

# READY, SET, SUPERFRUIT

OPERATOR GUIDE TO  
BRIGHTER MENUS







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# STAND OUT IN A SUPERFRUIT TAKEOVER

Consumers are seeking nutrient-dense options like they would a tropical passport. They're flocking to food and beverage experiences that reflect how they see themselves – bright, vibrant, and full of life.

Add a new level of vitality to your menu  
with the top trending superfruits.

**77%**

of consumers believe  
that functional foods and  
beverages will help  
them live longer.

## More Life Per Sip? Yes, Please!

Some fruits have “super” status thanks to their exceptional nutrient density. Superfruits are the life-giving gems of our natural world, first discovered in biodiverse forests and fields of the most coveted growing regions.



# DRAGON FRUIT IS ON FIRE



Why it's a  
Menu Magnet:  
**WILD FUCHSIA COLOR**  
**NEW, EXOTIC OFFERING**

From Nicaragua  
to TikTok to trending  
smoothie star in  
the U.S.

## UNLEASH THE POWER OF DRAGON FRUIT

Dragon fruit is still on less than 3% of QSR and casual menus, but predicted to outperform 100% of all other foods, beverage, and ingredients over the next four years. (Datassential 2024 Food Profile: Dragon Fruit)

**DRAGON FRUIT HITS THE TOP MENU HEALTH CLAIMS:  
IMMUNITY, ANTIOXIDANTS, DIGESTION**

Get it from the #1 USDA Organic Dragon Fruit Supplier in the World

\* Known as "Pitahaya" in Nicaragua or "Pitaya" – it's how we got our name!



**BRAIN HEALTH**



**IMMUNITY**



**GUT HEALTH**

- SOURCE OF VITAMIN C, FIBER, AND MAGNESIUM
- KNOWN TO SUPPORT DIGESTION, HEART HEALTH, IMMUNITY, MUSCLE RECOVERY, AND BLOOD PRESSURE REGULATION





# ACAI PURPLE REIGNS

Why it's a  
Menu Magnet:  
**HIGHLY SOUGHT  
AT JUICE BARS**



## CONSUMERS SPEAK FLUENT “ACAI”

Acai has grown by 30% on menus since 2020 and is predicted to grow another 26% over the next five years.

(Technomic 2025 Menu Trend Profile: Acai)

ACAI IS SYNONYMOUS WITH SMOOTHIE BOWLS WITH BENEFITS. ONLY PREMIUM ACAI WILL BRING CONSUMERS BACK FOR MORE – AND EARN A HEALTHY UPCHARGE.

**PITAYA DIFFERENCE:** We only use premium quality grade A Acai, which is the highest quality possible.

\* Pronounced “Ah-sigh-EE”



**IMMUNITY**



**GUT HEALTH**



**ENERGY**

- SOURCE OF POWERFUL ANTIOXIDANTS AND OMEGA FATTY ACIDS





# PASSION FRUIT SWEET-TART



Why it's a  
Menu Magnet:  
**TART YET SWEET,  
DISTINCT FLAVOR**

## SATISFY THEIR PASSION FOR HEALTH

Passion Fruit delivers on the top 3 health claims that drive consumer order journeys: High in Antioxidants, Immunity Boosting, Anti-Inflammatory.  
(Technomic 2025 Healthy Eating Consumer Trend Report)

PASSION FRUIT IS EASY TO LOVE. TART, YET SWEET AND FULL OF FLAVOR WITH NO ADDED SUGARS OR ENHANCERS — MAKE IT YOUR SMOOTHIE MENU'S NEW IMMUNITY BOOSTING SWEET-TART.

PITAYA DIFFERENCE: We offer the only seedless, frozen passion fruit cube on the market! For the most seamless blending experience.

