

Salad Trends Shaking Up Retail

From new branding to umami flavor profiles to aquaponics, we share what's new in the fresh-cut salad category.

BY MICHELE SOTALLARO

In arguably one of the most diverse segments of produce, the packaged salads category continues to meet consumer demand and raise industry standards. New York-based Nielsen Insights reports “48 percent of consumers choose local, natural and organic options when they're available, which causes sales of organic salad kits to continue to grow. Packaged salads that include a protein accompaniment represent another opportunity for retailers, as 61 percent of consumers cite products that are high in protein as an important influence when making purchase decisions.”

With the benefits of modified atmosphere packaging and other technologies, lettuce brands are stepping up their game with organic options, flavorful greens and growing methods.



Apio

Eat Smart Salad Shake Ups Guadalupe, CA

This single-serve line of salad bowls features 100 percent clean label ingredients with no artificial colors, flavors or preservatives. The patented package comes with an interior tray that serves as a lockable lid — making it convenient and easy to mix in the toppings and dressing. The product is available in Avocado Ranch, Tropical Lime and Raspberry Acai.



BragaFresh/Josie's Organics Organic Sriracha Chopped Salad Soledad, CA

This complete organic salad kit from the third-generation farming family combines a flavorful blend of fresh green cabbage, Romaine lettuce, carrots, radicchio and green onions. Pumpkin seeds, white Cheddar cheese, tortilla strips and Sriracha Ranch dressing add a burst of flavor and spice. Combine with udon noodles for a hearty side dish, or add to a morning omelet for a jump start to the day.



Dole Salad Blends Thousand Oaks, CA

Dole Salads have a fresh, new look. The distinctive, vibrant packaging colors make it easy for consumers to find their favorite mix or kit, and the large window at the bottom of each bag shows the freshness of each lettuce blend. The new designs are both beautiful and practical for shoppers.



Earthbound Farm Organic Southwest Chopped Salad Kit San Juan Bautista, CA

Indulging for its bold and crispy taste profile, this organic, chopped salad kit features cabbage, Romaine and carrots combined with stone-ground corn chips and tomatillo dressing. The beauty of this mix — beyond its convenience and traditional salad use — is it can double up as a topping or vegetable pairing for a meal such as fish tacos.



Fresh Express

Organic Chopped Kit
Orlando, FL

One of the classic, bagged salad pioneers provides nutritious and convenient chopped salad kits that include 100 percent USDA organic ingredients — from the vegetables, fruits, nuts and seeds to the pita chips and hand-crafted organic salad dressings. The kits come in three flavors: Balsamic Vinaigrette, Asian Sesame Ginger and Sunflower Ranch.



Gotham Greens

Gourmet Lettuce Medley
Brooklyn, NY

Gotham Greens' tender, delicate and mildly flavored Gourmet Medley is a specially selected full leaf blend containing varieties of green, red, Oak Leaf, Butter, curly and textured lettuce. All of Gotham Greens' premium quality, pesticide-free products are grown in urban greenhouses using 100 percent renewable electricity, non-GMO seeds and recycled water.



Mann Packing

Nourish Bowls
Salinas, CA

This award-winning line of single-serve, warm meals with fresh vegetables, grains and sauce was developed by an expert panel of chefs. Nourish Bowls feature trending vegetables and are available in five popular flavor profiles: Southwest Chipotle, Monterey Risotto, Sesame Sriracha, Bacon Maple Brussels and Cauli-Rice Curry.



San Miguel Produce

Organic Super Kale Kit Oxnard, CA

The latest from the Cut N Clean Greens brand is a colorful salad kit with kale blends and shredded carrots. It caters to all #HealthyMyWay eaters as a dual usage kit, perfect for any lifestyle. The product can be served as a nutrient-dense super salad or sizzling stir-fry accompanied with an organic toasted sesame dressing/sauce.



Tessemae's

Salad Kits Annapolis, MD

Known for its organic and authentic dressings, dips and marinades, Tessemae's has launched a line of single-serve salad kits featuring organic chicken, salad greens, Tessemae's dressing and a salad topper to add crunch. The kit is available in four varieties: Spinach Bacon Ranch, Power Kale Caesar, Sweet Kale Crunch and Sesame Ginger Greens.



Urban Organics

Green Blends St. Paul, MN

Urban Organics has launched nine new blends of its locally grown greens. The salad blends are native to Twin Cities chefs and restaurants, to shoppers at co-ops and grocery stores (such as Hy-Vee and Lunds & Byerlys) across the upper Midwest. The low-carbon-footprint, hyperlocal, organic produce is grown by farming fish and produce using aquaponics: a closed-loop system that combines aquaculture (raising fish indoors in tanks) and hydroponics (growing plants without soil). The line spans from traditional Spring Mix to a Umami Blend featuring arugula, bok choy and green kale.

