

GRAVY & SAUCE TRENDS

C·H·GUENTHER & SON



CONTENTS

- **Leading Trends**
  - Gravy Snapshot
  - What's Hot
- **On Menus Today: Recent LTOs**
- **Social Media Influences**
- **Implications**

C·H·GUENTHER & SON

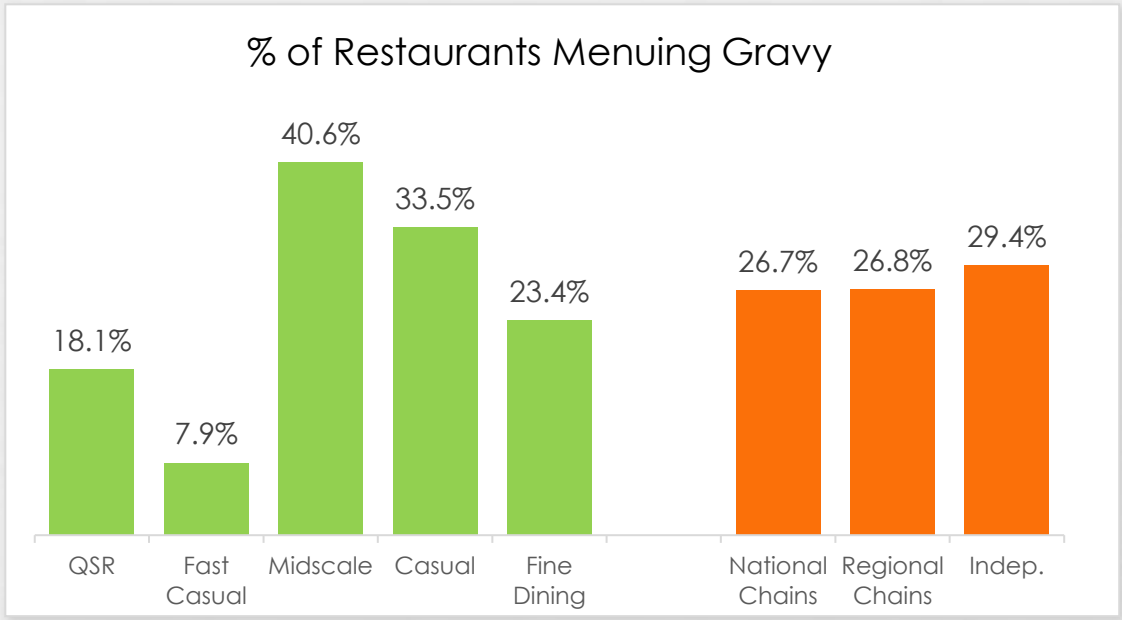
LEADING TRENDS



GRAVY SNAPSHOT

MARKET TRENDS

MENU PRESENCE & GROWTH	
Menu Penetration	28%
Past 4 Year Growth	+ 3%
Sausage Gravy	+ 31%
Beef Gravy	+ 22%
Biscuit & Gravy	+ 15%



