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FOR IMMEDIATE RELEASE

Forget about fries — Rice the most popular food of 2015 in Hawaii

Sides such as salad, French fries take backseat to starchy staple

HONOLULU, HI — December 24, 2015 — Rice was the most popular food item ordered by Hawaiian restaurant consumers in 2015, according to analytics released today by Dodecki, the mobile app that allows you to order ahead at dozens of Hawaii eateries.

Far outpacing other staples such as onions, salads, French fries and chicken, rice was part of 43 percent of all meals ordered through Dodecki. Consumers who ordered rice with their meals overwhelmingly favored white rice over brown rice, ordering white rice 72 percent of the time.

Onions were included in 20 percent of orders, French fries were included in 19 percent, while salad and chicken were both included in 17 percent of orders.

Other popular order terms in 2015 included meat (16 percent), egg (16 percent), lettuce (14 percent), BBQ, (11 percent) and cheeseburger (11 percent).

This is the first year Dodecki has tracked such data.

Dodecki's order trends for 2015 have been aggregated in a word cloud analysis, seen below, with the most popular items represented by larger fonts.

Dodecki is a Honolulu-based startup that launched earlier this year. Learn more at www.dodecki.com.

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