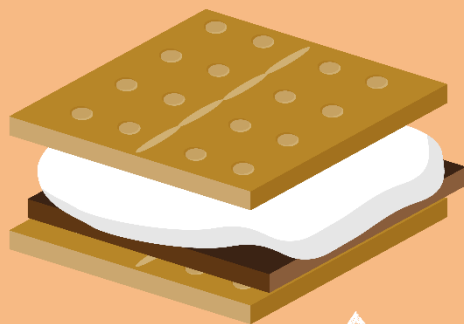


FOODBYTES



s'more ↗



← paczki



↑ swiss roll

brownie ↘



DESSERTS

A KEYNOTE SNEAK PEEK



macarons ➡

milk shakes ↘



JUNE 2019

| ISSUE 66 |

YOUR FREE DATASSENTIAL
TREND REPORT

Save Room for Dessert

According to Datassential's **Dessert's Sweet Spot Keynote Report 2019** (an update of our 2015 dessert report), 93% of consumers ate dessert in the past week, and of those, 55% ate dessert within the past day. As this data demonstrates, dessert should be more than just an afterthought, even though it may be most commonly offered after dinner as an extra. To help bring dessert into the spotlight at restaurants that aren't solely focused on dessert, operators can capitalize on over-the-top creations for an experience that's memorable and social media-worthy.

When thinking about dessert, sweetness and indulgence are likely top-of-mind. However, savory flavors are appearing increasingly on restaurants' dessert menus (think salted caramel or bacon), and health-related terms such as gluten-free, dairy-free, and additive-free are catering to visitors who have specific dietary needs. Indulgence doesn't need to be removed from dessert, though – according to the report, nearly half of consumers were motivated to eat their last dessert because they wanted to indulge (as Donna Meagle from the TV show "Parks and Recreation" would say, treat yo'self!). The key is to lessen the guilt customers may feel when looking at a dessert menu, since nearly 30% of consumers avoid dessert because they perceive such foods to be out of step with their diets. Positioning desserts as snacks, portioning them so that guests can have a larger or smaller option based on their preference, and highlighting the items that meet dietary needs can help increase the appeal of desserts too.

Global flavors can also add intrigue to the dessert menu. Two in five consumers say they're interested in more globally-inspired dessert flavors, according to our report, with the trend skewing toward Millennials. Although only one in five operators currently menu ethnic desserts, nearly twice as many are interested in adding them. Some rising stars from outside typical American dessert fare include tres leches cake (which we covered in our March issue of **On the Menu**) and alfajor and macaron cookies.

In this month's **FoodBytes**, we're exploring global dessert creations that are resonating with U.S. consumers, diving into dessert consumption by daypart, uncovering how operators are taking dessert over-the-top, and more. But to get an even greater understanding of the dessert landscape (this issue is just a sneak peek), ask about our **Dessert's Sweet Spot Keynote Report 2019**, which is packed with data and insights from over 2,500 consumers and 300 operators. To order the report, call Brian Darr at 312-655-0594 or email brian@datassential.com.





54%

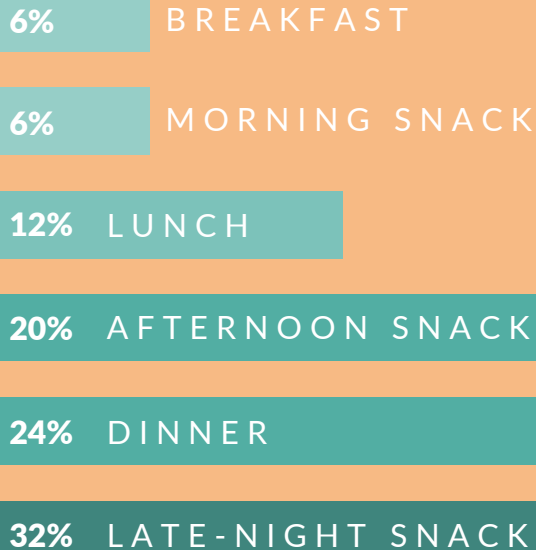
OF CONSUMERS ARE
INTERESTED IN
cookies BEING USED
AS AN INGREDIENT

DATASSENTIAL'S DESSERT'S
SWEET SPOT KEYNOTE REPORT 2019

Key Findings

DESSERT CONSUMPTION BY DAYPART

We asked consumers during which daypart did they last consume dessert. Listed below are the different dayparts and the percentage of consumers who had desserts during that time period.