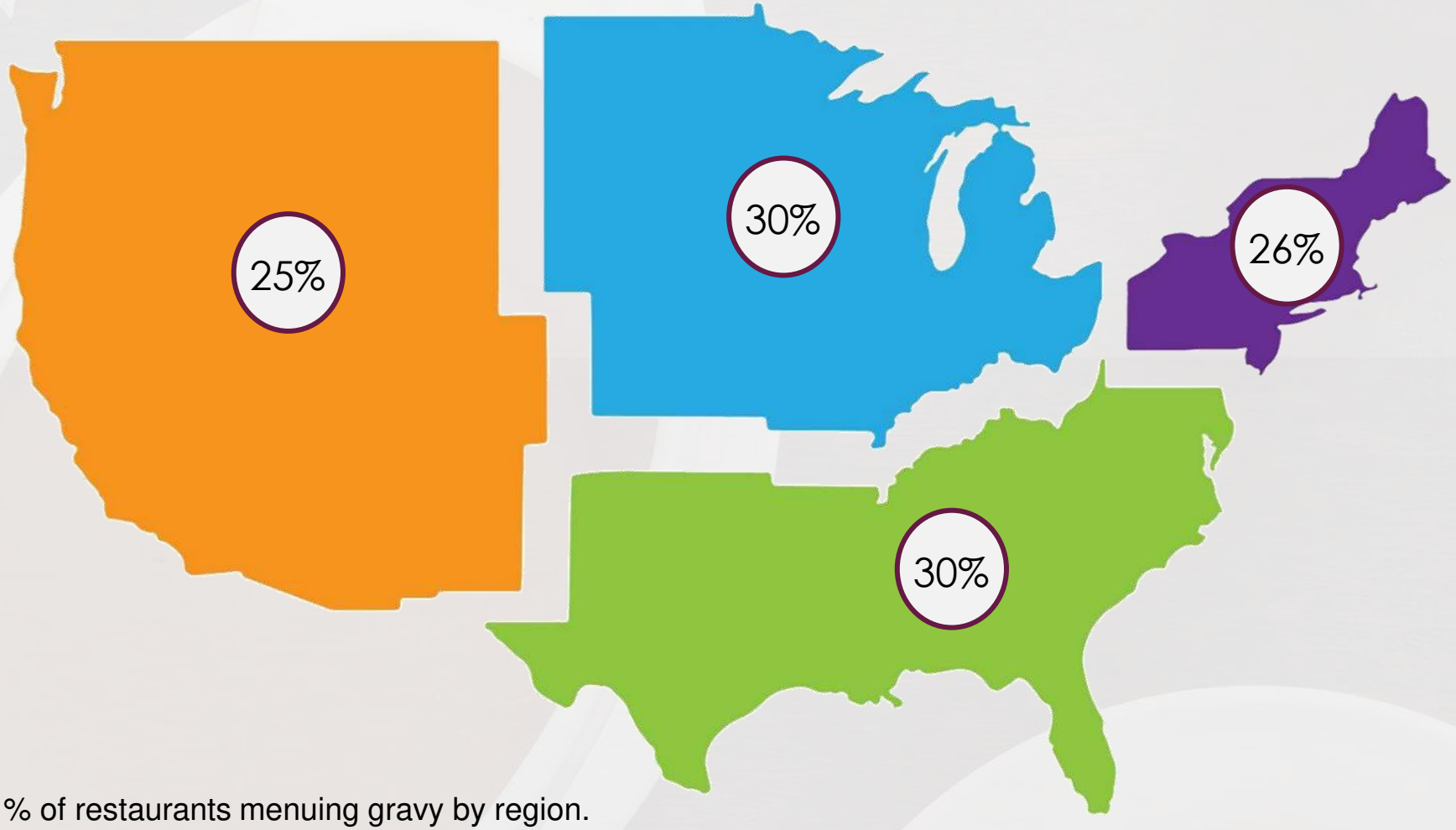
MENU FAVORITES

MOST OFTEN PAIRED WITH…	
Potato	50%
Chicken	47%
"Fried"	38%
Mashed potato	36%
Sausage	34%
Beef	32%
Biscuit	32%
Egg	32%
Onion	29%
Mushroom	23%
Steak	21%
Roasted meats	21%
Fried chicken	20%
Turkey	20%
Pork	19%

Datassential MenuTrends, 12/2020

REGIONAL PRESENCE: WHERE MENUED MOST

Gravies are popular in all regions, but the South and the Midwest enjoy the highest presence of gravy mentions on menus.



% of restaurants menuing gravy by region.

Datassentail MenuTrends, 1/2021

GRAVY MENU TRENDS: WHAT'S HOT

The following ingredients / flavors are growing significantly when paired with gravies on menus today.



VARIATIONS

- Peppered
- Tangy
- Vegetarian
- Pork Sausage
- Chorizo
- Black Pepper



COMFORT

- Chicken & Waffles
- Butternut Squash
- Braised Beef
- Prime Rib
- Parmigiana
- Short Rib



FRESH / HEALTHFUL ACCENTS

- Avocado
- Olives
- Cauliflower
- Arugula



FLAVORFUL

- Chive
- Green Chile
- Basil
- Ginger



SAUCE PAIRINGS

- Maple syrup
- Hollandaise
- Pico de Gallo
- Horseradish



ON MENUS TODAY: RECENT GRAVY LTOs

RECENT LTOS: COMFORT DISHES



Pot Roast Sunrise Skillet
Tender braised beef, sautéed red onions and red bell peppers in a **rich beef gravy**, served on homestyle seasoned potatoes and topped with two eggs and shredded American cheese.
Perkins



