



PIZZA MENU INSIGHTS



Steel Town Brisket Pizza with Sweet Baby Ray's Original Barbecue Sauce

No matter how you slice it, pizza is a can't-miss dish with customers. Check out these insights from the latest Technomic Trend Report to make sure your menu is ready to keep up with demand.



★ **28%** ★

of consumers are interested in trying pizza with unique toppings compared to two years ago

83%

of Americans consume pizza once a month

37%

of consumers eat take and bake pizza at home once a month or more

37%

of menus nationwide feature pizza (so you need to stand out)

Source: Technomic 2019 Consumer Trend Report

18% of consumers choose **Buffalo sauce**



Buffalo Chicken Flatbread with Sweet Baby Ray's Buffalo Wing Sauce

53% of consumers would choose **barbecue pizza**



Honey BBQ Chicken Pizza with Sweet Baby Ray's Honey Barbecue Sauce

41% of consumers choose **garlic parmesan sauce**



Pizza Rolls with Sweet Baby Ray's Garlic Parmesan Wing Sauce

MOST POPULAR PIZZA STYLES AND TOPPINGS:

49% OF CONSUMERS WOULD ORDER FOUR OR SIX CHEESE PIZZA

46% OF CONSUMERS WOULD ORDER EVERYTHING/THE WORKS PIZZA



36% OF CONSUMERS WOULD ORDER HAWAIIAN PIZZA

Honey Hot Hawaiian Pizza with Sweet Baby Ray's Honey Hot Wing Sauce and Glaze



35% OF CONSUMERS WOULD ORDER CHEESEBURGER PIZZA

BBQ Bacon Cheeseburger Flatbread with Sweet Baby Ray's Original Barbecue Sauce



A number of fruit flavors on pizza are also positioned for growth on the flavor life cycle, which speaks to the growing varieties of pizza.

Source: Technomic 2019 Consumer Trend Report

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