
Pizza Blends™
PIZZA
TRENDS
C·H·GUENTHER
& SON



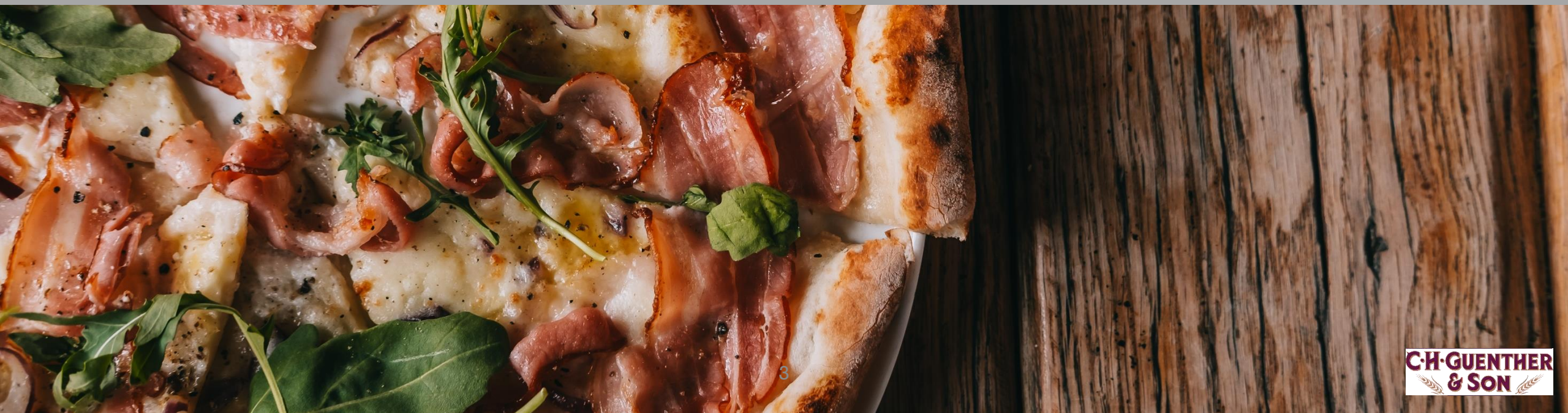
CONTENTS

- **Leading Trends**
  - What's Hot
  - Pizza Crust & Ingredient Trends
  - Menu Adoption Curve
- **On Menus Today: Recent LTOs**
- **Implications**