Country Fried Pork Chops
Two crispy hand-breaded fried pork chops smothered in **roasted pan gravy**.
Cracker Barrel



Housemade Meatloaf
Tender all-beef meatloaf chargrilled and topped with either our sweet and **spicy Glory Sauce or traditional beef gravy**.
Glory Days Grill

RECENT LTOS: HEARTY BREAKFAST



Chicken Biscuit & Gravy Bowl
Two open-faced biscuits topped with fried chicken tenders and **country gravy**, cheddar cheese, and two eggs.
Denny's



Sausage Gravy Biscuit
Fluffy buttermilk biscuit smothered in **white pepper gravy** and grilled breakfast sausage.
Wendy's



Country Fried Steak & Eggs
Country fried steak smothered in **country gravy** and served with 2 eggs and a buttery homestyle biscuit.
Friendly's

RECENT LTOS: SAVORY SANDWICHES



Mushroom Swiss Burger
Mushrooms, Swiss cheese, and grilled onions on top of two all-beef patties. **Covered in gravy** and served on a toasted premium artisan bun.
Jacks Family Restaurants



The Pilgrim Sub
Oven-roasted turkey, **savory gravy**, house-made tangy cranberry sauce and sharp, white cheddar, piled onto delicious stuffing bread.
Getgo



Country Fried Steak Krystal
All-beef steak coated in a secret blend of spices, fried until golden brown, topped with **Southern-style gravy** and served on a soft, steamy signature Krystal bun.
Krystal

RECENT LTOS: HOMESTYLE BOWLS



Homestyle Chicken Bowl
Breaded pieces of tender boneless chicken breast served over mashed potatoes, and **topped with gravy**, cheddar cheese and crispy onions.
Applebee's



Chicken Cheddar Mash Bowl
Creamy mashed potatoes, corn bean relish, cheddar cheese, and pulled chicken mixed together then finished with **garlic sauce and fresh gravy**.
Boston Market



Spicy Famous Bowl
Mashed potatoes, sweet corn, crispy chicken, and **home-style gravy** topped with cheese; make it a Spicy Bowl with signature **Nashville Hot sauce** drizzled on top.
KFC

RECENT LTOS: CREATIVE CREATIONS



Chicken Fried Bacon
Hand breaded Southern fried bacon strips with your choice of **cream gravy** or homemade ranch dipping sauce.
Cotton Patch Cafe



Pot Roast Poutine
Poutine fries topped with generous chunks of slow-cooked pot roast, **brown gravy** and cheese curds.
Denny's



Gobbler Bowl
Hot turkey **smothered in gravy**, with stuffing, cranberry sauce, and choice of mashed or sweet potatoes.
Wawa

CREATIVE OFFERINGS FROM INDEPENDENTS & SMALL CHAINS

menu item	description	restaurant
Chipotle Biscuits & Gravy	freshly baked jumbo buttermilk biscuits filled with bacon, avocado, cheddar, caramelized onions and scrambled eggs, topped with **chipotle gravy**.	Slater's 50/50
Creole Shrimp & Grits	blackened shrimp, creamed cheddar grits, **creole tomato gravy**, chopped bacon.	Bone Lick BBQ
Ultimate Grilled Cheese	braised short rib, swiss and mozzarella cheese and **cabernet gravy**, served on sourdough.	Burgerology
Biscuit & Gravy Plate	sea salt black pepper buttermilk biscuit, **country pork sausage sawmill gravy**, fingerling breakfast potatoes.	The Depot
Buttermilk Fried Chicken	roasted poblano mashed potatoes, **chorizo gravy**, spicy slaw.	Grizzly Peak Brewing Co.
Mac & Cheese Bites	crispy-fried mac and cheese, **milk gravy**, creole sofrito.	Tupelo Honey Café
Braised Beef Stew	English peas, carrots, mushrooms, garlic mashed potatoes, **caramelized onion gravy**.	Bacon Bros. Public House