SOME OF THE FASTEST-GROWING DESSERT TERMS AND INGREDIENTS



olive oil



s'mores

NEARLY 60% OF OPERATORS EITHER OFFER OR ARE INTERESTED IN OFFERING DESSERTS WITH "FREE-FROM" DESCRIPTORS

IN THE REPORT

Dessert beverages include items like affogatos and milkshakes. In our *Dessert's Sweet Spot Keynote Report 2019*, dessert beverages rank in the top 3 best-selling desserts at 45% of operators.



OF OPERATORS SAY **DESSERT BEVERAGE SALES HAVE INCREASED** IN THE PAST YEAR



Ice Cream **REMAINS THE MOST-CONSUMED DESSERT**

DATASSENTIAL'S DESSERT'S
SWEET SPOT KEYNOTE REPORT 2019

GO GLOBAL

WITH THESE INTERNATIONALLY-INSPIRED DESSERTS

churro



MADE OF

Churros are made of deep-fried dough coated in sugar. Typically they're served with a dipping sauce, such as dulce de leche or melted chocolate.

GROWTH

Churros have grown 61% on independent restaurant menus.

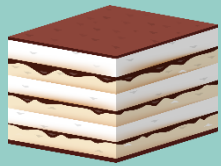
DEMOGRAPHIC APPEAL

Millennials are more likely to like or love churros compared to other generations.

FEATURED IN

Churros are one of the fastest-growing ice cream flavors.

tiramisu



MADE OF

Tiramisu is an Italian sponge cake traditionally soaked in coffee and features ladyfingers, powdered chocolate, and mascarpone cheese.

GROWTH

Most of the rapidly-growing types of cake go beyond American standards – think olive oil cake or tiramisu.

alfajor



MADE OF

Alfajores hail from South America. They're cornstarch-based, soft, and feature a filling of dulce de leche.

GROWTH

Alfajores are one of the fastest-growing types of cookies on restaurant menus.

flan



MADE OF

Flan is a type of custard made with sugar, eggs, sweetened condensed milk, and vanilla, with a layer of caramel on top.

DEMOGRAPHIC APPEAL

Consumers living in the Western U.S. are more likely to like or love flan.

VERSATILITY

55% of consumers would eat flan as a snack.

affogato



MADE OF

An affogato (Italian for "drowned") is traditionally made by pouring a shot of espresso over a scoop of vanilla ice cream.