Pizza Blends™



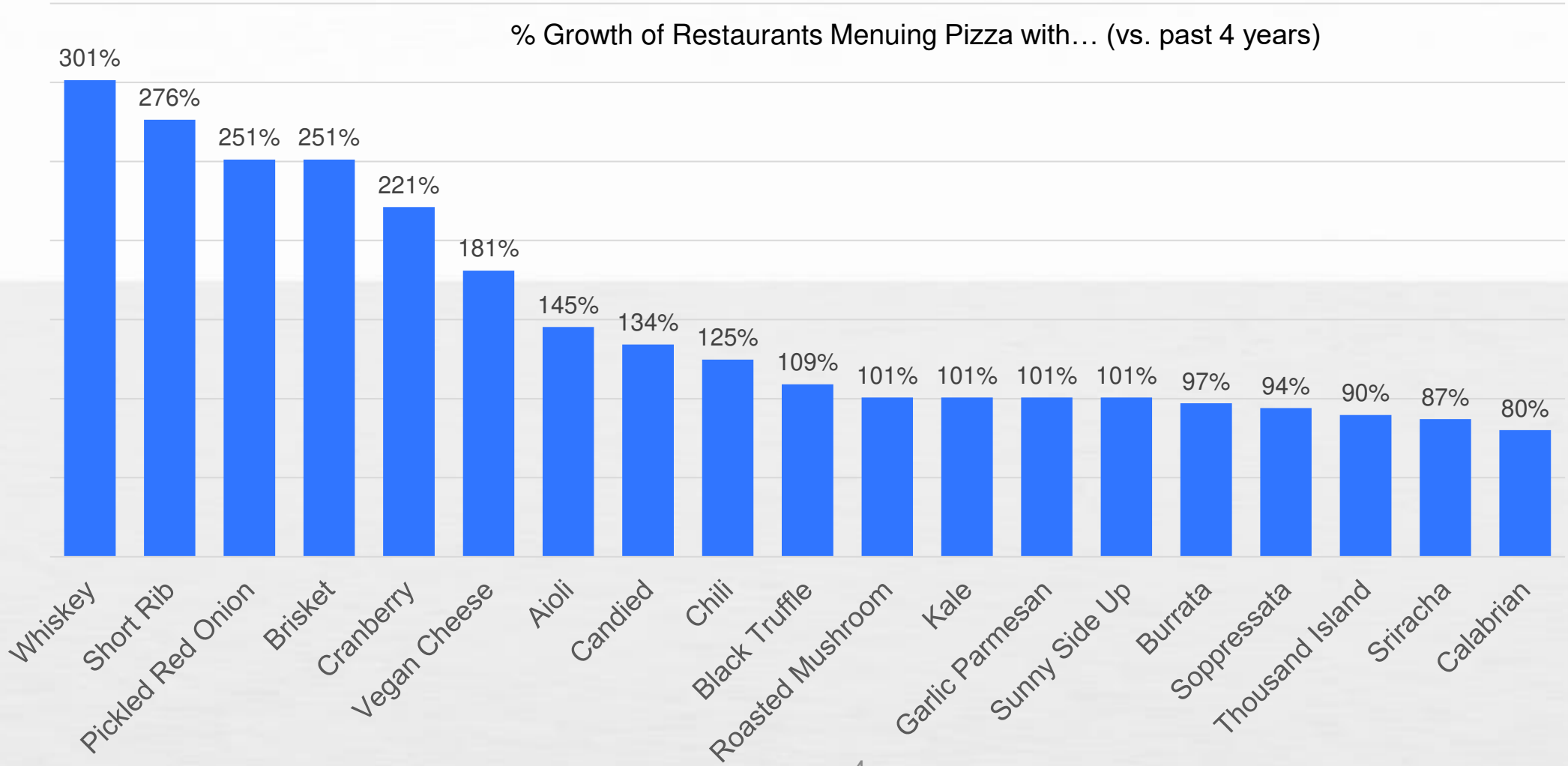
LEADING TRENDS



C·H·GUENTHER & SON

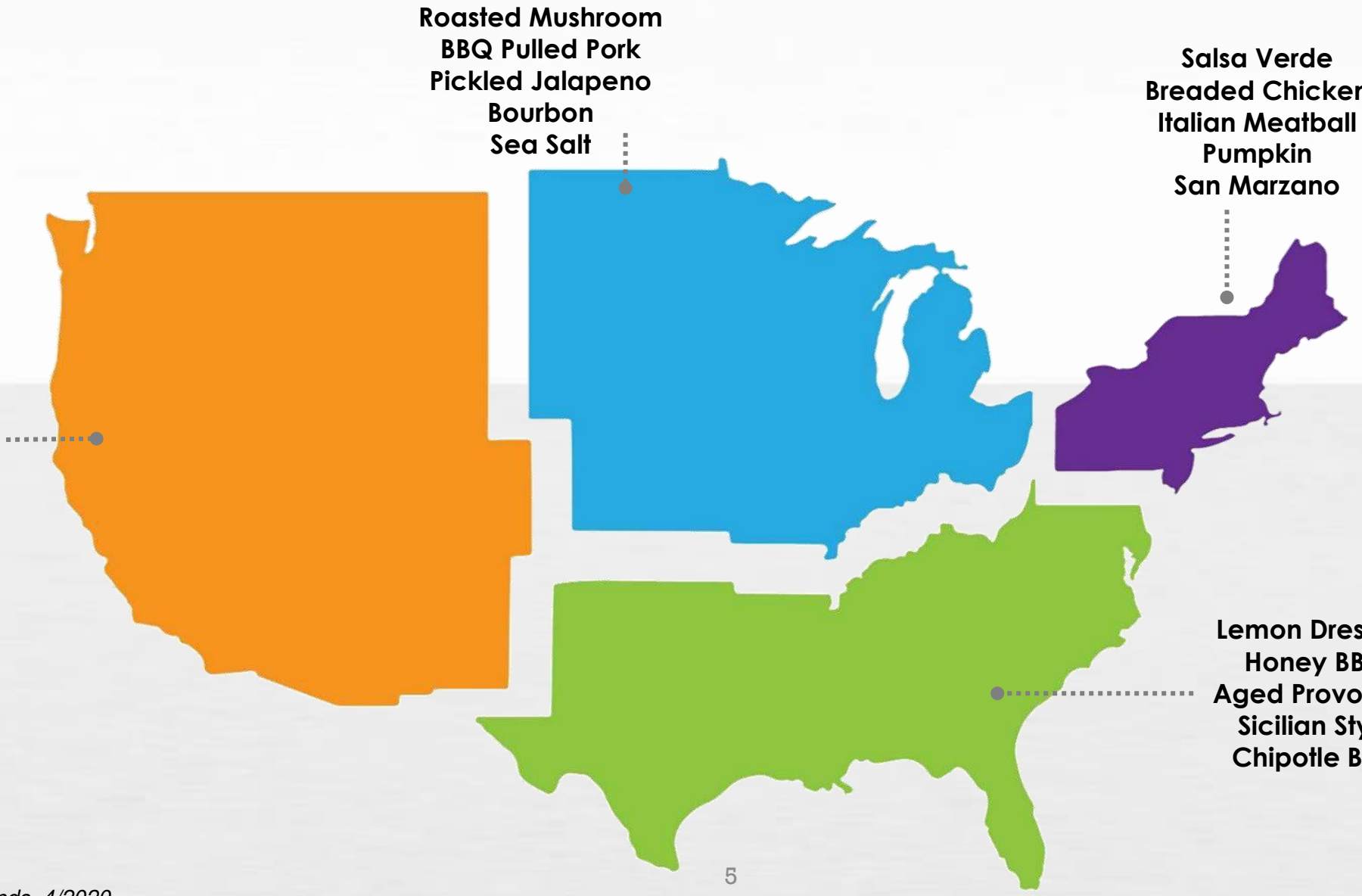
PIZZA TRENDS: WHAT'S HOT

Operators are increasingly menuing more **upscale**, **chef-inspired ingredients** on pizzas, as well as **more flavorful** varieties.



