



# BLUEBERRIES

*Blueberries* The Blue Plate Special...

Spring 2006

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## What's new from the U.S. Highbush Blueberry Council?

How about blueberry promotions featuring tempting beverages, salads, baked goods and desserts!

Take a look here to get ideas for promotions you can design – and we can help – to build traffic in your operation this summer.

## Say "Summer" and "Success" with Blueberries!



Add blueberries and add value to so many menu items. In addition to color and flavor, blueberries add a cachet of freshness and health wherever they're used.

Today, you can bet that many of your customers are interested in health issues and have read that blueberries rank very high in antioxidant activity. Chances are very good that they buy blueberries regularly for home use and, when they see a blueberry promotion and blueberry items featured prominently on your menu, they will be excited to try them.

July is the height of blueberry season . . . making summer the best of all possible seasons to launch a blueberry festival promotion. Remember that blueberries are *always* available to foodservice in various forms: fresh, frozen, canned, dried and juice. Highbush blueberries are commercially grown throughout the country, harvested April through early October. November through March, fresh blueberries are imported from South America.

When you're ready to go, we have free materials, including recipes, handling info, signage and more! Contact us at [info@blueberry.org](mailto:info@blueberry.org).

**30,000**  
number of blueberries a bush  
can produce

## Get Your Blueberry Juices Flowing!

When you put a blueberry promotion on your summer schedule, the livin' is easy. We've gathered some of the best ideas to inspire your menu development for summer success:



- **Juice bar:** Offer fresh, frozen or canned blueberries to add to smoothies, slushes and shakes. Add blueberry juice to tea and lemonade.
- **Breakfast:** Stir fresh or frozen blueberries into coffeecakes, waffles, corncakes, and cinnamon rolls. Blend blueberries into cream cheese for a bagel spread. Give maple or fruit syrup a glow by adding blueberries.
- **Light lunches:** Add fresh blueberries to salads, including fresh greens, creamy chicken, shredded carrot or waldorf salad.
- **Blueberry Bubble Tea:** Substitute fresh or frozen blueberries for large tapioca to create fruit-filled 'bubble tea'.
- **Sauces, chutneys and salsas:** Add blueberries to any combination of mango, pineapple, kiwi, rhubarb and citrus, plus crunch with jicama or cucumber and lively spices. Serve as a flavor and color highlight with beef, game, pork or seafood entrees.
- **Sweets:** Add blueberries to cheesecake, bread pudding, blondies, carrot cake, lemon bars, panna cotta and rice pudding. Pour blueberry dessert sauce over ice cream, plain cake and shortcakes.
- **Blue garnish:** A sprinkle of blueberries on breakfast items, salads and desserts adds color and taste.

## Beyond the Menu

Consider events to spark your customers' blueberry interest and keep them coming back. Here are some favorites:

- Pump in blues music on the intercom
- Decorate with blue balloons
- Sponsor a game: guess how many blueberries are in a bowl or jar to win a prize
- Create an all-blue breakfast combo
- Ask customers to write 25 words about their favorite *blue* food or best blueberry childhood memory to win a prize
- Give servers blue sunglasses, puffy blue chefs' hats or blue aprons to wear during the promotion
- Offer USHBC-provided blueberry materials for customers to take home

**49%**  
increase in North American  
blueberry acreage since 1995

Looking for more traffic-building blueberry ideas? Contact us at [info@blueberry.org](mailto:info@blueberry.org). We have loads of free materials ready to go!



## A Look at 2005 Successes

Summer 2005 was the kickoff for USHBC-supported blueberry promotions. We – and the participants -- were very happy with the results. USHBC provided operators with a bevy of blueberry recipes and ideas as well as graphics and their choice of leaflets and materials to offer their customers.

The run-away favorite blueberry item was a breakfast parfait: layers of yogurt, granola and fresh blueberries in glass or take-away containers. Blueberries also went on salad bars to be added to green and fruit salads or to top cottage cheese. One creative manager sold 4-ounce cups of blueberries for 99 cents each.

At an American Express employee dining facility (a Compass Group account in Ft. Lauderdale, Florida), 1,200 customers enjoyed blueberry items during a July promotion and many of those picked up nutrition leaflets in their cafes. Sarah Lynch, assistant general manager, says customer feedback was "awesome."

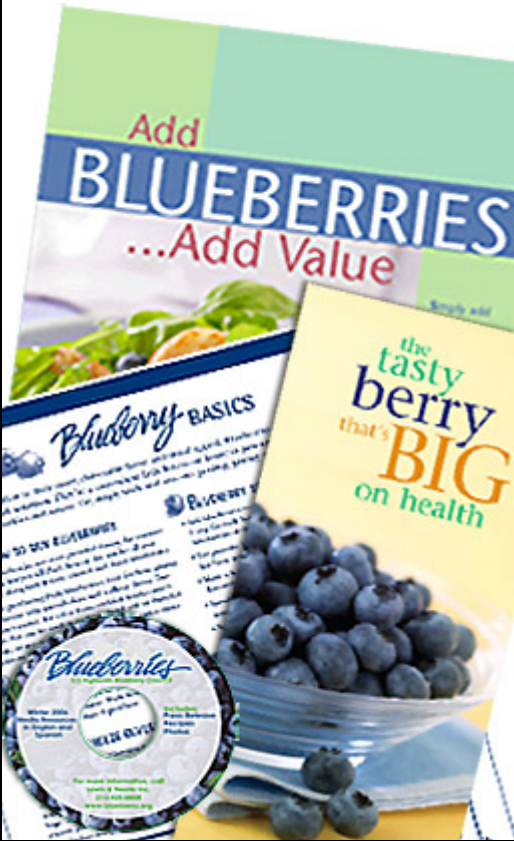
Overall, of the chefs and managers who returned questionnaires, 100% said they are planning a blueberry festival again in 2006!



Now, we open the invitation to you. Contact us with your ideas and let's work together to make your blueberry festival profitable and fun. Email us your requests and ideas at [info@blueberry.org](mailto:info@blueberry.org).

## How USHBC Can Help You Now!

When you're searching for blueberry promotion inspiration and support, here are some of the materials we can provide at *no charge* to you:



- Fully tested foodservice recipes
- Inspiration for developing your own recipes
- Photographs of plated food and beverages
- Blueberry beauty shots
- Information leaflets you can order in quantity to offer customers
- Professionally designed graphics to create table tents, menu cards and other signage
- When you're ready to launch a blueberry promotion and need expert development, the USHBC can provide a research chef to work with you to create proprietary recipes

If you'd like to order a quantity of printed pieces for your staff or customers, please let us know at [info@blueberry.org](mailto:info@blueberry.org). Also available is a free CD-ROM that includes pdf's of leaflets, recipes, photography and graphics. Use it to create your own materials or to add blueberry information and graphics to your website.

Have other blueberry promotion ideas in mind? Tell us what you're considering, and we'll see what we can accomplish together.