



CREATIVE TOPPINGS AND BOLD FLAVORS FOR PIZZA

- Hot honey has gone mainstream as a finishing touch, driving +89% menu growth for pizza drizzles over the past four years.
- Bold, premium flavors are fueling innovation on pizza: Hot Honey leads with +434% four-year growth, alongside Nashville Hot (+360%).
- Operators are layering bold, premium flavors by adding Italian-inspired toppings such as stracciatella (+139%), mortadella (+103%), and Calabrian chili peppers (+75%).



WINGS GROWTH FUELED BY FLAVOR INNOVATION

- Sweet and spicy (Swicy) flavors rank among the top taste drivers for wing sauce appeal (like honey chili glaze).
- Descriptors like “addictive” and “craveable” are commonly used in association with swicy.
- Bold spicy-sweet and chili-driven sauces are stacking up triple-digit growth: Mango Habanero (+263%), Habanero Pepper (+190%), Jamaican Jerk (+188%), and Sweet Chili (+125%).



THE PAIRING LOGIC OF PIZZA AND WINGS

- Pizza chains that innovate with signature wing sauces see strong consumer responses.
- 53% of consumers view pizza and wings as the ideal meal combination.
- 89% of those who add wings to a pizza order say that having sauces they enjoy for wings or crust dipping is important to their satisfaction.
- 50% of operators consider cross-utilizing sauces/dressings in multiple menu items a priority.



MAGIC OF DIPS

- For pizza operators, promoting dip sauce variety (e.g. pairing a pie with multiple dips) is a way to boost check size and differentiation.
- Hot honey leads the charge with +69% 12-month growth and +279% four-year growth, now at 4% penetration; chili crisp (+31% 12-month growth), vodka sauce (+37% 12-month growth), and garlic butter (8% penetration, +12% 12-month growth) are all gaining traction.

The Perfect Pair: Pizza & Wings, Bigger Sales!

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