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™.

Onions are the most commonly menued vegetable on menus, followed by tomato, pepper and mushroom.

Red is the most commonly mentioned color of onions on menus.

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 +$0.74 for menu items which call out sweet onions versus dishes without a type of onion noted.
50 PERCENT OF A MIREPOIX ARE ONIONS (a flavor base for a wide variety of dishes). CARROTS AND CELERY MAKE UP THE REMAINING AMOUNT.

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

- SALADS: 46%
- FRIED ONIONS: 43%
- QUESADILLAS: 32%
- NACHOS: 28%

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

67 PERCENT OF BURGERS CALL OUT ONIONS AS A TOPPING.

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 CARMELIZED ONIONS

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.

Source: Datassential Menu Trends™