The Dessert Consumer Trend Report

Attitude and Usage Study

Helping **Foodservice Executives** Stay Smart about Dessert

By:

TECHNOMIC

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Introduction

Although desserts typically comprise the smallest portion of a restaurant's menu, the category holds great potential for incremental sales and increased check averages. Consumers clearly enjoy dessert and eat it often. In fact, just 1% of consumers contacted to participate in Technomic's survey say that they never eat dessert. On the other hand, the vast majority of consumers polled for this report (70%) eat dessert at least once a week, with 36% of consumers saying that they eat dessert at least twice a week. Furthermore, the findings show that dessert consumption has increased since 2007, meaning even more opportunities for operators to boost dessert sales.

To help operators and manufacturers stay on top of current dessert trends and evolving consumer needs, Technomic has developed the *Dessert Consumer Trend Report*. This report provides an in-depth look at the dessert category, reporting on more than 75 different types of dessert including a variety of cakes, cookies, pies, other baked goods, frozen desserts, ethnic desserts, dessert beverages and more. Technomic's exclusive MenuMonitor database has been analyzed to detail menu trends at leading and emerging chains, and an online survey of more than 1,500 consumers reveals dessert consumption, attitudes and preferences. Additionally, consumer data from Technomic's 2007 *Dessert Consumer Trend Report* will be discussed throughout this report where relevant to provide even more insight into dessert trends.

Finally, appendices to this report include:

- Detailed concept and menu profiles of 20 chains that are emerging in the dessert category or offer an innovative approach to dessert.
- Demographic profiles for consumers who purchase dessert at more than 25 leading full- and limited service brands and a listing of the top items they purchase for dessert at each location.

Menu Insights

The Menu Insights section of the *Dessert Consumer Trend Report* will use Technomic's own MenuMonitor data to reveal the leading types of desserts listed on menus today. Menus collected between January and June 2010 have been used as the basis of our analysis. We used this data—as well as that collected from between January and June 2008—to compare year-to-year growth and declines across various dessert types within the dessert category.

This year-to-year comparison was also done according to segment. Technomic's dessert data for Top 250 chains was compared to that of the emerging chains, in both the limited-service and full-service restaurant segments. Independent full-service restaurant concepts were also included in the analysis, and were grouped with emerging full-service chains to compare against Top 250 chains. The purpose of comparing menu data for larger, national chains to that of independent or up-and-coming concepts is to show how mainstream menu development stacks up with menu listings on the regional/independent level.

Beyond this analysis, MenuMonitor data will show the leading ingredients, flavors and name brands for desserts on both limited- and full-service menus. Additionally, exhibits will break out the main dessert categories, such as baked goods and ice cream, in order to illustrate the most prevalent of the specific types of desserts found in these categories. Finally, current examples of nontraditional desserts—such as the latest healthful desserts, ethnic desserts and sampler platter/mini desserts—are provided.

Some of the main takeaways of our research include the solid prevalence and growth of baked goods on the menu, regardless of restaurant segment; the ways in which preparations and applications for ice cream and other frozen desserts are changng; the influence of Mexican, Latin and Asian flavor profiles for desserts; the importance of promoting both traditional and newly evolving ideas about health and nutrition on the menu for desserts; and the continuing trend around dessert samplers/platters and bite-sized mini desserts.

Year-to-Year Comparison of the Dessert Category

Baked goods and ice cream—two categories that feature indulgent, versatile, affordable and portable dessert items—are the most prevalent growth categories for desserts at both LSRs and FSRs.

Looking at the industry's largest limited-service chains in the Top 500 segment over the past two years, MenuMonitor data shows that the most prevalent dessert category is Baked Goods. In 2008, the baked goods category (comprised of cakes, cookies, pies, pastries, etc.) offered 605 different items at 166 LSR chains for an average price of $4.91. Today, MenuMonitor reveals that the total number of baked-good desserts has risen to 731 items on 180 LSR menus.

Other categories that have grown substantially since 2008 include Ice Cream and Other Dessert. Growth in the ice cream category has been driven in part by a spike in new gelato offerings and drinkable ice-cream-based desserts, such as milkshakes and floats. The "Other" category encompasses miscellaneous sweets like s'mores, cotton candy and crispy rice bars.