Datassentail MenuTrends, 4/2020

REGIONAL TRENDS: WHAT'S HOT



Datassentail MenuTrends, 4/2020

MENU FAVORITES

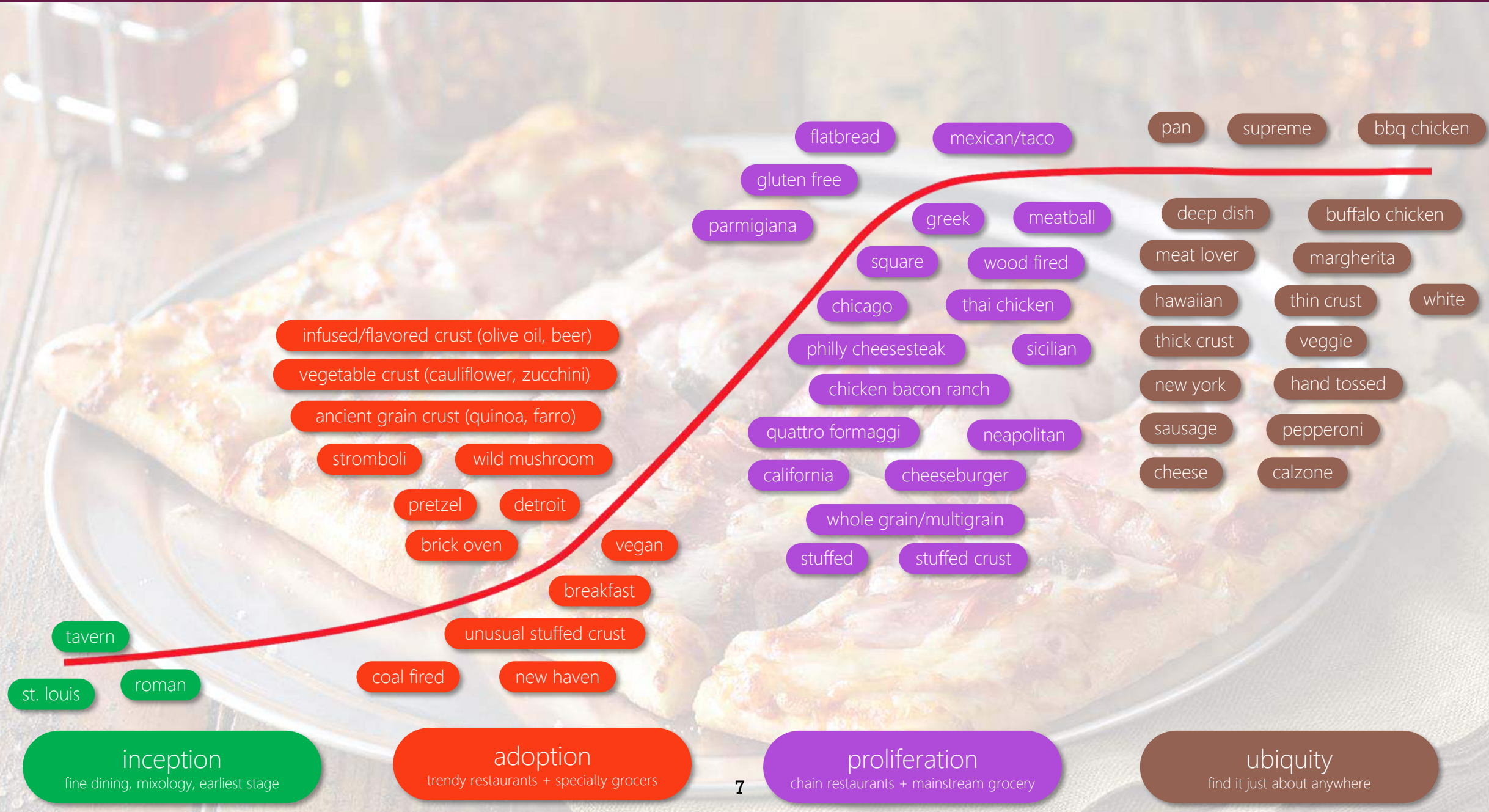


most menued pizza ingredients (% of operators menuing)									
variety / pizza type		cheese		toppings		sauce		protein	
Cheese	48%	Mozzarella	77%	Onion	80%	Red	51%	Pepperoni	74%
Veggie	44%	Parmesan	41%	Tomato	78%	BBQ	47%	Sausage	74%
Margherita	39%	Ricotta	36%	Mushroom	75%	Margherita	39%	Chicken	67%
BBQ Chicken	37%	Feta	30%	Pepper	67%	Olive Oil	32%	Bacon	60%
Meat Lover	32%	Cheddar	30%	Olive	60%	Pesto	31%	Ham	42%
Meatball	30%	Fresh Mozzarella	27%	Spinach	49%	Buffalo	30%	Italian Sausage	33%