✱ "AKA LILIKOI" is the indigenous name for passion fruit in Hawai'i



IMMUNITY



ANTIOXIDANTS



HEART HEALTH



SKIN HEALTH

- SOURCE OF ANTIOXIDANTS, VITAMIN C (20% OF DAILY VALUE IN EACH SERVING), VITAMIN A, FIBER, AND POTASSIUM



# COCONUT CREAMY DREAMY



Why it's a  
Menu Magnet:  
DAIRY-FREE CREAMINESS  
VEGAN FRIENDLY

## EVERY FRUIT'S FAVORITE COMPANION

Consumers spend an average of +\$7.59 more and order +6 more items when ordering "coconut". (Technomic 2025)

COCONUT IS ON NEARLY A THIRD OF ALL MENUS AND GROWING (TECHNOMIC 2025), THANKS TO ITS MYRIAD HEALTH BENEFITS AND SUBLIME CREAMINESS. NO DAIRY NEEDED.



PITAYA DIFFERENCE: Puree with no added sugars = pure, rich flavor

\* Coconut is a drupe, in scientific speak – not a nut or a fruit



GUT HEALTH



BRAIN HEALTH



HEART HEALTH

- SOURCE OF HEALTHY FATS AND FIBER
- CONTAINS MANGANESE AND POTASSIUM, WHICH BOOST THE FUNCTION OF THE BRAIN, NERVES, AND MUSCLES





## Functional Sips

Cold beverages are seeing a high level of growth and innovation – especially when spiked with functional ingredients and creativity.

(Datassential)

## Little Treats To Go

Consumers are treating themselves to premium menu items in affordable formats, there to please whenever the mood strikes.

(Datassential)

1

2

### HIT THE 4 CORE. MENU DRIVERS

Smack dab in the center of menu growth are superfruit smoothies and bowls made brighter with Pitaya Foods.



3

4

## Real Vibrant Color

As social sharing influences taste, eye-catching dishes draw in customers with vivid colors, textures, and presentations.

(New York Times, Datassential)

## Sourcing with Integrity

Younger consumers especially are choosing where to eat based on ingredient sourcing and sustainability practices.





## BLEND IT

### For Custom Blended Smoothies & Bowls:

**Use:** Superfruit Pieces or Purees

**Pro Tip:** Blend premium superfruits with common fruits like bananas, strawberries, pineapple + a liquid base (coconut water, plant-based milks, or juices).

**Trending Flavors:** Dragon Fruit with Mango, Pineapple and Plant-Based Milk

**PROFIT:** Dragon Fruit can earn an upcharge of up to \$3-\$5 per blend



## SCOOP IT

### For No-Blender Bowls:

**Use:** Functional Sorbet

**Pro Tip:** No blenders? No problem! We have a scoop & serve solution to offering smoothie bowls with functional benefits.

**Trending Toppings:** Berries, Bee Pollen, Pineapple, Mango, Coconut, Granola

**PROFIT:** Functional Sorbet saves labor when volume is high. Add any number of toppings for complete meals or snacks to go.



## TOP IT

### For Textured Iced Drinks:

**Use:** Superfruit Pieces

**Pro Tip:** Add bold, bite-sized cubes of superfruit to iced beverages for added brightness and functionality.

**Trending Flavors:** Strawberry Passion Fruit Lemonade, Mango Dragon Fruit Refresher, Dragon & Passion Fruit Iced Tea

**PROFIT:** Superfruit cubes can earn an upcharge of up to \$1-\$3 per drink



CONSUMERS WHO BUY FUNCTIONAL SMOOTHIES SPEND MORE  
(+\$5.56) AND PURCHASE MORE ITEMS (+2) PER TRANSACTION.

(Technomic 2025)



# ALL KINDS OF ONE-OF-A-KIND

## DRAGON FRUIT 3 WAYS

SIP, SIP,  
HOORAY

### TIE-DYE SMOOTHIE

COCONUT + DRAGON FRUIT + PASSION FRUIT

#### Build Alluring Layers

1. Choose three contrasting colors of superfruit, using Pitaya Foods Superfruit Puree or Superfruit Pieces.
2. Blend one fruit at a time, adding plant-based milk to desired thickness.
3. Layer in a cup and serve a new brilliant attraction.



