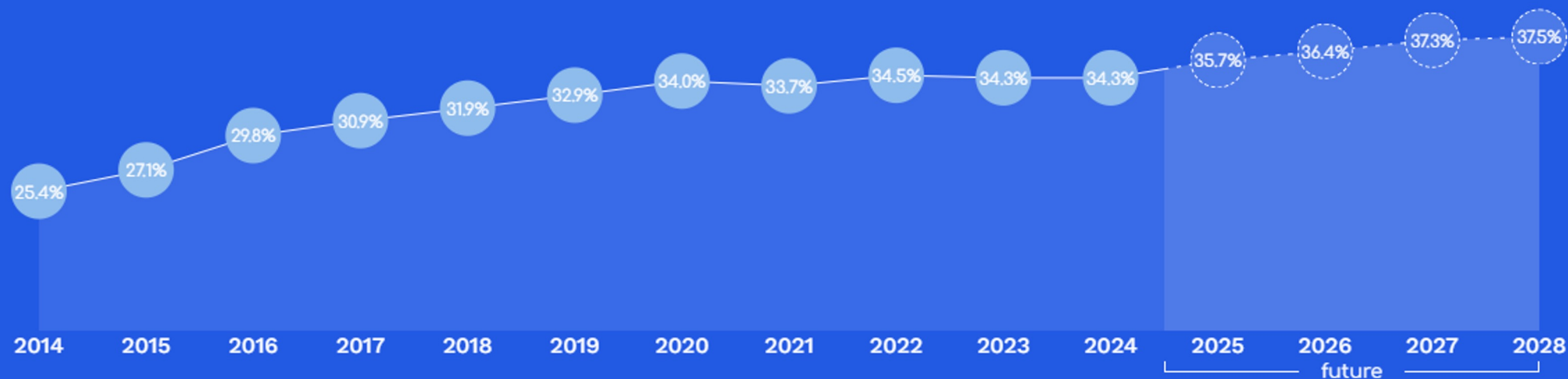


Bbq Sauce

is on **34.3%** of US menus

projected to grow **+9%** through 2028



PREDICTION

Here's a look at where bbq sauce has been, and where it's headed tomorrow.

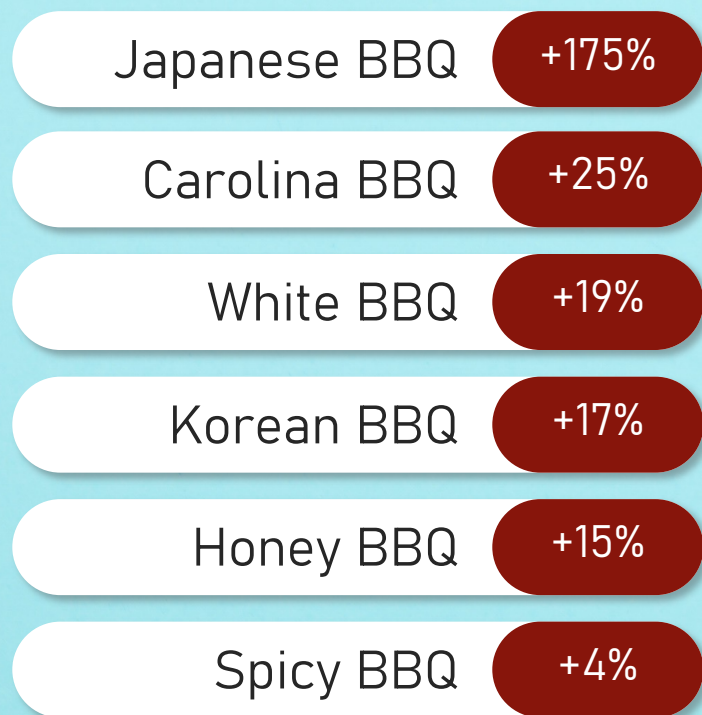
How are we able to see into the future? Our Menucast™ engine accurately predicts future menu penetration through machine learning, a form of artificial intelligence. We've trained our learning algorithm with millions of cases of historic menu data going back more than a decade, and today Menucast™ can forecast future menu growth with high confidence.

You can use these forecasts to assess the direction and velocity of future trends.



BBQ sauces and flavors are on fire!

