



CHICKEN SANDWICH CRAZE CONTINUES

- Fried Chicken Sandwiches are on **1 in 4 Operator menus** growing +11% YOY
- **2/3rds of consumers** purchasing Chicken Sandwiches are **GenZ/Millennials**
- On trend sauce flavors like Hot Honey (+191%), Sriracha Aioli (+73%), and **Nashville Hot (+73%)** are all showing exponential growth on chicken sandwiches over the last 4 years



FIBER-MAXXING AND PROTEIN SHIFTS

- **High-Fiber Carriers:** Expect to see breads infused with cassava, chicory root, and ancient grains to hit higher fiber counts (the new goal is often 20g+ per serving)
- **Hybrid Meats:** To appeal to flexitarians, "50/50" proteins (like a burger patty made of half beef and half mushroom) are becoming a mainstream way to balance indulgence with sustainability
- **Halloumi as a Hero:** Grilled halloumi is increasingly replacing meat as the primary protein in sandwiches rather than just being a "veggie option."



SWICY & GLOBAL FUSION 2.0

- **Fruit-Forward Heat:** "Swicy" (sweet + spicy) is evolving to include fruits like hot honey-peach, mango-habanero spreads, and even nectarine-and-brie paninis
- **The Miso/Kimchi Upgrade:** Instead of just a side dish, kimchi is being whipped into butters and aioli's. Miso-mayo is the "it" condiment for 2026, adding deep umami to everything from egg salad to turkey subs



SMALL IS THE NEW BIG

- **Siders have grown +7% on menus** over the last year and are in the 79th percentile for future growth fueled by GLP-1 consumers
- **4 in 5 consumers love/like sliders**
- **Nashville Hot, Spicy Mayo, Garlic Aioli, and Spicy Ranch** are all growing double digits on slider menus

Stacked Sandwich Trends, Boost Bigger Sales!

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