Year-to-Year Comparison by Segment

With the exception of family-style and fine-dining menus, every restaurant subsegment increased the number of baked goods on the menu between 2008 and 2010. For example, baked goods, along with ice cream, were particularly strong growth categories on leading Top 500 QSR menus over the past two years.

In the fine-dining full-service subsegment, ice-cream desserts represented the category that grew the most since 2008. Fine-dining operators increased the number of ice-cream desserts on menus; additionally, the number of fine-dining chains offering ice cream has increased over the past two years.

Leading Dessert Ingredients

In illustrating the top dessert components, MenuMonitor will show similarities and differences between how LSR and FSR operators are promoting desserts in terms of ingredients. Cream and ice cream are the most widely mentioned ingredients on dessert menus, illustrating the popularity of and preference for desserts that feature this type of component and texture.

Nuts, fudge, brownies and caramel are among the other leading ingredients for desserts in both an LSR and FSR setting. Miscellaneous sauces and specific nuts (peanut, pecan, etc.) are less frequently described on menus, but are among the leading ingredients for desserts.

Leading Dessert Flavors

Chocolate, a highly versatile and adaptable flavor/ingredient, appears with the highest frequency as a dessert flavor on both LSR and FSR menus.

It is not surprising that the top flavor for desserts is chocolate. Because chocolate is so versatile, and carries the ability to be incorporated into a dessert as a cake, cookie, brownie, ice-cream variety, topping/sauce and many other applications, it is most frequently featured as a dessert flavor. Second to chocolate at LSRs and FSRs is vanilla, which is about equally as popular a flavor at LSRs and FSRs as strawberry.

Leading Dessert Brands

Desserts that incorporate a name-brand cookie, candy or ice cream have the potential to draw interest to sweet items on the menu. Guests find these branded ingredients appealing, and are very familiar with the quality and flavor of the item before ordering the dessert.

Oreo, a classic chocolate cookie that complements other flavors well, is a top branded dessert item. In fact, MenuMonitor lists Oreo as the leading branded component for desserts at both LSRs (4.1%) and FSRs (3.6%). After Oreo, other standout brands include chocolate candies like M&M, Reese's, Butterfinger, Heath, Snickers and Hershey's chocolate products.

Nontraditional Desserts

Mini Desserts/Samplers

The mini-dessert trend that first made its mark on menus a few years ago has showed no signs of slowing down. In fact, in an economy that has seen dessert purchases fall off as customer traffic has slowed, low-priced mini desserts have proven to be a trend with true staying power. Minis offer a bit of indulgence for a low price—a perfect fit for consumers who are reevaluating their definition of value when they dine out.

Samplers also highlight variety on the menu, by presenting the best of the dessert lineup in one presentation. Additionally, a guest who particularly enjoys a mini portion of a dessert tasted off the sampler may be influenced to purchase a full-sized version of the same dessert during a future visit and dining occasion.

Ethnic Desserts

When it comes to ethnic desserts, Mexican/Latin and Asian influences are among the top flavor and preparation trends to watch for ethnic desserts on the menu. Mainstream ethnic desserts generally translate as two positionings: Mexican-style desserts and Italian-style desserts. Mexican churros, flan, sopapillas, and dessert flautas and empanadas stuffed with sweet fillings are making inroads on both LSR and FSR menus. Italian cannolis and tiramisu have become mainstream, classic dessert options.

Up next are desserts that feature an Asian twist. Traditional desserts have lately been given an upgrade with Asian influences in mind; the idea is to incorporate Asian-style ingredients into a classic dessert preparation in order to give it a more contemporary and exotic flair.

Healthful Desserts

Consumer ideas of health are evolving, as traditional markers of good nutrition continue to give way to quality-of-life or better-for-you indicators on the menu. Whereas low-fat, low-sugar, low-carb and low-calorie descriptors were the ways most consumers defined a food item as healthful, today more consumers are also looking for foods that convey the "health-halo" attributes of organic, local or all-natural. Healthful desserts should feature a mix of traditional "low/non" offerings and options with "health-halo" attributes.

