

# BETTER WITH CHEDDAR

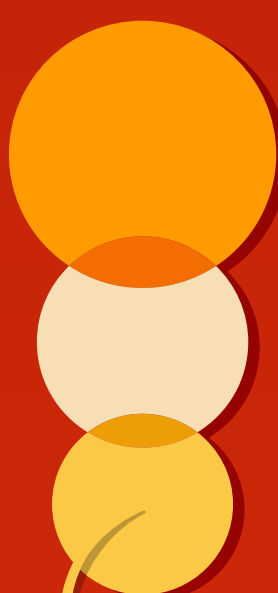
. What Research Tells Us About How to Best Use It .

As versatile as it is popular, cheddar is a menu mainstay for good reason. Here's how operators can flex their creativity and drive sales even higher.

## ► CHEDDAR DOMINATES THE RESTAURANT KITCHEN



**91%**  
of operators consider it a mainstay ingredient



How Much Cheddar Do Operators Use Each Week?

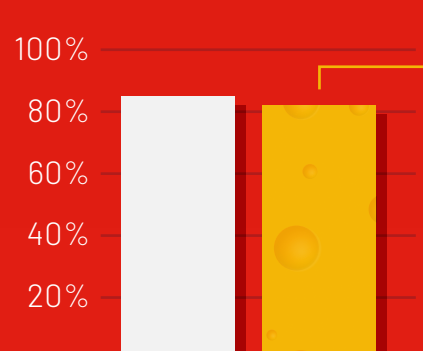
**48%** Less than 20 pounds  
**30%** 21 to 50 pounds  
**22%** More than 51 pounds

**NO OTHER HARD OR SEMI-HARD CHEESE COMES CLOSE!** Swiss is the runner-up, with only 9% of operators using more than 51 pounds a week.



**54.2%**  
of menus feature cheddar cheese, up 5% since 2015

## ► AND DINERS ARE INSATIABLE



**82%**  
of consumers love or like cheddar (second only to mozzarella, at 85%)

**33%**

of diners are ordering more dishes with cheddar, according to operators, followed by Parmesan and jack cheeses at 24% each

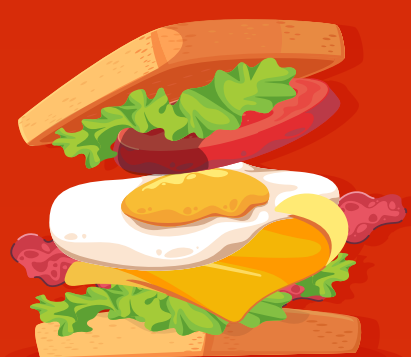
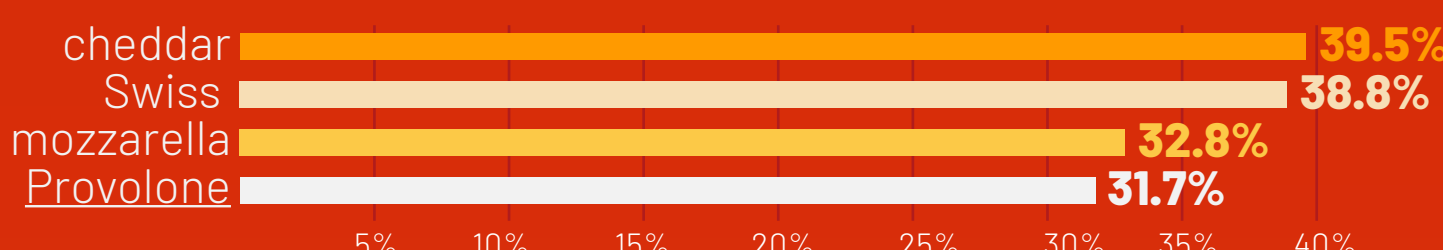
## ► BUT HOW CAN YOU GET MORE [CHEDDAR] WITH CHEDDAR?

**Burgers and sandwiches are an obvious start.**

As a burger topping option:

**46.2%** of operators offer cheddar  
**28.3%** offer Swiss  
**20.2%** offer blue cheese

Cheddar is the most commonly used sandwich cheese:



## ► BUT IF YOU REALLY WANT TO GET COOKING, STEAL THESE IDEAS



### LOOK BEYOND THE ENTREE

**Nearly 3 in 10 operators** consider cheese a key or critical component of their dessert menu. Cheese boards are just the beginning. Clever cheddar-based dessert offerings include cheddar cheese ice cream (as seen at Sunda in Chicago), bacon and cheddar kolaches (Au Bon Pain), and grilled cheese donuts (Cincinnati-based fast casual chain Tom & Chee).

### PROMOTE SEASONAL FAVORITES

In the spring, diners crave smoked cheddar and white cheddar. When fall arrives, taste buds turn to sharp cheddar, aged cheddar and jalapeno cheddar.



### INTRIGUE DINERS WITH SMOKY, SPICY AND SWEET VARIATIONS

Smoked cheddar is the fastest growing smoked cheese on menus (up 28% since 2015).

### BRAG ABOUT YOUR CHEDDAR'S CREDENTIALS

People will pay more for cheeses that are:

**29%**

Premium

**28%**

Imported

**27%**

Organic

**25%**

Aged

**24%**

Non-GMO

**23%**

Local or regional

Research proves cheddar burgers aren't going anywhere anytime soon. But cheddar can be far more than a patty-topper. Operators who embrace the rich variety and endless variations of this crowd-pleasing cheese will find the possibilities are truly endless.

*Saputo*  
Foodservice

SOURCE: Cheese & Dairy SNAP! Keynote Report (Datassential, May 2020)

Looking to add pungent, tart or nutty flavors and smooth, creamy textures to your dishes? Check out Saputo's lineup of premium cheddars, including extra sharp and double smoked varieties from Black Creek® and Great Midwest® offerings formulated with cranberries, ghost peppers and horseradish.