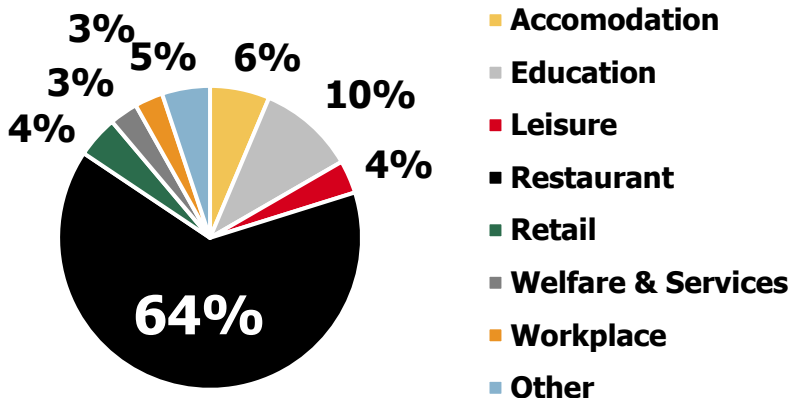


# Foodservice: Restaurant Insights

Restaurants make up a majority of foodservice beef sales, followed by educational institutions.

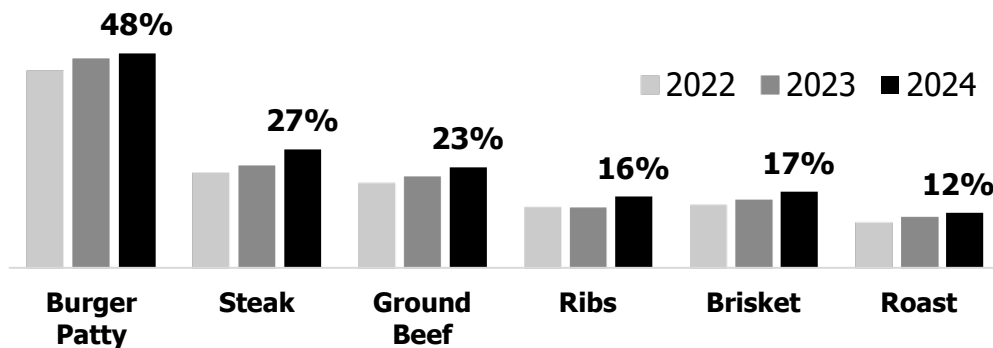
Market Share of Beef Sales (\$)



Source: GlobalData, Protein Product by Channel in U.S.  
Analysis: National Cattlemen's Beef Association, on behalf of The Beef Checkoff.

## Beef Eaten in Past Week at a Restaurant

Nearly half of consumers reported eating a beef burger patty at a restaurant in the past week in 2024, followed by nearly 1/4 who ordered steak



Source: Consumer Beef Tracker 2022 – 2024.  
Analysis: National Cattlemen's Beef Association, a contractor to The Beef Checkoff.

Beef has a commanding presence on menus across the U.S. Beef pairs well with a variety of ingredients and flavor, as demonstrated by these pairings gaining popularity on casual dining menus. Recipes featuring these ingredients and more are featured on [beefitswhatsfordinner.com](http://beefitswhatsfordinner.com).

Beef  
Appears on  
**88%**  
of All Menus  
in the U.S.

## Menu Trends: Ingredients to Pair with Beef

- Gochujang
- Pepper Relish
- Garlic Mayonnaise
- Adobo
- Ginger

Source: Technomic, Ignite, National Food Trends, 2024.  
Analysis: National Cattlemen's Beef Association, a contractor to The Beef Checkoff.