SOCIAL MEDIA INFLUENCES

MORNING GRAVY: inventive breakfast dishes



Breakfast lasagna and gravy



Breakfast Pizza and Gravy

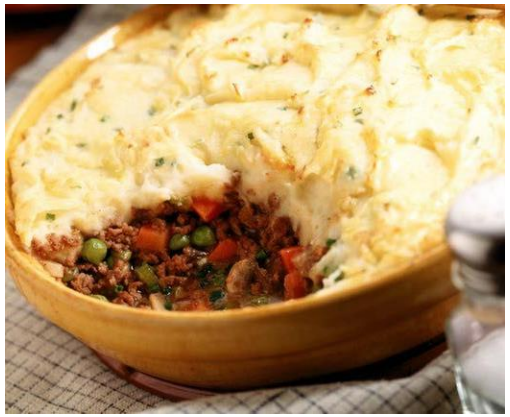


Waffle Biscuits and Sausage Gravy



Grits and Gravy

GRAVY MEALS: a wide array of applications



Potpies, Meatloaf



Sunday Sauce



Meatballs and Gravy



Chili Gravy



Chocolate Gravy



Chicken Cacciatore

GLOBAL / REGIONALLY INSPIRED

Poutine



Chicken
a La King



Shakshuka



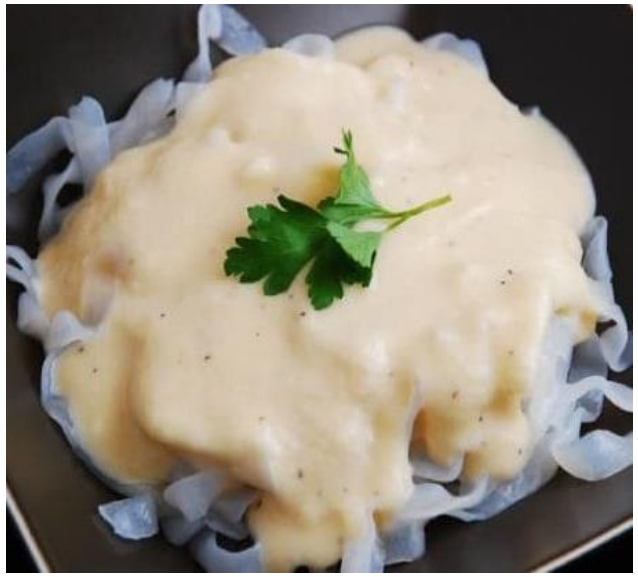
Chinese Brown Sauce



Chicken
Tikka Gravy



HEALTHFULLY-MINDED: better for you



Plant-based Cauliflower Cheese Gravy uses cauliflower to mimic cheese profile.



Vegan Gravies



Vegan Mushroom Steak & Gravy, using mushroom in place of stake and vegan gravy



Keto/ Low Carb Gravies



IMPLICATIONS

MENU CONSIDERATIONS & THOUGHT STARTERS

- Gravy isn't just for potatoes anymore. Gravies and gravy-inspired sauces are exceptionally versatile, with applications ranging across the menu from breakfast to sandwiches, traditional entrées and desserts.
- Beyond the traditional uses, many creative uses for gravies have emerged: sandwich dipping sauces, loaded fries, toppings for sandwiches, pizzas, and layered bowls.
- Flavorful variations can lend an on-trend feel to menus; consider peppered accents, fresh herbs, spices, and chiles for a more progressive offering.
- Gravies also pair well with many of today's hottest menu trends, from chicken & waffles and short ribs to healthful ingredients such as avocado and cauliflower.
- Additionally, pairing gravies with complementary sauces can create craveable dishes that address interest in layers of flavor and flavor complexity.
- With consumers continuing to show strong interest in global cuisines, gravies provide an ideal menu complement to tap into this trend, making it a cinch to tap into flavor accents from the Middle East, East Asia, India, North Africa and beyond.
- As an easy, low food cost menu item, gravy can easily incorporate a variety of today's hottest food trends and boost check averages at the same time.

MARGIN DRIVER

Add a touch of gravy and watch your profits soar!

Note: customize chart for specific price points relevant to customer/segment

	Chicken Dish without Gravy	Chicken Dish with Gravy	Incremental Price
Menu Price	$14.99	$17.65	$2.66
Gravy Cost (2 oz.)	--	$.07	($.07)
Incremental Profit			$2.59



Have questions? Contact us at fsdmarketing@chg.com

C·H·GUENTHER & SON

