

ESSENTIAL TRENDS & CONCEPTS



BIG TRENDS

- 94% of both Millennials and Gen X love/like Pizza
- Quad City, Detroit, Chicago Tavern, and other styles interest more than 1/3 of consumers
- 45% of consumers are interested in house-made dough, wood-fired ovens, and the quality associated with artisanal pizza



BOLD FLAVORS. BIG EXICTEMENT

- Taste, value, and convenience continue to drive pizza purchases, with nearly two-thirds of consumers citing great taste as the top factor
- 31% of consumers are now more interested in trying pizza with unique toppings or ingredients than they were two years ago
- On-trend sauce flavors such as Hot Honey (+30%), Chipotle Ranch (+29%), and Chili Oil (+26%) are among the fastest-growing ingredients on pizza over the past year



PERFECT MENU PAIRING

- 40% of Gen-Z consumers crave Sweet & Spicy drizzles, Spicy & Savory dips, and other varieties of spicy flavors
- Chicken wings are the #3 savory pairing with pizza
- Flavored ranch is trending as a dip for pizza, wings and breadsticks



CHICKEN BACON RANCH PIZZA

- **Carrier:** PIZZA
- **Sauce:** Hidden Valley™ Garlic Ranch
- **Toppings:** Bacon, Butternut Squash, Mozzarella and Cheddar Cheese, Green Onion or Parsley for garnish
- **Protein:** Sliced Chicken Breast, Bacon