\$2.74 PICKLED ONIONS**

↑ **+1.74 CAMELIZED ONIONS**

APPETIZER MENUS ARE EXPANDING; ONIONS MOST COMMONLY APPEAR IN THESE APPETIZER DISHES:



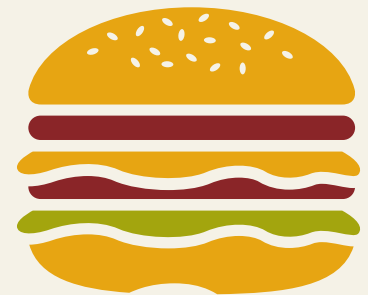
8 OUT OF 10 PIZZA MENUS FEATURE ONIONS AS A TOPPING.



GRILLED CHICKEN SANDWICHES ARE THE MOST COMMON SANDWICH FEATURING ONIONS. VEGETARIAN SANDWICHES WITH ONIONS HAVE GROWN NEARLY 30 PERCENT ON MENUS FROM 2012 TO 2016.



67 PERCENT OF BURGERS CALL OUT ONIONS AS A TOPPING.



50 PERCENT OF A MIREPOIX ARE ONIONS (a flavor base for a wide variety of dishes). CARROTS AND CELERY MAKE UP THE REMAINING AMOUNT.



NATIONAL ONION ASSOCIATION

For more information, visit onions-usa.org