

Consumer Insights – Hashbrowns

Consumers Hashbrowns

WHAT TYPE OF BREAKFAST POTATO DO CONSUMERS PREFER?



61% Shredded Hashbrowns
352,700



5% Home Fries
31,298



10% Potato Pancakes
58,450



24% Formed Patties/Tater Tots
135,891

Most Popular Topics Online

HOW THEY DESCRIBE 'EM

- Crispy (55%)
- Shredded (40%)
- Crave (19%)
- Golden (16%)
- Grilled (14%)
- Crunch (7%)
- Browned (4%)

HOW THEY WANT 'EM SERVED

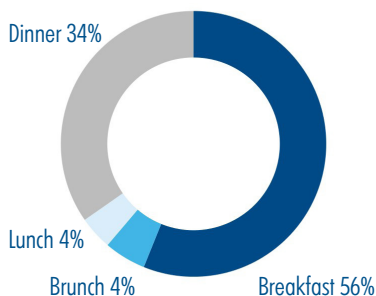
- With toppings, sauces & inclusions (250k)
- To soak up sauce (40k)
- In grilled cheese or breakfast sandwich (50k)
- On burgers (150k)

HOW THEY WANT 'EM PREPARED

- Cooked just right: not too hard and not too soft
- Negative comments are generally related to texture – too hard or too soft

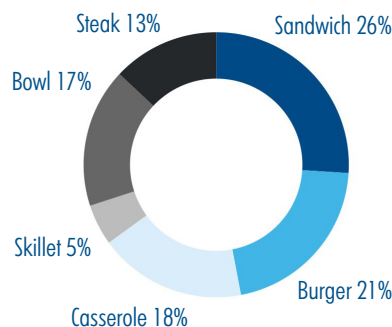
Beyond Breakfast

MEAL OCCASIONS



- Dinner is the second most popular time of day for hashbrowns
- Hashbrowns are often substituted for French Fries or added as a topping

FOOD TYPES



- Consumers LOVE to top sandwiches and hamburgers with hashbrowns
- Hashbrown bowls continue to grow in popularity