Consumers' fuller perception of good health now includes several different characteristics, and the health-halo properties related to organic and functional foods play a stronger role. Therefore, in keeping with a particular concept's positioning and customer base, a mix of traditional and new types of healthful desserts is important.

Consumer Insights

In August 2010, Technomic conducted an online consumer survey with a nationally representative sample of more than 1,500 American consumers. The survey, which can be found in Appendix C, measures consumer dessert consumption, purchasing behavior, attitudes and preferences. Appendix D provides a full breakdown of the consumer demographics.

Dessert Consumption & Sourcing

Consumers define desserts primarily as anything sweet eaten after a meal, especially traditional desserts such as cookies, pies and cakes. Their definition also seems to be more closely tied to the time that desserts are eaten, rather than on the type of food. For instance, many consumers say that anything can be dessert depending on when it is consumed and agree that traditional breakfast options (such as waffles) can be dessert.

Dessert consumption has increased significantly since 2007. Seventy percent of today's consumers say that they eat dessert at least once a week. In comparison, just 57% of those polled in 2007 said that they eat dessert on a weekly basis.

Dessert is clearly perceived to be more appropriate following dinner than lunch. Consumers also eat desserts as snacks relatively frequently, especially in the mid-afternoon and mid-evening. Operators may be able to boost after-lunch dessert sales and snacking occasion sales through portable, affordable dessert offerings and combo meals that include dessert.

Despite consumers' increased dessert consumption, the data indicates that consumers may be purchasing dessert away from home less often than they did a year ago. Some consumers may still be hesitant to spend on extras at restaurants.

Consumers report that they eat chocolate chip cookies much more often than any other type of cookie measured by the survey, followed by chocolate cookies and cookie or dessert bars. Cookies are often prepared by consumers at home or purchased from a retail location.

Although many consumers may not consider donuts and muffins to be dessert, consumers indicate that they eat these both of these items often as dessert. Some baked goods (such as scones and biscotti) have the most resonance with consumers at fast-casual restaurants and at retail locations.

Chocolate cake, cupcakes and cheesecake top the list of the most frequently consumed cake varieties. Consumers say they are most likely to source most types of cake from grocery or other retail stores or make these desserts at home. However, respondents say they are most likely to purchase cheesecake at casual-dining restaurants.

Among a variety of pies and cobblers, classic apple pie is consumed most often, followed by strawberry pie and fruit cobbler. Retail locations are visited most often for pies and cobblers, indicating that there may be a lack of availability at restaurants.

The data indicates that traditional frozen desserts with established flavors like vanilla and chocolate ice cream are eaten more often than other frozen treats. However, slightly more females than males report that they eat healthful frozen desserts, such as traditional frozen yogurt and sorbet. Frozen desserts are often sourced from fast-food restaurants, likely because they are the specialization of chains in the frozen-dessert category but also due to the strength of ice cream and milkshakes at burger chains.

Options with a Mexican twist—such as tres leches cake, churros and rice pudding—are leaders when it comes to consumption of ethnic desserts. Although most types of dessert are sourced most often from retail or made at home, foodservice is top of mind for ethnic dessert purchases, likely because of the availability and authenticity of these options in a restaurant setting.

Females are more likely than males to eat healthful nontraditional dessert options such as fruit, regular yogurt and mini-desserts on a monthly basis. Consumers say they are most likely to purchase mini desserts and dessert platters or samplers at casual-dining restaurants.

A variety of beverages can also serve as dessert for many consumers. Coffee and specialty coffee options and adult beverages, including beer and wine, can satisfy consumer dessert cravings. Coffee-based beverages consumed as dessert are often made at home or purchased from fast-food restaurants. Casual-dining concepts top the list of locations consumers visit for adult beverages consumed as dessert.

Quick-service chains, which offer portable and affordable desserts, dominate the list of chains consumers have visited in the past two months to purchase dessert. McDonald's and Dairy Queen rank as the top two chains. A handful of varied-menu chains and family-style chains are also among the top restaurant chains visited by consumers for dessert.

Ice cream tops frozen yogurt at limited-service frozen-dessert restaurants, signaling that consumers largely prefer to indulge when visiting these locations for dessert. Consumers also appear to choose indulgent dessert options at coffee and beverage chains, likely because they associate these drinks most closely with dessert. The top three items ordered at coffee or beverage chains as dessert are cold specialty-coffee beverages, frozen or ice-blended coffee beverages and iced coffee.

