



DELI SANDWICH MENU INSIGHTS



BBQ Pastrami Melt with Sweet Baby Ray's Sweet 'n Spicy Barbecue Sauce



39% of consumers would like restaurants to offer more sandwiches with new or unique flavors

According to the latest Technomic Trend Report, consumers can't get enough of deli sandwiches. Check out below to learn more about the flavors, ingredients and sauces they're craving.

61% of consumers eat a sandwich once a week or more

39% of consumers would like restaurants to offer sandwiches on their menu

35% of consumers order barbecue sauce to eat with their turkey sandwiches

42%

strongly agree chains offer very similar sandwiches. Consumers are seeking a greater variety — this is where grocers can stand out.



UNIQUENESS, VARIETY, AFFORDABILITY WILL BECOME MORE CRITICAL TO MAKE SANDWICHES STAND OUT.

SANDWICH INNOVATION IN REGIONAL, GLOBAL AND ETHNIC INFLUENCES ARE TRENDING UPWARD AS CONSUMERS DEMAND MORE FLAVOR.

Offering innovative takes on ethnic and spicy sandwiches is a great way to attract the business of these diners.

Sweet Chili Turkey Sandwich with Sweet Baby Ray's Sweet Red Chili Wing Sauce & Glaze



50%

of consumers prefer very spicy sauces.



GOCHUJANG

20% GROWTH



SWEET CHILI

11% GROWTH

NEW



JAMAICAN JERK

55%

of consumers said they'd be likely or extremely likely to try new flavors on sandwiches.

Let's talk sauce. Visit us at sbrfoodservice.com or call us at (800) 633-5800