GROWTH

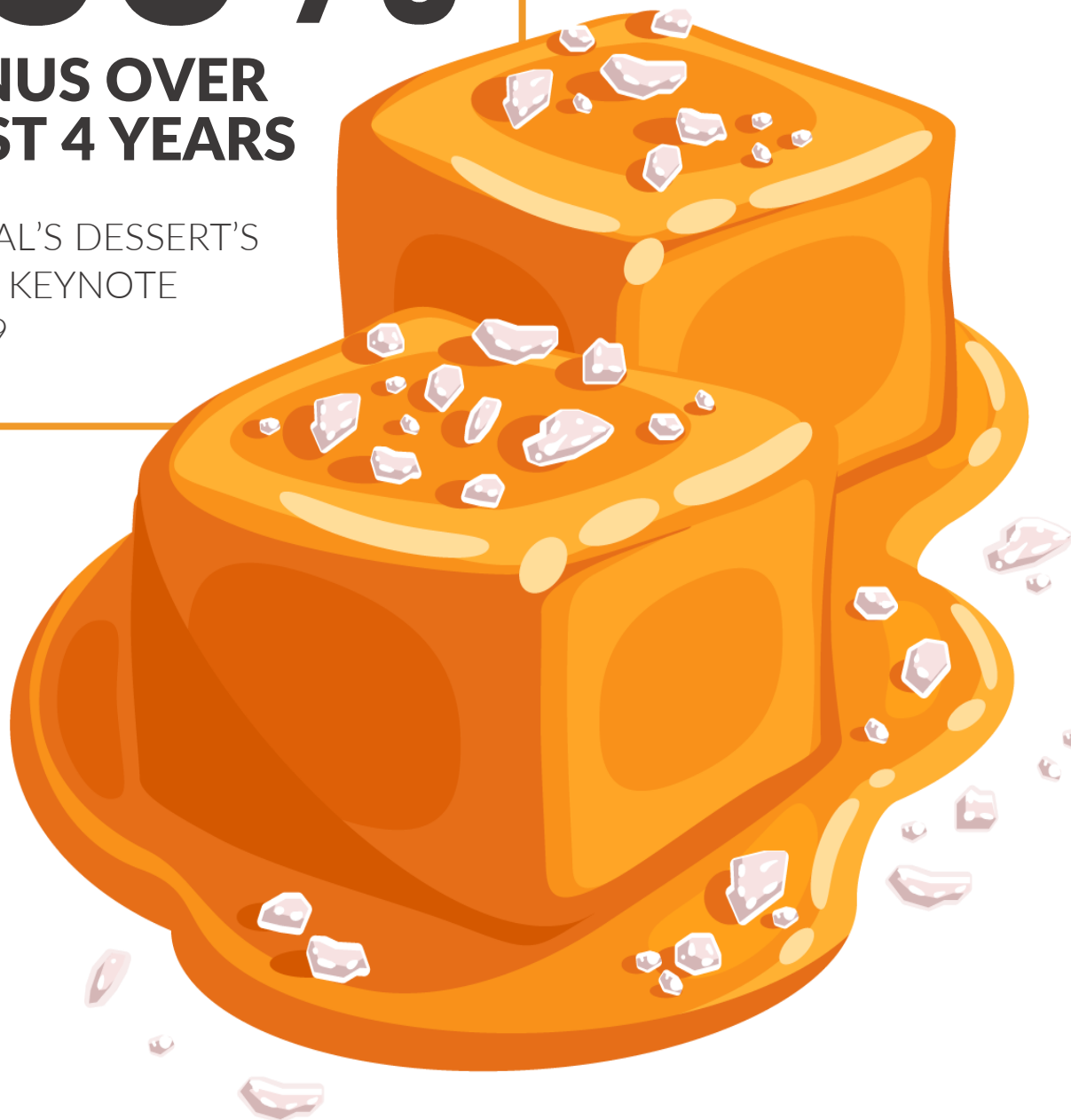
Affogatos are still the fastest-growing dish on American dessert menus. In the past year, operators noted that their sales of dessert beverages, which include the affogato, increased by 50%, revealing that there's opportunity to capitalize on dessert drinks.

Salted Caramel

GREW 150%

**ON MENUS OVER
THE PAST 4 YEARS**

DATASSENTIAL'S DESSERT'S
SWEET SPOT KEYNOTE
REPORT 2019



GET INSPIRED BY OPERATORS WHO TAKE DESSERT OVER-THE-TOP



1

1. The Miami, FL-based Barton G. restaurant chain has gained a reputation for taking all its dishes, including dessert, over-the-top. It's all about providing customers with an experience and social media bait. The **Dolla Dolla Bills Y'all** dessert, for example, arrives at the table complete with a giant \$100 backdrop, a mini safe, gold coins, and a gold bar that's actually a large tart made with a graham cracker crust, chocolate ganache, dulce de leche, and a top layer of marshmallow meringue. To reveal the dessert, a waiter melts the exterior layer of gold white chocolate tableside using a blow torch – how often do you get to experience something like that? “When people see someone torching the dessert with [a] mask on, they're like, ‘let me get what he's having – I need to try that,’” pastry chef Julian Belon told *Delish*.