Consumers indicate that donut shops may have room to position several options as dessert, including donuts and other baked goods and coffee beverages. In addition to donuts, consumers indicate that they order muffins and coffee drinks for dessert at these locations.

Burger chains appear to be the go-to location for milkshakes—the data indicates that consumers order milkshakes more often at burger concepts than at frozen dessert chains. Sundaes and soft-serve ice cream are also common dessert purchases at burger concepts.

Pie is top of mind as a dessert option at family-style concepts, likely because of the fresh, homestyle positioning of this segment. At casual-dining restaurants, consumers indicate that they are most likely to order substantial, indulgent baked goods that carry an upscale positioning, such as cheesecake.

Dessert Purchasing Decisions

Most consumers agree that price points are important to the dessert decision. However, consumers indicate that pricing is not as important for dessert as for other meal parts, perhaps because dessert purchases are viewed as occasional treats rather than everyday necessities.

Although quality, freshness and health often go hand-in-hand for food, this does not seem to be the case with desserts. While consumers overwhelmingly say that quality and freshness are important factors in choosing a dessert, most consumers indicate that it is not very important that their dessert is healthy.

Because many consumers prefer to purchase desserts from retail stores or make them at home, signature dessert offerings at restaurants can be a significant purchase driver. Consumers indicate that they are more likely to purchase dessert items away from home that they cannot easily make themselves and also enjoy new or unique options that they have never tried before.

Large portions do not appear to be a strong purchase driver for dessert, as consumers would rather have just the right amount of dessert to satisfy their sweet tooth. It is likely that although many consumers do want something sweet or indulgent after a meal, desserts are often either too sweet or too rich to eat as a large portion. Some consumers may also already be nearly full from their meal, and just need a little something sweet to finish it up.

Consumers eat dessert to satisfy a variety of emotional needstates, first and foremost as a way to reward or treat themselves. However, stress and anxiety can also drive dessert consumption. Females seem to be particularly influenced to eat dessert based on their emotions.

Most consumers agree that fast-food restaurants menu portable, reasonably priced desserts. However, while fast-food restaurants lead in terms of portability and price, fast-casual restaurants are recognized for offering a variety of desserts that are high in quality, unique and healthful. This is likely because fast-casual restaurants are typically associated with higher-quality food that is more healthful than fast-food menu offerings.

Consumers say that desserts offered at casual-dining concepts outpace those menued at family-style restaurants in the crucial areas of taste, variety, pricing and craveability. On other hand, consumers say that family-style restaurants do a better job of offering healthful, portable dessert options.

Consumers indicate that $1–2 is the ideal price point for dessert offered at fast-food restaurants, but are willing to pay more for dessert at fast-casual restaurants. At both family-style and casual-dining restaurants consumers indicate that willing to pay $2–4 for dessert.

Ice cream and cheesecake were the top items purchased by consumers on their most recent away-from-home dessert occasion. More consumers over the age of 35 ordered both of these options, while younger consumers were most likely to purchase cake, brownies and dessert beverages on that occasion.

Consumers have strong associations between certain types of restaurants and specific desserts and tend to choose the established options that are top of mind for each segment. For instance, on their most recent occasion, consumers primarily visited fast-food restaurants for ice cream and beverages and purchased cake, cheesecake and pie at casual-dining concepts.

Consumer cravings are key to driving dessert purchases—more than half of consumers polled said that a craving played a strong role in their most recent away-from-home dessert occasion. Furthermore, a quarter of consumers (25%) said that a craving was the primary motivator behind this purchase.

Judging from consumers' dining party on their most recent occasion, consumers seem to be most likely to share pie, cake and brownies with others and order dessert beverages and cookies for individual consumption. Additionally, the vast majority of consumers ordered their most recent dessert for dine-in—and most did so on impulse—reiterating the importance of consumer cravings as a dessert purchase driver.

Dessert Attitudes

Consumers indicate missed opportunities for dessert sales, with many consumers saying that they often leave the restaurant after dining out to eat dessert at home or purchase dessert elsewhere. Consumers who purchase dessert elsewhere typically either visit the prepared-foods section of a retail store or visit a different restaurant.

