



FOODBYTES

—
YOUR FREE DATASSENTIAL
TREND REPORT

TEN

**NEED-TO-KNOW
FACTS & FIGURES
FROM OUR
MIDYEAR TREND
REPORT**

BONUS STAT

54% OF CONSUMERS SAY TIPPING CULTURE HAS GOTTEN OUT OF CONTROL



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○
JOIN ME FOR THE
**DATASSENTIAL
WEBINAR**

Do you want to dive into the full 2023 Midyear Trend Report? Join Jack Li, Claire Conaghan, and me on **Thursday, August 3, at 12:00 p.m. CST**, as we cover everything we learned in this year's report. We'll share more of the 2023 menu winners, look in-depth at the hospitality data, unveil a few of the concepts that AI came up with, and showcase some of the trends to watch for this fall and winter. Don't miss it.

REGISTER NOW

I don't think we're supposed to choose favorites, but Datassential's annual *Midyear Trend Report* might just be my favorite report I have a chance to work on (don't tell its sibling, the *Annual Trend Report*). The *Midyear Report* always has a little bit of everything — consumer data on topics that are relevant right now, menu winners from the year so far, a fall and winter trend report to prepare for the latter half of the year, and so much more.

In this year's report, we start by covering four topics that matter: the state of hospitality, how AI is already jumpstarting innovation in the food industry on a wider scale, how fads (or, more accurately, micro trends) are being leveraged by brands, and what consumers find crave-worthy today. These sections are packed with data to inform your business decisions in the months ahead.

Some of the most anticipated sections of the annual report feature the freshest data on what is growing the fastest on menus (and I mean fresh — the data was updated in our Menu Trends database a day before this issue of *FoodBytes* and the full report were released), the 2023 chain menu winners, and the trends that have made the leap to the next stage of our trend-tracking Menu Adoption Cycle.

The sections I look forward to the most (again, don't tell the other sections) are the trends that the Datassential experts are tracking, plus the research and data that surprised them from their work this year. I always learn something new. To end the issue, you'll find the very first short sneak peek at some of the sections we're working on for our 2024 *Annual Trend Report* releasing this December.

But first things first — in the pages ahead we're bringing you ten need-to-know facts and figures from Datassential's 2023 *Annual Midyear Trend Report*. This is just a small sample of the full report, which features nearly 200 pages of data and research. It's now available in our Report Pro content library. If you aren't yet a Report Pro subscriber, [reach out to us today](#).

Mike Kostyo,
Trendologist & Associate Director

+3730%

That's how much barbecue chicken wings grew on menus in just the past year, making it the fastest-growing menu item in the U.S. The growth is driven by the growth of chicken overall and operators calling out specific, on-trend varieties like Korean BBQ or Carolina gold barbecue wings.



IN THE MIDYEAR TREND REPORT

Check out the top 10 fastest-growing foods, flavors, and dishes on menus in the past year covering a range of categories.

204

That's how many pumpkin-flavored items major chains released last year. Overall pumpkin is down 1% on menus, with flavors like apple, blood orange, spicy flavors, and lots of candy showing up in more menu items and retail products.

IN THE MIDYEAR TREND REPORT

Get the full fall and winter trend report, from when pumpkin items will be released to the highest-indexing seasonal flavors.



WHAM BAM SUPER SLAM

Denny's returning Super Slam is the 2023 chain menu winner.

This year major restaurant chains have already released over 2,000 new menu items, limited-time offers (LTOs), and test items — and we tested them **all** with consumers. The big winner this year is Denny's returning Super Slam, which was one of only a dozen items that earned a perfect "99" composite score, but it also scored the highest in Unbranded Purchase Intent (80% of consumers said they want to purchase it), and it was also in the top 5 winners in a number of other metrics. Sweet and savory, filling and classic — what's not to love?

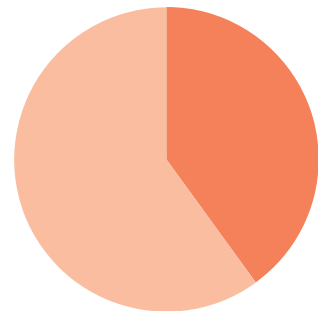


COMPOSITE SCORE
99



IN THE MIDYEAR TREND REPORT

Check out all of the highest-scoring menu items at major chains this year across a wide range of metrics, including Value and Uniqueness.



40% OF CONSUMERS HAVE SEEN PICKLE-TOPPED PIZZAS ALREADY

2023 may be the year of pickle-flavored items, and consumers are taking notice — 40% are already aware of pickle-topped pizzas. That's why Datassential Senior Publications Manager Jaclyn Marks is tracking the trend, which has popped up in numerous TrendSpotting issues this year.

IN THE MIDYEAR TREND REPORT

Check out all of the trends that the Datassential experts are tracking, from low-ABV drinks beyond cocktails to tepache to rice paper.



57% OF CONSUMERS WANT TO TRY THIS AI-MADE BURGER

ChatGPT created this Caprese Avocado Burger (and we used Midjourney to create the image of it), which we tested with consumers — 57% said they'd try it at a restaurant or retail.

IN THE MIDYEAR TREND REPORT

Dive deeper into AI, from how brands are already using AI tools to all of the concepts we tested that were developed by ChatGPT and Midjourney.