2

2. The adage “go big, or go home” is taken to heart by The Boathouse at Disney Springs. The restaurant offers an oversized, shareable **S'mores Baked Alaska** that immediately draws attention when it's brought out. It features a slab of chocolate ice cream topped with marshmallow cream frosting, toasted marshmallow, and chocolate chunks served in a pool of chocolate sauce. S'mores (which capitalize on the nostalgia of campfire-roasted marshmallows) and s'more-flavored products have been growing on menus, rising 68% over the past 4 years.

3. The **Unicornolli** offered at New York-based Gelso & Grand is said by *Cosmopolitan* to be “the size of your head.” It's highly Instagram-worthy and capitalizes on the unicorn craze. The dessert features a house-made cannoli shell coated with edible 24-karat gold and dipped at both ends in white chocolate. One side of the cannoli is rolled in rainbow sprinkles and the other in coconut flakes. On the side with the rainbow sprinkles, the cannoli is filled with vanilla mascarpone cream and pieces of house-made funfetti cake, while the side with the coconut flakes is stuffed with a lavender-berry cream and graham cracker pieces. For an on-trend experiential element, the giant dessert comes with a hammer so customers can follow through on the “smash me” directions inscribed on the unicorn sign garnish and share half of the Unicornolli with a friend.

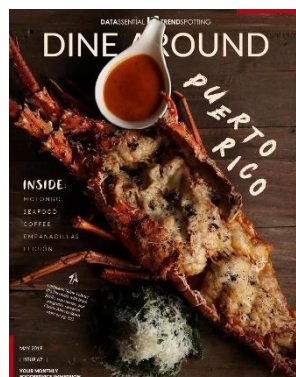
Operators Say

Customizing takes our desserts over-the-top, so we will top our cheesecakes with chef-made toppings.

3



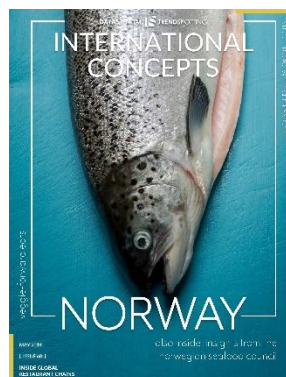
WHAT YOU MISSED IN LAST MONTH'S TRENDSPOTTING



DINE AROUND

Last month we explored **Puerto Rico's** culinary scene, which is embracing more local ingredients and capitalizing on traditional dishes that range from plantain-based items like mofongo and tostones to spit-roasted lechón to handheld empanadillas and alcapurria.

IN JULY: Oklahoma City, OK



INTERNATIONAL CONCEPTS

In last month's **International Concepts**, we explored Norway's plant-forward cuisine, pizza culture, and an interview with Egil Sundheim, U.S. Director of the Norwegian Seafood Council.

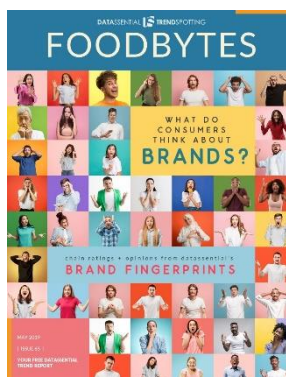
IN JULY: Convenience Stores



ON THE MENU

In last month's **On the Menu**, we revealed the versatility of **breakfast bowls**, **pomelo**, **hemp**, and **furikake**, along with how **Lambic** can be leveraged in foods and beverages and how **escargot** can be made less intimidating.