Price is the top motivator for consumers who visit a retail location for a prepared dessert instead of ordering it after their meal at the restaurant. However, consumers who purchase dessert from a different restaurant are motivated primarily by a signature item at the other location; or, they decided to purchase the dessert later because they were too full right after the meal. Operators may want to consider offering dessert to go to meet the needs of these consumers.

Consumers seem to be less inclined to order dessert if they are the only member of their dining party interested in doing so. Many seem to be able to resist the temptation because they don't want to be the only one indulging. Moreover, more females than males say that their dessert consumption depends on others in the dining party. However, today's consumers seem more open to eating a full dessert on their own than those polled in 2007.

In-store marketing can be a strong purchase driver for desserts, as visual cues seem to play a strong role in the decision. Many consumers say they are more likely to order dessert if they can actually see the dessert options, either on a tray or cart, in a display case or as pictures in the menu. Server suggestions that bring consumer attention to dessert offerings can also drive purchases.

When dining at restaurants, consumers often choose not to order dessert because they are too full. In fact, most consumers say that if they order an appetizer they will be less likely to purchase dessert. Offering combo meals that include dessert may help operators overcome the problem of consumers being too full after the meal while also increasing the value proposition.

Many consumers consider dessert to be unhealthy by definition, indicating that operators and suppliers may want to proceed with caution when positioning better-for-you dessert options. However, few consumers say that all tasty desserts are unhealthy, suggesting that consumers do think that a better-for-you dessert option could still be appealing in terms of taste and flavor.

Technomic's findings indicate that consumers, particularly younger consumers, increasingly want access to nutritional information for the desserts they consume. Operators and suppliers will likely want to look to overall industry trends when positioning dessert as healthful; consumers are most interested in the trans fat and sodium content of their dessert even though information about sugar, fat and calories is likely more relevant to the category. Natural and local ingredients also resonate strongly with consumers for dessert, and can be used by operators and suppliers to create a more healthful positioning without detracting from the taste of the item.

Consumers appear to be fairly adventurous in their dessert preferences. Few consumers were in strong agreement that it is best to stick to traditional dessert options. On the other hand, a substantial percentage strongly disagreed with the statement, indicating that they are open to trying new and unique options.

Dessert Preferences

Most consumers agree that certain types of dessert are more appropriate after dinner than after lunch, and that some types of dessert are a better fit for special occasions. Consumers say cakes and pies are most appropriate for dinner, likely because these desserts are more substantial and more formal than most other options. On the other hand, the data indicates that consumers think that lighter, more portable options such as brownies, dessert beverages and cookies are especially well-positioned for lunch. Because of the long-standing association with weddings, birthdays and other celebrations, cakes and pies top the list of desserts that consumers consider to be most appropriate for special occasions.

The consumer data suggests that mini-desserts and half-portions are on-trend because of lower price points and inherent portion control.

Some consumers prefer desserts with name-brand ingredients likely because they associate these options with quality and an appealing, familiar flavor.

Consumers enjoy toppings on a variety of different desserts—none more so than ice cream. Consumers prefer sweet, indulgent toppings on ice cream and lighter, better-for-you toppings (such as fruit and nuts) on frozen yogurt.

Creamy, sugary toppings such as frosting, whipped cream and ice cream are especially appealing toppings for pies, cakes and cookies. Consumers say that indulgent toppings such as sugary creams and syrups are most appropriate for hot specialty dessert beverages.

Outlook: Trends to Watch

The Outlook: Trends to Watch section of this report pulls together the menu, marketing, concept and consumer trends that Technomic has determined to be at the forefront of the dessert category. Trends discussed in the section include:

- **Niche Dessert Concepts—**Concepts that focus on a single dessert item, as well as those that offer a dessert-only menu in an upscale setting, are carving out an appealing niche—one that focuses on a very specific craving.
- **Unique Drinkable Desserts—**Creative drinkable desserts, such as hot chocolate, specialty coffee, adult beverages and milkshakes, provide consumers with a sweet, out-of-the-ordinary indulgence with an emphasis on uniqueness.
- **Adventurous Flavors—**A more complex depth of flavor for dessert is seen on fine-dining menus. Experimentation with salty, smoky, savory and herbal flavor combinations can pique the interest of certain consumers.
- **Updates to Classic Desserts—**Everything old is new again, as traditional desserts are reinterpreted in new preparations, marking differentiation and classic appeal on the menu at the same time.