RAPID TRENDS

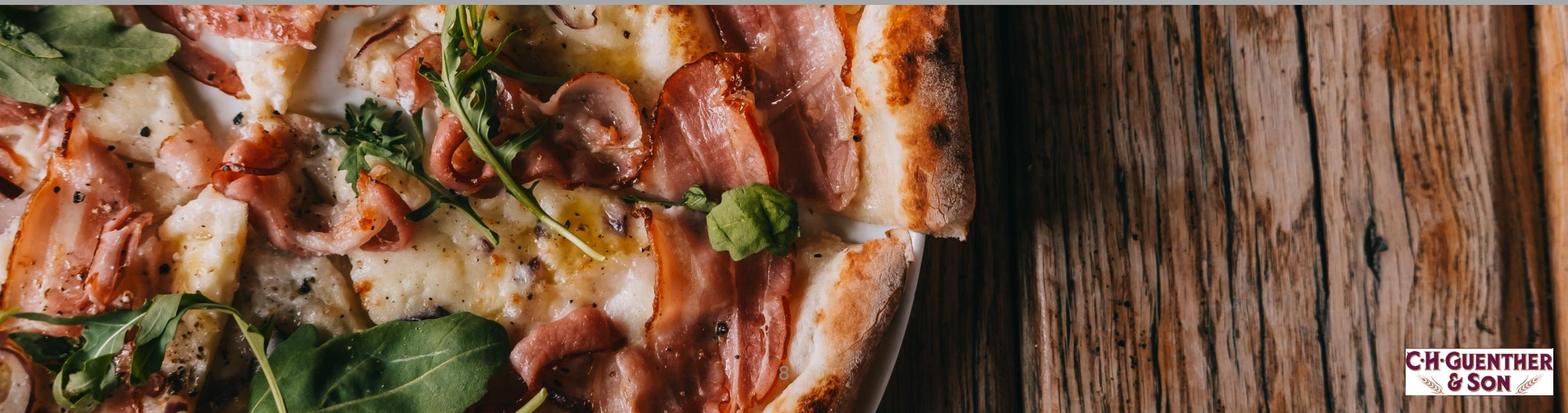


fastest-growing pizza ingredients [% increase vs. past 4 years]									
variety / pizza type		cheese		toppings		sauce		protein	
Chicken Bacon Ranch	77%	Vegan	181%	Pickled Red Onion	251%	Whiskey	300%	Short Rib	276%
Gluten Free	60%	Shredded Parmesan	112%	Cranberry	221%	Aioli	145%	Brisket	251%
Mac & Cheese	38%	Burrata	97%	Roasted Mushroom	101%	Black Truffle	109%	Soppressata	94%
Breakfast Pizza	29%	Shaved Parmesan	80%	Kale	101%	Garlic Parm	101%	Spicy Salami	73%
Neapolitan	27%	Daiya	64%	Avocado	75%	1000 Island	90%	Pastrami	42%
Carbonara	18%	Fior di Latte	63%	Roasted Corn	59%	Sriracha	87%	Pork Belly	41%


tavern
st. louis
roman
coal fired
new haven
unusual stuffed crust
breakfast
brick oven
vegan
pretzel
detroit
stromboli
wild mushroom
ancient grain crust (quinoa, farro)
vegetable crust (cauliflower, zucchini)
infused/flavored crust (olive oil, beer)
parmigiana
gluten free
flatbread
mexican/taco
greek
meatball
square
wood fired
chicago
thai chicken
philly cheesesteak
sicilian
chicken bacon ranch
quattro formaggi
neapolitan
california
cheeseburger
whole grain/multigrain
stuffed
stuffed crust
pan
supreme
bbq chicken
deep dish
buffalo chicken
meat lover
margherita
hawaiian
thin crust
white
thick crust
veggie
new york
hand tossed
sausage
pepperoni
cheese
calzone
inception
fine dining, mixology, earliest stage
adoption
trendy restaurants + specialty grocers
proliferation
chain restaurants + mainstream grocery
ubiquity
find it just about anywhere