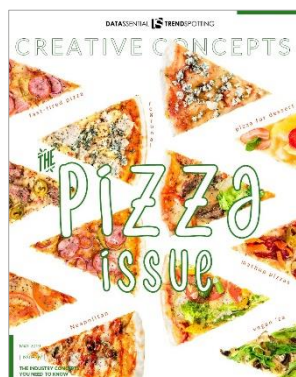
IN JULY: Mangosteen, chaga, katsu sando, and more.



FOODBYTES

Last month we dusted for fingerprints – **Brand Fingerprints** – and uncovered what consumers think about major restaurant, c-store, and grocery chains across a range of metrics, which all combine to form a brand's unique identity.

IN JULY: A look at the latest research from Datassential.



CREATIVE CONCEPTS

What do Pop Rocks, bone marrow, gold leaf, and escargot have in common? They're all out-of-the-ordinary pizza toppings that were featured in last month's issue of **Creative Concepts: Pizza**.

IN JULY: Sports Stadiums

For information about an issue or to subscribe to a title, contact
Datassential Business Development Manager Susan Cohen at
312-219-6428 or **susan.cohen@datassential.com**

DESSERTS

a  SNAP! keynote

trending flavors & varieties
in top dessert categories

consumer & operator
purchasing and priorities

consumer & operator
perspectives

demographic influences &
segment skews

approaches to signature desserts

impact of premium descriptors



Desserts just got sweeter. Explore this changing menu segment to discover the hottest trends taking over our favorite indulgences. From globally-inspired treats to savory ingredients, the flavors hitting our palates are rapidly expanding into new territories. Dive into the most comprehensive dessert data available anywhere, including all of the latest consumer and operator sentiments as well as top and fastest-growing formats and ingredients. **Find out more with fact-based, actionable insights into the world of cake, ice cream, cookies, and more.**

DESSERTS: a SNAP! keynote

Topics covered

menu trends for top dessert categories

- o learn which varieties and flavors are most menued and fastest growing in cake, cheesecake, ice cream, pie, and cookies
- o identify and forecast dessert megatrends, including savory ingredients and global influences

impact of premium descriptors

- o understand how clean labels impact purchasing for both consumers and operators
- o discover which diet-specific terms are most important, including vegan, gluten-free, dairy-free, egg-free, and more

purchasing & applications

- o discover what occasions, dayparts, and segments figure most prominently in consumers' dessert decisions
- o track operator purchasing by product category and format as well as brand
- o compare changes in consumption versus changes in operator sales

operator perspectives

- o learn about operator approaches to menuing desserts, including food cost, interest in trending desserts, and positioning with meals or beyond as snacks and add-ons
- o discover their key challenges and pain points related to trends and consumer demands

approach to signature desserts

- o find out which signature desserts are top of mind for consumers
- o gain insight into how operators customize desserts to make them unique

From the report

● CONSUMERS

- 93%** ate a dessert item in the past week
- 40%** say desserts are an everyday treat
- 34%** say portion size is one of the top 3 factors they consider when ordering dessert
- 49%** say their last dessert satisfied a craving

● OPERATORS

- 53%** of their desserts are sold with/at the end a meal
- 50%** menu seasonal dessert varieties or flavors
- 52%** rely on customer feedback/requests for information on desserts

2,531 consumers
from all generations
and regions

303 restaurant, on-
site, and retail
operators



report



x-tab tool



webinar

SWEETEN THE DEAL. ORDER TODAY.