- **Nutrition and the Health Halo—**Consumers have shifting ideas about health and nutrition today. Menus that play up both conventional health indicators and "health halo" attributes for desserts can convey health in a highly relevant way.
- **Frozen Yogurt is Still Hot**—The appeal behind tart frozen yogurt shows no sign of slowing down, as more operators continue to develop concepts that tout health, nutrition, flavor, uniqueness and customization on the menu.

Emerging & Innovative Dessert Concepts

This Appendix features 20 concepts that have gained notice as either as an emerging or innovative chain within the dessert category, particularly for their creative approach in terms of both service format and menu positioning.

A number of these chains reflect the continuing popularity of certain niche desserts, such as tart frozen yogurt and cupcakes. Others have taken a unique, ethnic dessert idea from international markets, and have expanded into the U.S., establishing a new customer following. Some of the most distinctive brands gain notice for a menu that emphasizes gourmet preparations/presentations, a concept that touts an upscale ambiance, or a service style that relies on guests' customization of ingredients.

Operator-Specific Demographic Profiles & Purchases

As part of the consumer questionnaire, respondents were asked to identify which leading full- and limited-service chains they visit for dessert purchases and which specific items they purchase for dessert at these locations. This Appendix provides demographic profiles of those who purchase dessert at more than 25 leading restaurant brands to provide operators with valuable information regarding their dessert customer base. The Appendix also identifies the leading items ordered as dessert at each chain to assist in menu and product development.

About Technomic

For over 40 years, Technomic, Inc. has provided food and foodservice clients with the research, insights and strategic consulting support they need to enhance their business strategies, decisions and results. Its services include category and channel analyses, customer satisfaction studies, opportunity assessments, benchmarking programs and brand equity enhancement. Technomic Information Services (TIS), the market research and publications arm of the company, has been tracking the foodservice industry since 1970. We provide industry intelligence, forecasts, data and training support to manufacturers, operators, distributors and others allied to the field. Our numerous publications and digital products—featuring quick-read newsletters, analytical annual reports, training handbooks, sales guides and restaurant chain profiles—help industry leaders keep a finger on the pulse of the entire foodservice terrain. Additionally, the company has reported on the performance of the Top 500 U.S. chain restaurants by sales—those organizations that constitute the "top of the pyramid" in domestic sales. Our reports have set the standard for tracking the chain restaurant industry and are widely recognized as the most authoritative source of industry data.

Methodology

The following methodology was employed for the production of this report:

- **Integration of Top 500 restaurant industry data:** Each year Technomic publishes a thorough listing of the Top 500 U.S. restaurant chains including sales, unit and growth data. The "Industry Overview" of this report summarizes Technomic's 2010 *Top 500 Report*, providing overall sales and unit data for these leading chains as well as the industry as a whole. The summary details industry leaders and growth drivers, as well as segments that have experienced sales or unit declines from the previous year. This overall industry snapshot can help the reader put into perspective the data and conclusions in the *Dessert Consumer Trend Report*.
- **Mining of existing secondary data:** To uncover and analyze current trends related to dessert extensive secondary research was conducted. A primary source for secondary information was TIS' Digital Resource Library (DRL). The DRL, which is updated on a daily basis, tracks and houses industry news from more than 50 printed and online sources. Additional research was gathered through Technomic's Knowledge Center, one of the most extensive foodservice libraries in the industry.
- **In-depth search and analysis of restaurant menus:** Particularly for the Menu Insights section of this report, Technomic Information Services' MenuMonitor was utilized. MenuMonitor is a continually updated online product that houses menu information for more than 1,200 restaurant chains throughout the U.S., Canada and the U.K. The database is searchable by restaurant name, restaurant segment, daypart, cuisine, region, menu offering, foodservice brand, ingredient menued and preparation type, just to name a few. By conducting an in-depth search of menus from Top 250 chain restaurants, emerging chains, leading independents and more, TIS was able to showcase menu classification incidences and trends. Data illustrated in the Menu Insights section of this report is based on MenuMonitor pulls for menus collected for January through June 2010.
- **Quantitative consumer research:** A 20-minute online survey of more than 1,500 U.S. and 1,000 Canadian consumers was conducted in August 2010. Consumers were asked to report their usage and attitudes regarding dessert. The consumer sample is representative of the U.S. and Canadian populations according to census data. For the purposes of this report, only U.S. respondent data is utilized. The Canadian dataset, as well as a full report based on Canadian menus and consumers, can also be made available.