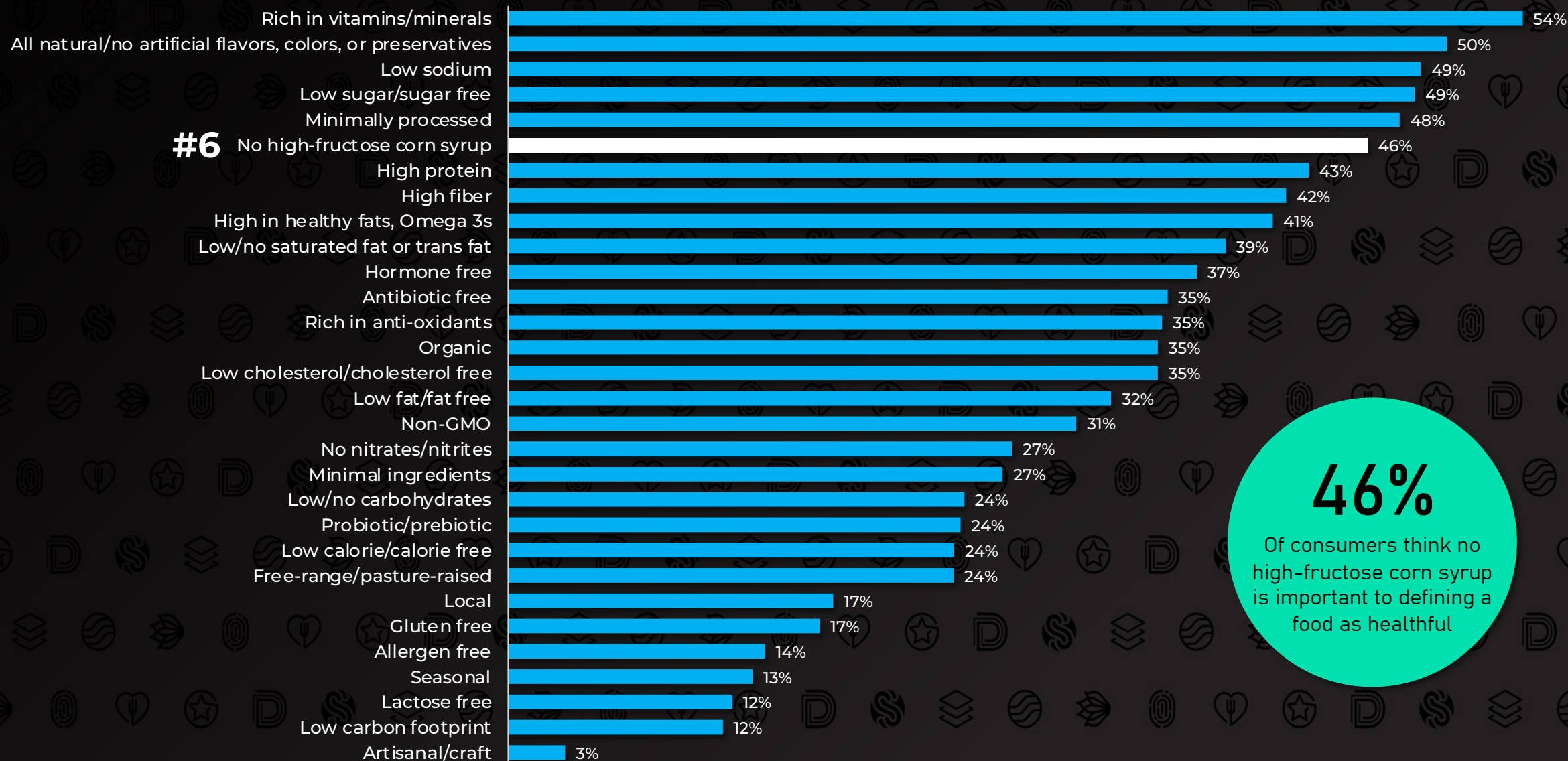
While BBQ sauce has long been a staple of American cuisine, it continues to grow and evolve as more and more operators start to menu globally-influenced BBQ sauces as well as specific US regional sauces.



4-year penetration
% change



Consumers Want.

