

TALKING TRENDS: CHEESE SAUCE INSIGHTS



INNOVATIVE FOOD SOLUTIONS.

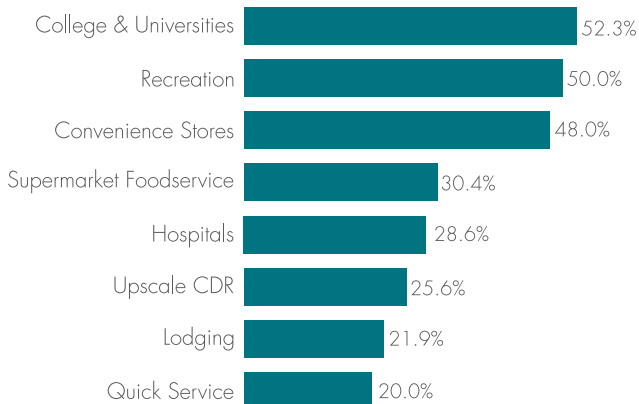
GROWTH POTENTIAL



UPCHARGE FOR CHEESE SAUCE

MENU ITEM	AVG PRICE	UPCHARGE
Fries (Side)	\$4.21	\$1.58
Cheese Fries (Side)	\$5.79	(+38%)
Fries (Appetizer)	\$4.33	+\$1.72
Cheese Fries (Appetizer)	\$6.05	(+40%)

OPERATOR PENETRATION



Base: 30,748 U.S. operators
Source: Technomic Ignite Menu national food trends data, Q1 2018 to Q1 2023

CHEESE SAUCE CONSUMER

% of Consumers Ordering

Over Indexes

GenZ
24%

127

FEMALE



53%

102

HISPANIC/LATINO



24%

137

The U.S. Hispanic/Latino population reached 62.5 million in 2021, accounting for 19% of the U.S. population—up from 13% in 2000. Since then, the Hispanic/Latino population is the fastest and largest contributor to U.S. population growth, accounting for 54% of the growth.

Projected Growth:

2025 68.48 million
2030 74.81 million

Sample size: 9,284 consumers
Source: Technomic Ignite Consumer brand ratings data, Q1 2022 to Q1 2023

Top Cuisines menuing Cheese Sauce:

- Pizza (69.8%)
- Italian / Pizza (40.2%)
- Steak (24.7%)
- Varied Menu (23.8%)

Base: 30,748 U.S. Operators

Source: Technomic Ignite Menu national food trends data, Q1 2018 to Q1 2023

Fastest Growing Proteins paired with Cheese Sauce (% of menu items)

1. Brisket (17.1%)
2. Chorizo (14.6%)
3. Lobster (13.9%)
4. Pork Sausage (12.9%)
5. Pork (12.7%)

Source: Technomic Ignite Menu national food trends data, JUN 2023

TRENDING MENU APPLICATIONS



Loaded Baked Potatoe Fries
Red Robin

- **Loaded Baked Potato Fries**
- Red Robin
- Cheesy Steak Fries loaded with bacon crumbles, five-cheese sauce, shredded Cheddar cheese, diced tomatoes, diced red onions and sour cream.
- Purchase Intent Benchmark: **179**
- Purchase Intent Top Box: 24%



Smokin' Beef Brisket Nachos
P.J. Whelihan's Pub & Restaurant

- **Smokin' Beef Brisket Nachos**
- P.J. Whelihan's Pub & Restaurant
- Melt in your mouth slow-smoked beef brisket piled on crisped tortillas with American Cheese sauce, shredded cheddar jack, sliced jalapeños, honey BBQ sauce, sourcream, pico de gallo and scallions.
- Purchase Intent Benchmark: **141**
- Purchase Intent Top Box: 33%

NOTES: *For benchmarking purposes, each item is assigned an index score by taking the item's top box % and dividing it by the average top box % within its daypart-mealpart. Green indicates above-average

Base: 104 Concept items across 44 brands from Jan 2022 to Mar 2023

Source: Technomic Ignite Menu consumer-rated LTOs data

MENU INSPIRATION



Loaded Breadsticks Muy Fresco® Cheddar Cheese Sauce



Chorizo Egg Bake with Muy Fresco® Nacho Cheese Sauce