Company Contact

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Industry Overview

Introduction

This section of the report reviews the foodservice industry as a whole and specifically focuses on the Top 500 U.S. restaurant chains by sales and units. The intent of the Industry Overview is to provide the reader with a "bigger picture" of the industry. A brief overview of the industry can help the reader put the *Dessert Consumer Trend Report* into perspective when discussing the different restaurant segments.

Total Restaurant Industry by Menu Category

The U.S. restaurant industry's 2009 sales receded to $359.8 billion, registering a decline of -3.2%. This is the only time in the past 25 years that a nominal contraction in total restaurant sales has occurred. In comparison, the total industry's sales grew at a rate of 0.4% in 2008. The industry's total unit numbers continued to contract in 2009 at a rate of -1.4%, which was a steeper decline than the -0.6% decrease it experienced in 2008. The Top 500 U.S. restaurant chains, which represent nearly two-thirds of the restaurant's industry's total sales, also experienced decline, though not as dramatic. Top 500 sales totaled nearly $230 billion, down -0.8% over 2008. The Top 500 restaurant chains' units grew by a marginal 0.3% in 2009, bringing its total to nearly 207,000 stores. In comparison, the Top 500 unit count total grew 1.8% the prior year.

Several key factors influenced 2009 U.S. restaurant industry sales performance, including the following:

- McDonald's, which represented over 8% of the total U.S. restaurant industry's sales, grew its U.S. systemwide sales 2.9% to an estimated $30.9 billion.
- Subway continued to gain U.S. restaurant sales share; its systemwide U.S. sales hit the $10 billion mark in 2009 by way of a 4.2% sales increase.
- Growth continued to be driven by fast-casual chains. The Mexican category was led once again by Chipotle Mexican Grill and Qdoba Mexican Grill, posting U.S. systemwide sales growth of 13.9% and an estimated 6.5%, respectively. Panera Bread dominated the Bakery Café category, boosting its sales 7.1% to an estimated $2.8 billion. Standouts in the hamburger segment included Five Guys Burgers and Fries and The Counter, with estimated sales growth of 50.2% and 67.3%, respectively.
- Although the Varied Menu category saw a decline of -6.2% in sales, chicken wing-focused concepts within Varied Menu saw healthy increases in sales. Several chains, such as Buffalo Wild Wings Grill & Bar (up 21.7%) and Buffalo Wings & Rings (up 40%) experienced impressive sales growth in 2009.
- The Steak and Seafood categories were some of the hardest hit by the recession. Steak and Seafood sales have declined -10.1% and -9.5%, respectively, since 2008.

As shown in Exhibit 1, limited-service chains within the Top 500 accounted for 85% of all U.S. "fast food" restaurants' sales. As a whole, this group's marginal sales increase of 0.1% outperformed the total LSR industry, which experienced a nominal -0.5% sales decline.

In 2009, limited-service sales growth within the Top 500 was driven by individual chains as well as LSR menu categories in aggregate. Accounting for 25% of limited-service sales within the Top 500, McDonald's (up an estimated 2.9%) and Subway's (up 4.2%) performance weighed heavily on this segment overall. The Top 500 LSR menu categories that experienced the largest increases in percentage of sales were Bakery Café (up 4.1%), Donut (up 4%) and Mexican (up 2.7%). The Bakery Café category was led by Panera Bread, with total sales of $2.8 billion (up 7.1%) and Einstein Bros. Bagels, with total estimated sales of $378 million (up 3%). Dunkin' Donuts dominated the Donut category with sales that grew 3.7% to a total of $5.3 billion. Tim Horton's also helped to drive this category's sales with an estimated increase of 22.7%. LSR Mexican's growth was led by Taco Bell's $6.8 billion in sales, an increase of 1.5%, while Chipotle Mexican Grill contributed with an increase of 13.9% to $1.5 billion. Also outperforming the Top 500 LSR segment average of 0.1% were the Other Sandwich (up 0.8%), Hamburger (0.5%) and Chicken (0.4%) categories.