ON MENUS TODAY: RECENT LTOs



RECENT LTOS: INTERACTIVE



The Big Dipper
Served with four dipping sauces (two marinara, one ranch and one honey BBQ).
Pizza Hut



Smoky Bacon Breadsticks
Cheesy pull-apart pizza made from breadsticks, served with smoked gouda cheese sauce.
Fazoli's



Mozzarella Poppers Pizza
Pizza Hut

RECENT LTOS: STUFFED CRUST



Cheesy Bacon Stuffed Crust
Chuck E. Cheese



Stuffed Crust Crispy Pepperoni & Bacon Pizza
Round Table

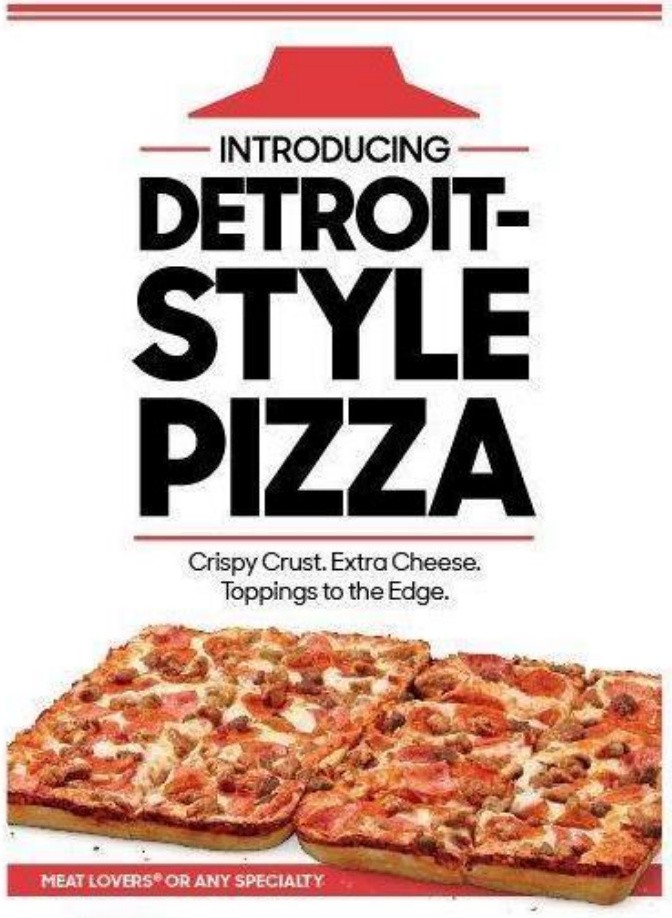


Triple Cheesy Stuffed Crust
Pizza Inn

RECENT LTOS: DIFFERENTIATED CRUSTS



Garlic Parmesan Crust Pizza
Cici's Pizza





Molto Meat Flatbread Pizza
With prosciutto, sausage, housemade meatball, pepperoni, and smoked bacon
Cheesecake Factory

RECENT LTOS: BEYOND PIZZA



Italian Papadia
Folded flatbread style sandwich with alfredo sauce, served with a side of pizza sauce for dipping.
Papa John's



Chicken Alfredo Pizza Bowl
Crispy baked pizza bowl filled with grilled chicken, alfredo, and cheese.
Olive Garden

