

KAGOME

TREND REPORT Fall 2025



Fall Trend Report



"If a year was tucked inside of a clock then autumn would be the magic hour."

-Victoria Erickson

Fall is nearly upon us, as much of the country clings to the last warm days of summer. Soon, the days will grow shorter, the light in the sky will shift, sweaters will emerge, and heartier foods like soups and stews will return to our stoves.

As we move through September and October, we'll continue to highlight which fruits and vegetables are in season. The final harvest of tomatoes will take place, and warming spices like clove and gingerbread will join pumpkins and apples as popular fall flavors on menus. We'll also be sharing insights from the 2025 California Processing Tomato Report, recently released by USDA NASS.

This season, we're spotlighting the vibrant ingredient ube, which is blazing a trail across retail shelves and restaurant menus—with no sign of slowing down. Expect to see this bright purple yam featured prominently in beverages and desserts, especially as Halloween approaches.

As autumn settles in, we look forward to celebrating the rich flavors, trends, and inspirations that define the season. From the comforting aroma of simmering stews to the bold, playful colors of fall ingredients, the season brings a renewed sense of creativity to both the kitchen and the table.

Stay tuned as we explore what's fresh, what's next, and what's nourishing this harvest season.

What's in Season

September



VEGETABLES

Artichokes
Beets
Bell Peppers
Carrots
Corn
Cucumber
Eggplant
Green Beans
Pumpkin
Spinach
Summer Squash
Sweet Potatoes
Tomatoes
Zucchini

Blueberries
Cantaloupe
Figs
Grapes
Honeydew
Mangoes
Nectarines
Peaches
Pears
Plums
Raspberries
Watermelon

FRUIT

Apples
Blackberries



October

VEGETABLES

Artichokes
Beets
Broccoli
Carrots
Celery
Corn
Cucumber
Eggplant
Green Beans
Kale
Peas
Pumpkin
Spinach
Sweet Potatoes

FRUIT

Apples
Blackberries
Cantaloupe
Figs
Grapes
Honeydew
Pears
Plums



FALL FLAVORS TRENDING AND LTO'S

61% of consumers are interested in purchasing limited-edition retail items or restaurant specials/LTOs in the fall.

Apple
Brussels Sprouts
Cranberry Sauce
Chai Tea
Clove
Eggnog
Gingerbread
Hot Chocolate
Maple
Peppermint
Pumpkin Pie
Squash
Streusel
Sugar Cookie
Sweet Potato
Ube



Apple Harvest Turkey Sandwich



Maple Sugar Bacon Snackin' Bacon



Apple Cider Donut / Apple and Cheddar Cinnamon Rolls /
Caramel Apple Sherbet / Vanilla Apple Custard Tart
Hoppy Apple Cider Sorbet

INGREDIENT SPOTLIGHT UBE

If you've been out to a trendy coffee shop, bakery, or even checked out the snack aisle lately, you're probably already familiar with the Insta-worthy, bright purple ingredient: ube. If this doesn't ring a bell, read on.

Purple yams, also known as ube (pronounced "oo-beh"; scientific name *Dioscorea alata*), are starchy root vegetables with purple flesh and a sweet, nutty taste. They are native to Southeast Asia and a traditional food in the Philippines, and they are now becoming more widely appreciated in the West.

Often confused with taro, purple yams have a rough brown skin and turn soft like potatoes when cooked. They're very versatile and are used in both sweet and savory dishes.

Ube is also packed with nutrients and antioxidants that may help lower blood pressure and blood sugar, making it both delicious and healthy. Once largely unknown outside the U.S., this vibrant ingredient is now gaining recognition and appreciation—thanks to a perfect storm of flavor, color, and shareability.



Ube is up **217%** on menus over the past 4 years.



106.8% Ube's predicted growth through 2029.



Dunkin' Donuts Macchiato Marshmallow Ube Swirl



85c Bakery Ube Cake



Coffee Bean Blended Ube Ice Drinks



Pei Wei Ube Milk Tea

Retail Examples and Food Service LTO's



Trader Joe's Ube Pretzels



P.F. Chang Pink Slip Ube Cheesecake



Magnolia Ube Ice Cream



Jollybee Ube Pie

UBE ON INSTAGRAM

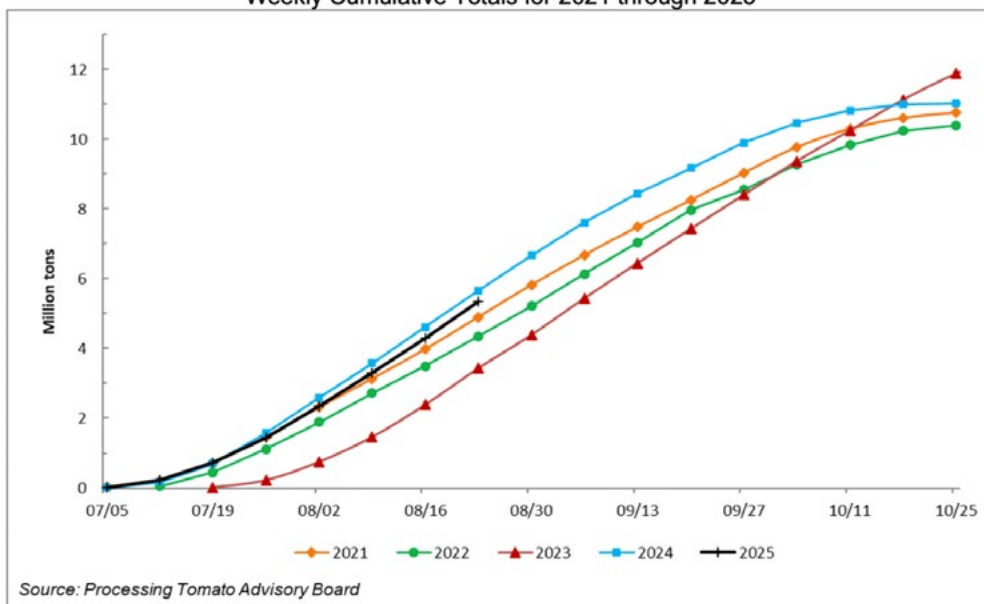


TOMATO NEWS UPDATES

The 2025 California Processing Tomato Report released by USDA NASS on August 28, 2025 indicates that the contracted production for California processing tomatoes is now forecast at 11.0 million (short) tons, averaging 55.0 tons per acre.

This is just below 10 million metric tonnes (9.979.000 tonnes) for a yield of 123 metric tonnes per hectare. This forecast is 1 percent below last year's contracted production of 11.1 million tons, and 7 percent above the May forecast (10.3 million short tons – 9.344 million metric tonnes). The projected harvested acreage of tomatoes grown under contract is 200,000 acres, down 10 percent from 2024.

California's Harvested Processing Tomatoes
Weekly Cumulative Totals for 2021 through 2025





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