

Sorghum. Built for Today's Menus.

Research conducted with foodservice operators, distributors and diners reveals strong sorghum opportunities across multiple dayparts and formats.

Built for Busy Kitchens

Sorghum delivers operational versatility alongside nutrition. It maintains texture and moisture through batch cooking, freezing and reheating, making it ideal for grain bowls, hot bars, soups and other high-volume menu applications.

Sorghum's Strongest Opportunity at Foodservice:

Institutional dining: Where diners prioritize nutritious, wellness-focused options.



University Dining



Healthcare Systems



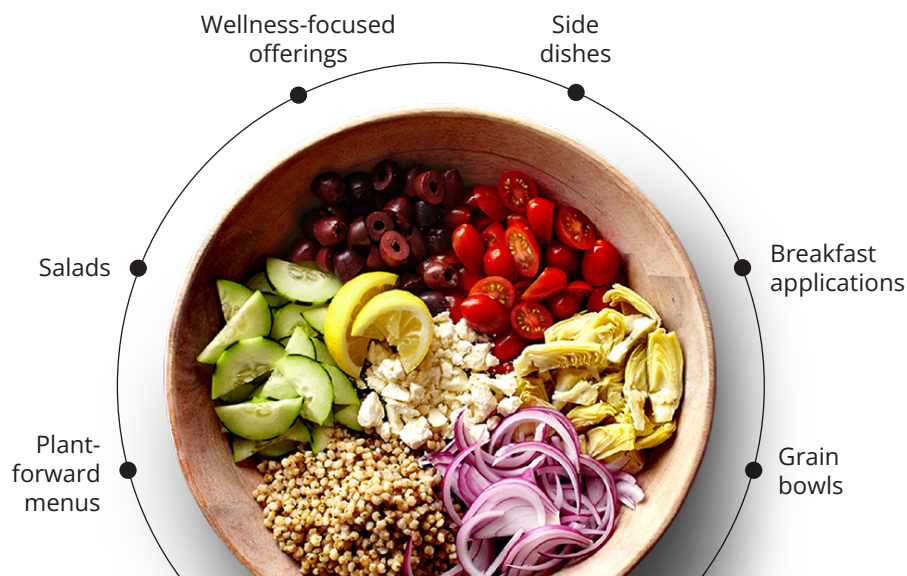
Workplace Dining



Contract Dining

Where Sorghum Fits

Research identified strongest menu opportunities in:



Why Sorghum. Why Now.

Kitchens want ease. Diners want delicious wellness. Sorghum checks all the boxes on the menu.

Our interviews with foodservice leaders identified sorghum as a versatile ingredient capable of supporting evolving consumer demand for wellness, variety and menu flexibility.

Operators responded most positively to applications that were easy to integrate into familiar menu formats and aligned with wellness-focused dining trends.



Breakfast Emerged as a Standout Opportunity

As out-of-home breakfast dining rises, operators see strong potential for sorghum in:

- ✓ Cereals
- ✓ Pancakes
- ✓ Granola
- ✓ Oatmeal Blends
- ✓ Breakfast Bars



WHY IT WORKS:

FAMILIAR OCCASION

HIGH-REPEAT CONSUMPTION

WELLNESS ALIGNMENT

EASY MENU INTEGRATION

On Trend with Today's Wellness Menus

Foodservice operators agree sorghum aligns with today's wellness menu needs.



When Sorghum is On Menu

Operators' consider these among sorghum's top benefits:

- Menu flexibility
- Allergen-free advantages
- U.S.-grown sourcing
- Added authenticity
- Fits sustainability expectations

Sorghum. Nature's Super Grain.®

Research validates that sorghum is well-positioned to support nutritious, family-friendly eating on menus across a wide range of everyday foods.

About the Research

The United Sorghum Checkoff Program conducted a multi-phase research initiative to identify future growth opportunities for sorghum as a food ingredient. The research included interviews with CPG and foodservice leaders, a nationally representative consumer survey, consumer focus groups and analysis of sorghum-containing products in the

U.S. marketplace. Together, the findings represent one of the most comprehensive assessments of sorghum's commercial potential conducted to date. Research conducted on behalf of the United Sorghum Checkoff Program in partnership with Ipsos and NielsenIQ.

Ready to discover more about sorghum? Contact Lanier Dabruzzi, MS, RD, LD, Director of Nutrition & Food Innovation, United Sorghum Checkoff Program, lanier@sorghumcheckoff.com

Sources: United Sorghum Checkoff Program, Ipsos and NielsenIQ. Multi-phase research initiative including a nationally representative consumer survey, focus groups, CPG and foodservice interviews, and marketplace analysis, conducted in 2025-2026.