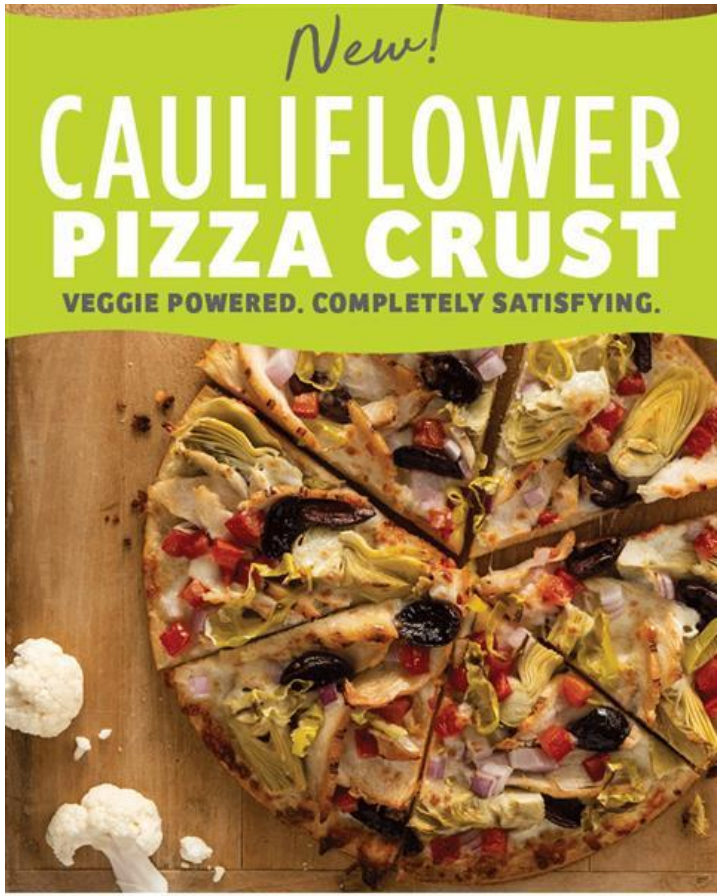


Breakfast Pizza
Personal-sized biscuit topped with creamy sausage gravy, sausage, eggs, bacon, ham and cheese.
7-Eleven

RECENT LTOS: HEALTHFUL



Vegetarian Cheeseburger Pizza
Featuring plant-based Beyond Burger.
Uno Pizzeria & Grille



Newk's Eatery



Vegan Garden Pizza
Hand-stretched thin crust pizza with fresh spinach, roasted vegetables, mushrooms and tomatoes.
Uno Pizzeria & Grille

RECENT LTOS: NON-TRADITIONAL SAUCES



Old Bay Hot Chicken Pizza
Featuring house signature sauce combined with Old Bay hot sauce.
Ledo Pizza



Lucia Pizza with spicy Calabrian chili red sauce.
Mod Pizza



Chicken & Garlic Gourmet Pizza with creamy garlic sauce and homemade crust.
Round Table

RECENT LTOS: UNIQUELY TOPPED



Pear & Gorgonzola Pizza
Roasted Bosc pears, sweet caramelized onions, walnuts, housemade Gorgonzola ranch.
California Pizza Kitchen



Oktoberfest Pizza
Cheddar ale sauce, mozzarella, bratwurst, grilled onions, sautéed peppers.
Glory Days Grill



Mac n' Cheese Pizza
Pizza Hut

CREATIVE OFFERINGS FROM INDEPENDENTS & SMALL CHAINS

menu item	description	restaurant
Over 21 Pizza	Shaved steak, onions, mushrooms and peppers with our house **bourbon sauce** and cheddar cheese.	British Beer Company
Brisket Five-O Pizza	Fresh mozzarella, mild gouda, **hometown brisket** and **house pickled pineapple**.	Paulie Gee's
Asparagus & Pancetta Flatbread	Garlic parmesan cream, spring onion, mozzarella, fontina, **pickled red onion, burrata, lemon olive oil.**	Dolce Pane e Vino
Maple Pepper Bacon & Tomato Flatbread	Gluten-free. **candied maple pepper bacon**, tomatoes, basil, cheese, **garlic aioli**.	Granite City
Prosciutto & Burrata Pizza	**Rocket arugula**, burrata cheese, prosciutto, oven-dried roma tomatoes, **chili-infused honey**.	Alamo Draft House
Brussels Sprouts Black Truffle Pizza	Mushroom fonduta, **sunny side up farm eggs**, **organic oak wood smoked olive oil**.	MC Kitchen
Big Mack Calzone	**Thousand island dressing**, sliced meatballs, **chopped pickles** and **chopped onions**.	Kingston Pizza

BEYOND THE MENU: TRAFFIC-DRIVING PROMOTIONS

Pizza restaurants look to family meals, take & bake offerings, meal kits, and other creative promotions to further drive sales.