### SUPERFRUIT SMOOTHIE BOWL

SO SIMPLE! SCOOP AND SERVE

Add one or two scoops (8-10 oz) of any Pitaya Foods Functional Sorbet to a bowl.

#### Top with a trio of textures:

**Fresh Fruit:** Banana, Strawberry, Pineapple, Mango

**Crunch:** Coconut Flakes, Granola, Chia, Nuts

**Drizzle:** Chocolate Hazelnut Spread, Honey, Peanut Butter



### DRAGON FRUIT SMOOTHIE

YOUR NEXT SUPERSTAR

- 1 pack Pitaya Foods Dragon Fruit Puree
- ½ cup Frozen Pineapple
- ½ cup Frozen Mango
- 6 oz Plant-Based Milk of Choice or Coconut Water

Blend to desired thickness and impress.

65% of consumers are willing to PAY MORE for menu items that include HEALTH CLAIMS

Pitaya Foods offers next-level customer experience powered by the largest variety of certified organic frozen superfruit with functional benefits.

(Technomic 2025)





# SOURCED BRIGHTER

## BIG FLAVOR. STRAIGHT FROM SMALL FARMS.

Our superfruits are on a mission to improve your operation's health, our communities, and our planet.



### EXPLORERS AT HEART

It all started when Pitaya Foods founder Chuck Casano was working for an NGO in Nicaragua and he was first introduced to this stunning fruit, known as "Pitahaya" a.k.a. "Dragon Fruit."

### GROWING WITH CARE

So far, Pitaya Foods has spearheaded the USDA Organic certification of 800+ Pitaya farms and created over 170 new jobs for local Nicaraguan single mothers.



### AIMING HIGHER

We are a certified B-CORP to the core, meeting the high standards of verified performance, accountability, and transparency across our entire supply chain.



We are friendly people with decades of industry know-how and a strong work ethic, ready to help.

You'll find our premium superfruit at national chains and favorite local eateries across the country, from smoothie shops to college campuses.





# TRANSFORM YOUR FRUIT-FORWARD MENU ONE BOLD SMOOTHIE AT A TIME

SHIPS  
FROZEN

With an unrivaled variety of certified organic superfruit and nutrient-dense product formats, Pitaya Foods makes menu growth simple.

## ALREADY BLENDING? TRY THESE:

### SUPERFRUIT PUREE

The fast track to consistent texture and flavor.

60 x 3.5 oz. per Case



- |           |                        |         |
|-----------|------------------------|---------|
| ITEM 1010 | Dragon Fruit           | ORGANIC |
| ITEM 4010 | Acai Berry Unsweetened | ORGANIC |
| ITEM 5010 | Acai Berry Sweetened   | ORGANIC |
| ITEM 2010 | Coconut                | ORGANIC |

### SUPERFRUIT PIECES

Brighter custom blends start here.

2 x 10 lbs. per Case  
(Passion Fruit: 4 x 5 lbs. per Case)



- |           |                        |         |
|-----------|------------------------|---------|
| ITEM 1016 | Dragon Fruit           | ORGANIC |
| ITEM 1008 | Dragon Fruit           |         |
| ITEM 4584 | Acai Berry Unsweetened | ORGANIC |
| ITEM 4591 | Acai Berry Sweetened   | ORGANIC |
| ITEM 6008 | Passion Fruit Pieces   |         |

## NO BLENDERS? NO PROBLEM! TRY THESE:



### FUNCTIONAL SORBET

For scoop & serve smoothie bowls  
- no blender needed!

3 Gallon Pail

- |           |               |         |
|-----------|---------------|---------|
| ITEM 4874 | Dragon Fruit  | ORGANIC |
| ITEM 4006 | Acai Berry    | ORGANIC |
| ITEM 4720 | Passion Fruit | ORGANIC |
| ITEM 4737 | Coconut       | ORGANIC |

Ask about our  
grab & go smoothie  
bowls & smoothie  
pops!

## REACH OUT

Ready to superfruit? Our foodservice pros are here to help you find the best product match for your menu.

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