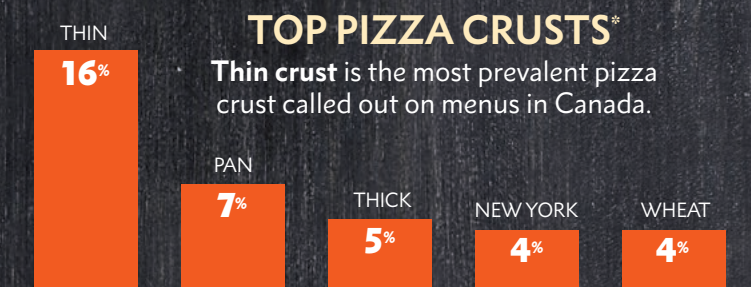




TRENDS WE'RE WATCHING

From Insights to Innovation, we're watching what's happening in pizza so you're ready to deliver what's next. Here are a few bites from our recent pizza crust trends research.*



AUTHENTICITY ON THE MENU ^{2,3}



Wood-fired or Wood oven



Handmade or Hand-stretched

INNOVATION IN THE SAUCE ⁴

Buffalo and white sauce are appearing on menus more frequently.



White Pizza



Buffalo Sauce

Consumers crave foods prepared with traditional methods and ingredients. Neapolitan-style pizza hits all the right notes, and has grown 250% from 2017 to 2019.

Neapolitan Style Pizza¹
+250%
on menus

3 of the top 6 unique pizza concepts...



...featured beer or ale in the dough or as a flavour.*

QUINOA is not only one of the most popular but also one of the fastest-growing grains featured on menus today. From 2016 to 2017, it grew **21%***



*Ardent Mills Pizza Crust Study, Sept. 2017
Mintel Menu Insights, 2019: ¹ in global pizza innovation carrying the descriptor "Neapolitan" between Jul 2017 and Jun 2019.
² in global pizza innovation where the word "wood" appears in the product description between Jul 2017 and Jun 2019.
³ in global pizza innovation where the word "hand" appears in the product description between Jul 2017 and Jun 2019.
⁴ Menu item dish: menu incidence Q3 2015-Q3 2018 (# menu mentions) Incidences of "White Pizza" and "Buffalo Sauce" appearing on menus.