DIY Pizza Kit, *Blaze Pizza*



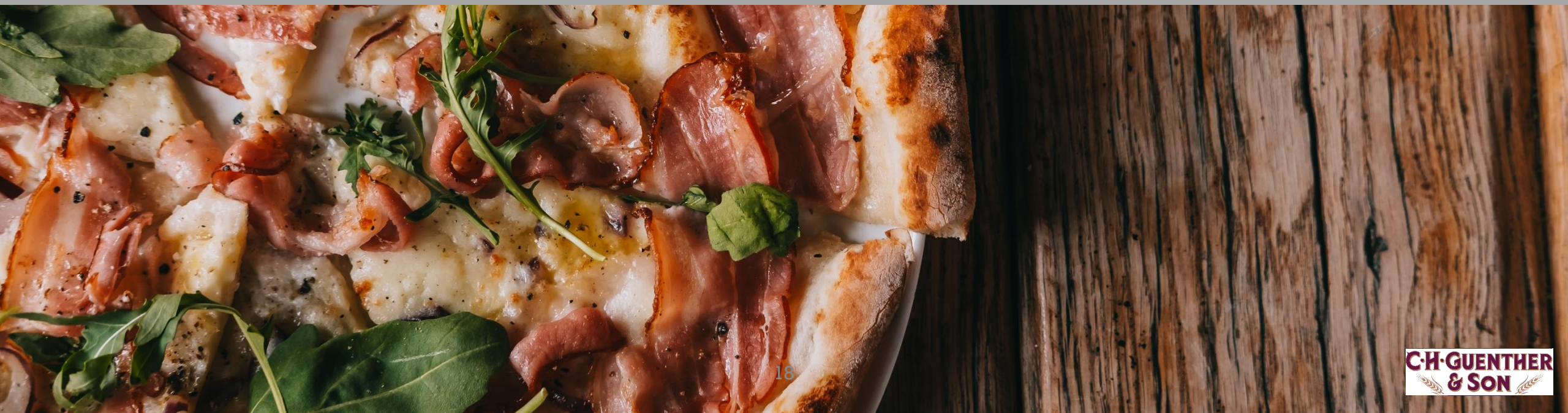
Bundled family meals with Salad, *Fresh Brothers*



Dinner & a free movie promotion, *Papa Murphy's*



IMPLICATIONS



C·H·GUENTHER & SON

MENU CONSIDERATIONS & THOUGHT STARTERS

- Consider incorporating upscale ingredients to pizza offerings, such as hearty & unexpected proteins and non-traditional sauces.
- Leveraging favorite entrée dishes, sandwiches, and breakfast foods can add interest to pizza menus and expand versatility, potentially opening new dayparts.
- Healthful options don't need to be limited to gluten-free and cauliflower crusts; consider roasted vegetables and premium fruits to bring a light, better-for-me feel to the menu. Think spinach, avocado, kale, and cranberry.
- Pizza dough can be utilized in multiple applications to maximize opportunities to delight patrons. Consider breadsticks, pull-aparts, unique formats such as fold-overs and bowls, breakfast pizzas, as well as sweet offerings such as dessert pizzas and cinnamon bites – the opportunities are endless!
- Pizza crust is a natural – and easy – place to experiment with innovative new menu options: simply add flavor & spice, experiment with double or stuffed crusts or unique, hand-stretched shapes. Additionally, incorporating crust inclusions – such as flavorful spices or vegetables – can provide an opportunity for differentiation and help to command a price premium.



Have questions? Contact us at fsdmarketing@chg.com

