

# ★ 3 Cheese Trends ★

## CONSUMERS WILL MELT FOR

Cheese is a staple in restaurant kitchens and nearly ubiquitous.



Current consumption patterns suggest **consumers' love affair with cheese knows no bounds**—even as their tastes evolve.

### THE MOST POPULARLY CONSUMED CHEESES:<sup>2</sup>

- 1 Cheddar 86%
- 2 Mozzarella 79%
- 3 Parmesan 71%
- 4 Swiss 56%
- 5 Provolone 49%

And on menus, those favorites are well represented.

### THESE CHEESES ARE THE MOST POPULAR ON MENUS:<sup>1</sup>

- 1 Mozzarella +21%
- 2 Parmesan +11%
- 3 Cheddar +10%
- 4 Provolone +6%
- 5 Feta +5%

## Operators can capitalize on these preferences—

and attract more diners to cheese dishes—by making the following adjustments to their menu offerings:

### 1 Serve Cheese as Snacks

**31%** of consumers say they would like restaurants to offer **more foods they could order as a snack**

**Menu example:**  
Miller's Ale House offered a recent LTO of **Tex-Mex Chicken Nachos**, featuring tortilla chips topped with Monterey Jack and cheddar cheeses, roasted chicken, pico de gallo and scallions, and drizzled with garlic lime crema.



### 2 Prioritize Plant-Forward

**16%** of consumers say they are eating **more vegetarian options** now than they were two years ago

**51%** of those consumers say they are doing so to **eat healthier** and are getting protein from other sources<sup>6</sup>



**Menu example:**  
Bertucci's recently added its **Roasted Vegetables Brick Oven Pizza** to the menu. The pie features a blend of roasted peppers, eggplant, zucchini, garlic, black olives, pecorino Romano, caramelized onions, broccoli and mozzarella cheese.

### 3 Highlight Health

**57%** of consumers say when they want to order healthy items, they **look for natural ingredients**<sup>5</sup>

**Menu example:**  
Ledo Pizza in Annapolis, Md., serves **Mandilli Ravioli**—tender egg pasta rounds stuffed with a blend of all-natural artisan cheeses, tossed in a fresh basil pesto sauce and placed atop a bed of red sauce.

**All-natural cheeses and real milk in cheese sauces may appeal to these diners**



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Foodservice

Sources:

- 1: Technomic Ignite menu data
- 2: Mintel: Cheese – US – September 2018 – Consumption of Cheese Varieties
- 3: Technomic's 2018 Snacking Occasion Consumer Trend Report
- 4: Menu examples: Technomic Ignite menu data
- 5: Technomic's 2018 Healthy Eating Consumer Trend Report
- 6: Technomic's 2019 Center of the Plate: Seafood & Vegetarian Consumer Trend Report