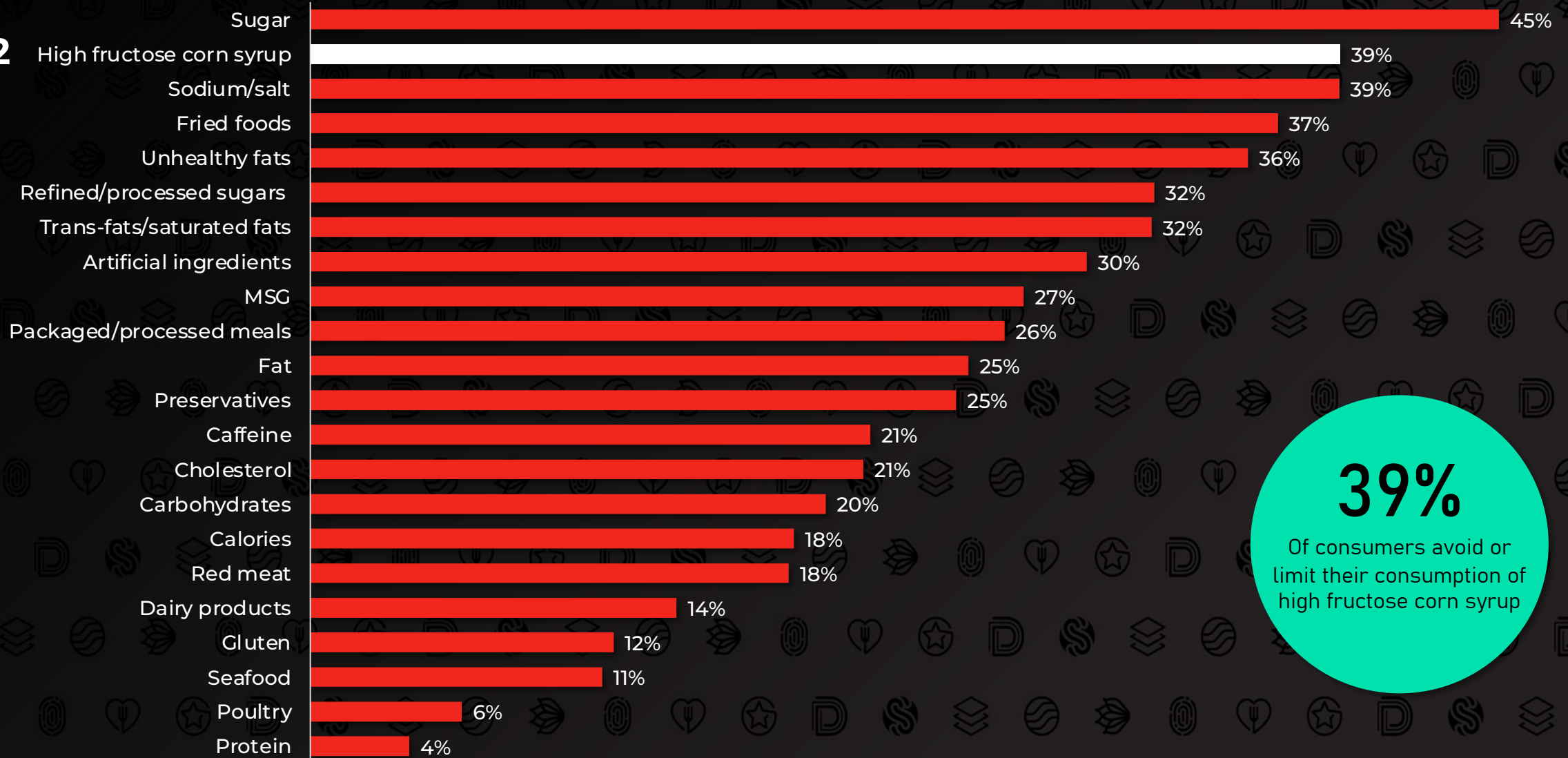


46%
Of consumers think no high-fructose corn syrup is important to defining a food as healthful



Consumers Seek to Avoid.

#2



39%
Of consumers avoid or limit their consumption of high fructose corn syrup



metrics

MENUTRENDS METRICS

MenuTrends is the industry's most accurate system for tracking trends at commercial and non-commercial restaurants. The primary U.S. Chains & Independents database is comprised of 4,800 restaurants which are balanced to the U.S. restaurant landscape. Data is reported using two key metrics:

PENETRATION

% of RESTAURANTS that serve that food, flavor, or ingredient.

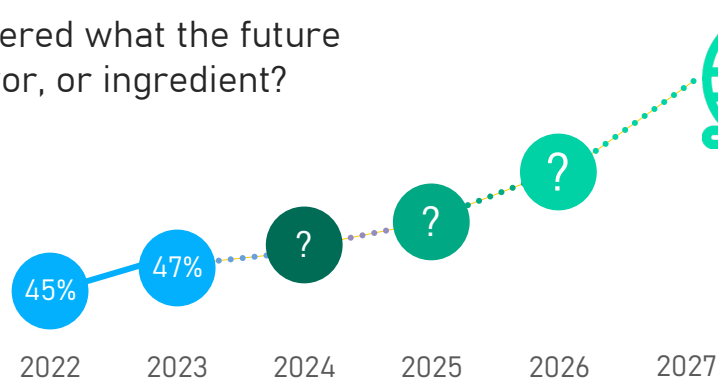
This is a measure of adoption. Increases in penetration indicate that more restaurants are adding the item to their menu. Penetration is the most important statistic and the best indicator of trend movement.

INCIDENCE

% of MENU ITEMS that feature that food, flavor, or ingredient.

This is a measure of versatility. A restaurant adding yet another chicken dish to its menu will result in an increase in incidence. Incidence is a supporting statistic, to be used as a complement to penetration.

Have you ever wondered what the future holds for a food, flavor, or ingredient?



DATASSENTIAL
Menucast
 AI-POWERED PREDICTIONS

Menucast analyzes MenuTrends' historic library of millions of menu items to identify patterns. Those patterns are used to forecast future trends for any term in the database. Menucast can predict an item's menu penetration up to 4-years in the future with a directional accuracy of 97%.

HEALTHY KEYNOTE METHODOLOGY

fielded online January 2024

3,001 consumers were surveyed overall

full demographic info is available in the appendix

OBJECTIVES

- identify consumer health attitudes and eating behaviors
- understand consumer perceptions and awareness of healthful food terms
- analyze barriers and drivers for healthful eating choices
- explore what benefits consumers want from functional foods and beverages
- uncover supplier opportunities where operators can satisfy unmet consumer needs for healthful options