67%

OF CONSUMERS WANT TO SEE MORE FADS AT RESTAURANTS AND RETAIL

While short-lived trends or fads found on TikTok may come and go quickly, that doesn't mean consumers don't want to experience them. In fact, 67% of consumers want to see more of them at restaurants and retail, while nearly three quarters of Gen Z and Millennials (74%) say the same thing. These micro trends can earn brands an extra burst of attention when they leverage them, even if it's just for a short time.



IN THE MIDEAR TREND REPORT

We dive into the data behind social media-driven fads or micro trends, from how to spot them to the fads from the past that consumers still want.

According to our *Breakfast Keynote Report*, the majority of consumers eat breakfast solo (despite it being portrayed as a big family meal with lots of options on TV and in movies). It was just one of the stats that surprised Datassential experts this year.

HOW WE EAT

SIXTY-ONE PERCENT OF CONSUMERS EAT BREAKFAST ALONE

IN THE MIDEAR TREND REPORT

Find out a range of facts and data points that surprised us in 2023 so far.

HOSPITALITY FACTOR



“Hire **ONLY** people who care about serving other people. Nothing is worse than a server who doesn't want to be there or one who is so obviously fake in their voice, attitude, and demeanor.”

In the "Hospitality in Focus" section of the report, we asked consumers to tell us exactly what operators should do to offer good service. They gave us examples of great service they've had in the past, their service pet peeves when dining out, mentioned the brands where they get great service, and talked about specific needs.

IN THE MIDEAR TREND REPORT

We look at the state of hospitality overall, with consumer data on everything from automatic gratuities to what quality most in a server.



HOT DOG VS. HAMBURGER

IN THE MIDEAR TREND REPORT

Find a full section on craveability, from the terms and types of items that consumers find the most craveable to the dishes and ingredients that are growing in total craveability.

We asked consumers which option they would choose if they could only eat one for the rest of their life. The choice was easy, with 87% of consumers choosing burgers while only 13% chose hot dogs. Other decisions were much harder — in a choice between chocolate and cheese, consumers were tied, with half choosing chocolate and the other half choosing cheese. Check out all 10 match-ups in the report, including pizza vs. pasta, coffee vs. soda, and waffles vs. pancakes.



WELCOME WATERMELON SEEDS

What happens to the seeds in seedless watermelons? They get used up for new snacks, of course. But seriously, watermelon seeds are being used in a range of applications, which is why they are one of the brand new additions to the first, Inception-level stage of our Nuts & Seeds Menu Adoption Cycle or MAC (the MAC is how we track trends at Datassential). Find them as roasted snacks, on salads, and generally being used like other seeds.



IN THE MIDEAR TREND REPORT

Check out the latest trend movement activity, from the dozens of new additions to MACs (you are sure to find something new) to the wide range of trends that have moved to the next stage of the trend cycle.

Global Food & Beverage Intelligence

Datassential is revolutionizing the way food and beverage companies plan for the future.

Predict trends, test your ideas, and find new customers with astounding ease.



- Industry Insights
- Menu & Consumer Data
- Chain Benchmarking
- Sales Intelligence

Ready to get started?

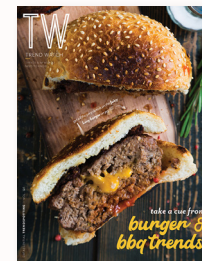
[Request a demo >>](#)

WHAT'S COMING UP NEXT?

Just in time for the start of the new school year (already?!), we're diving into what kids are eating in our next issue of *FoodBytes*. Find data from our upcoming report on Gen Alpha, check out the trends that are moving through the Kids' Menu Menu Adoption Cycle, and learn from experts in the field. This is a category that has changed a lot in recent years — you are sure to find some surprises in how kids eat today in next month's issue.



HUNGRY FOR MORE TRENDS? Check out last month's Report Pro releases!



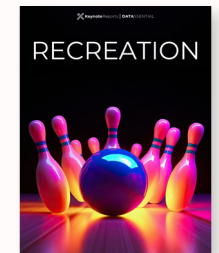
TW: Burger & BBQ Trends
Make the most of summer favorites with this issue protein-rich issue.

What says summer more than BBQ and burgers? In this issue of *Trend Watch*, we fire up the grill and showcase the latest trends in the BBQ and burger categories that nearly any operator or manufacturer can capitalize on, from next-level twists on burnt ends to the next generation of veggie burgers and so much more.



CC: Limited Edition Retail Products
Supermarket shelves are filled with seasonal, here-and-gone products.

Going...going... gone? Snag insights on limited-edition retail items before they're gone in this issue of *Creative Concepts*! Discover what consumers think about limited-edition foods and beverages ranging from limited-edition ketchup cotton candy to flavor-swapped chips to cheesy chocolates and much more.




Recreation Keynote
Our much-anticipated *Recreation Keynote Report* is here.

Whether hitting the slopes at a ski resort, seeing the latest blockbuster at a movie theater, or gambling at a casino, recreation venues are visited to have fun. Explore the consumer landscape of sports & concert stadiums, golf clubs, amusement parks, nature parks, museums, cruises, rec centers, bowling alleys, zoos, fitness centers, and more.




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