Contact Brian Darr at 312-655-0594 or brian@datassential.com



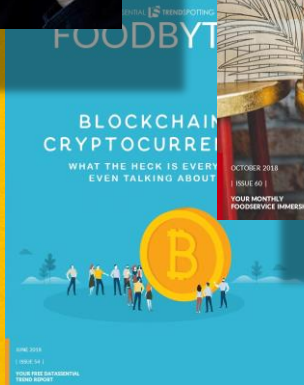
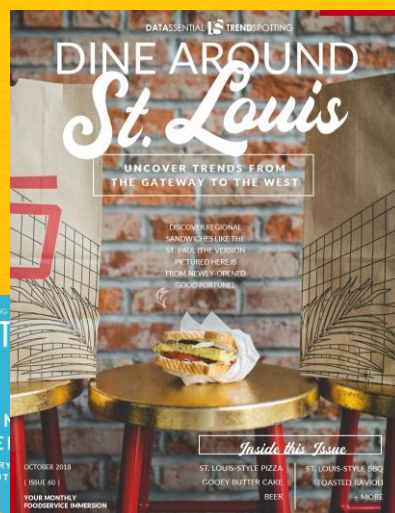
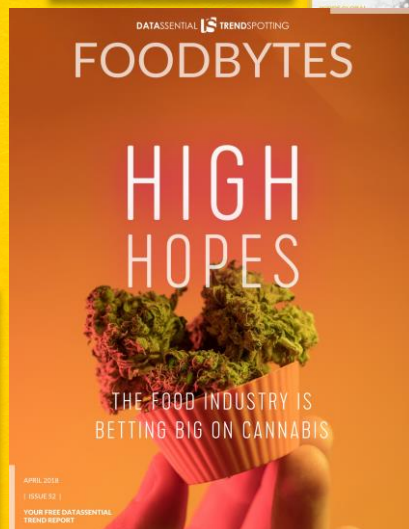
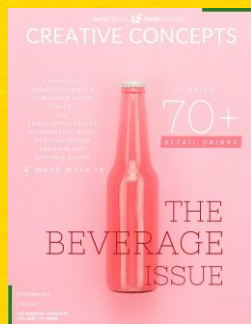
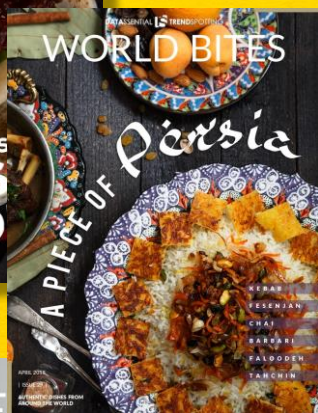
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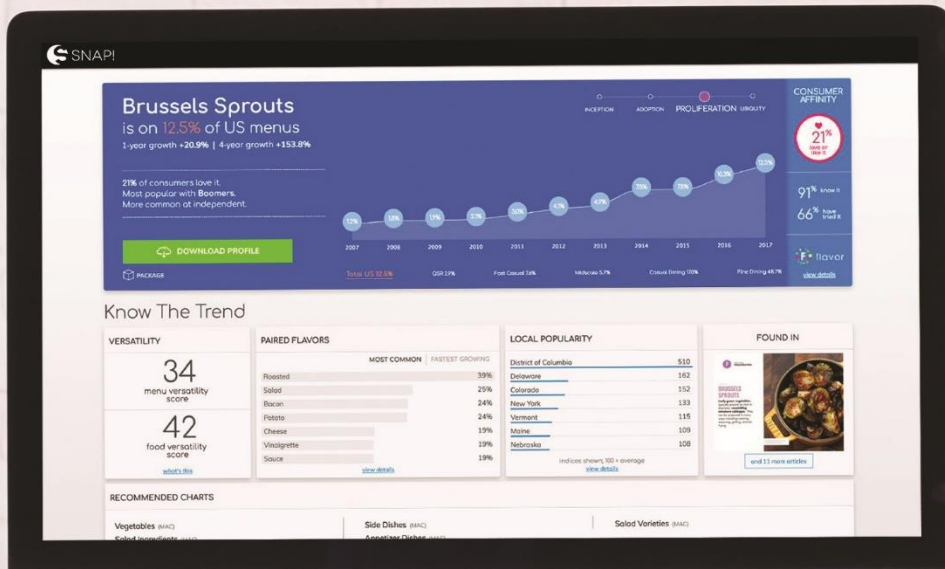


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