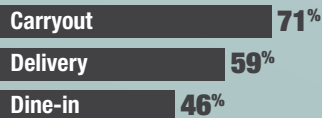


Topping Off Pizza Sales



Much of consumers' pizza consumption occurs at restaurants

"I eat _____ pizza at least once a month"

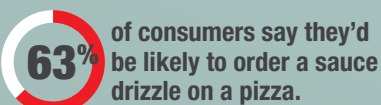


And when it comes to craveable pizza, the most important part is fresh toppings



84% of consumers say so.

Operators can innovate beyond standard toppings, too



MOST PREFERRED OPTIONS FOR SAUCE DRIZZLES:

- Garlic
- Barbecue
- Olive Oil
- Ranch
- Buffalo

MOST POPULAR TOPPINGS

PROTEINS:

- Pepperoni
- Bacon
- Ground beef
- Pork sausage
- Chicken

CHEESES:

- Mozzarella
- Parmesan
- Cheddar
- Provolone
- Romano

VEGGIES:

- Mushrooms
- Onions
- Tomatoes
- Green peppers
- Garlic

Pepperoni is the most popular type of meat pizza offered.

95% of LSRs and 73% of FSRs offer it. Bacon and ham are also popular: 65% of LSRs and 54% of FSRs serve bacon, while 52% of LSRs and 31% of FSRs serve ham as a topping.



Want to menu unexpected ingredients?

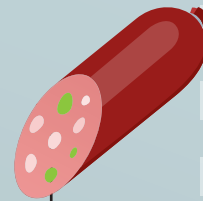
PIZZA TRENDS TO WATCH FOR:

FASTEST GROWING FLAVORS:

- Beet
- Cinnamon
- Mango
- Black Forest Ham
- Poblano

FASTEST GROWING PROTEINS:

- Mortadella
- Ground Chuck
- Pancetta
- Lamb
- Clam



FASTEST GROWING CHEESES:

- Grana Padano
- Swiss
- Mascarpone
- White Cheddar
- Gouda



Consider offering premium toppings as well



1 in 3 consumers are willing to pay extra for specialty/gourmet toppings.

FASTEST GROWING VEGGIES:

- French Fries
- Kale
- Cherry Peppers
- Yellow Peppers
- Brussels Sprouts



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