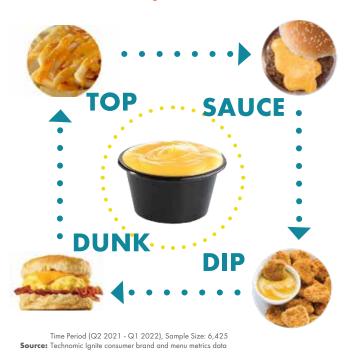
# **TALKING TRENDS: CHICKEN & CHEESE SAUCE INSIGHTS**

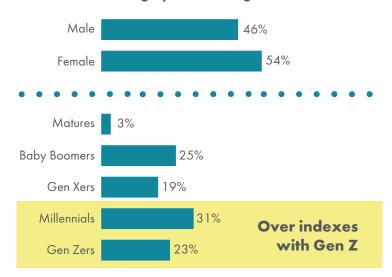


#### Cheese Sauce delivers value & craveability across menu



#### **Capitalize on Younger Generation Preferences**

**Consumer Demographics ordering Cheese Sauce** 



Time Period (Q2 2021 - Q1 2022), Sample Size: 6,425 Source: Technomic Ignite consumer brand and menu metrics data

### **Trending Menu Applications**

Chicken is one of the TOP proteins paired with cheese sauce

Chicken	34.7%
Shrimp	10.1%
Bacon	8.2%
Proteins	5.4%
Chicken Breast	4.5%
Beef	4.0%
Sausage	3.1%
Meatballs	2.9%
Ham	2.6%
Fried Chicken	2.3%

Source: Technomic 2022 Ignite Menu Trends & LTO Thought Starters

## **Fastest Growing Cheese Sauce Flavors**

+25 % Queso

+22 % Beer Cheese

9 % Queso Blanco

+8.3% Monterey Jack

Source: Technomic 2022 Ignite Menu Trends & LTO Thought Starters