The Top 500 full-service chains accounted for roughly 40% of all U.S. FSR sales. As a whole, this group's sale decline of -2.9% was not as severe as the total FSR industry, which experienced a nominal decline of -6%. FSR Asian (up 2.9%) was the only full-service menu category to experience a positive increase in sales. Italian (down -1%), Family Style (down -2.2%) and Varied Menu (down -2.6%) registered sales growth rates that were above the average, but still exhibited an overall decline. However, there were some individual standouts within these categories. Italian was led by Olive Garden, with sales that totaled $3.3 billion—an increase of 4%. IHOP boosted Family Style's sales with an increase of 5.7%, to a total of $2.5 billion, confirming its number one position in the menu category. Varied Menu's largest player, Applebee's, experienced a sales decline of -2.1% to a total of $4.4 billion, and the category's second largest chain, Chili's Grill & Bar, saw its sales decline an estimated -4.8% to $3.8 billion. Within this category, there was exceptional sales growth that was experienced by chicken wing-focused concepts.

Exhibit 1:
Technomic Top 500 Share of Industry Sales by Menu Category

	Total Industry			Total Top 500			
	Dollar ($MM)			Dollar ($MM)			
Segment	2009	2008	% Growth*	2009	2008	% Growth*	% Share
Limited Service							
Hamburger	$64,398	$64,119	0.4%	$63,533	$63,209	0.5%	98.7%
Pizza	28,591	29,094	-1.7	17,387	17,777	-2.2	60.8
Other Sandwich	22,831	22,681	0.7	19,789	19,624	0.8	86.7
Chicken	16,110	16,274	-1.0	14,244	14,189	0.4	88.4
Beverage	15,208	15,909	-4.4	10,315	10,590	-2.6	67.8
Mexican	12,486	12,208	2.3	11,623	11,318	2.7	93.1
Donut	7,336	7,107	3.2	6,418	6,170	4.0	87.5
Frozen Desserts	6,127	6,277	-2.4	5,187	5,255	-1.3	84.7
Bakery Café	4,748	4,564	4.0	4,637	4,455	4.1	97.7
Family Steak	3,329	3,499	-4.9	2,987	3,135	-4.7	89.7
Cafeteria/Buffet	3,107	3,394	-8.5	2,042	2,224	-8.2	65.7
Subtotal	**$184,271**	**$185,126**	**-0.5%**	**$158,162**	**$157,946**	**0.1%**	**85.8%**
All Other[1]	6,904	7,000	-1.4	5,271	5,317	-0.9	76.4
Total Limited Service	**$191,175**	**$192,126**	**-0.5%**	**$163,433**	**$163,263**	**0.1%**	**85.5%**
Full Service							
	Total Industry			Total Top 500			
	Dollar ($MM)			Dollar ($MM)			
Segment	2009	2008	% Growth*	2009	2008	% Growth*	% Share
Varied Menu	$41,953	$44,722	-6.2%	$26,881	$27,595	-2.6%	64.1%
Family Style	34,251	35,201	-2.7	13,456	13,763	-2.2	39.3
Italian	15,031	15,815	-5.0	6,967	7,040	-1.0	46.4
Asian	15,025	15,680	-4.2	1,692	1,645	2.9	11.3
Steak	13,477	14,992	-10.1	7,991	8,538	-6.4	59.3
Seafood	8,516	9,405	-9.5	4,645	4,851	-4.2	54.5
Mexican	5,976	6,406	-6.7	1,995	2,079	-4.0	33.4
Subtotal	**$134,229**	**$142,221**	**-5.6%**	**$63,627**	**$65,511**	**-2.9%**	**47.4%**
All Other[2]	34,360	37,179	-7.6	2,898	2,981	-2.8	8.4
Total Full Service	**$168,589**	**$179,400**	**-6.0%**	**$66,525**	**$68,492**	**-2.9%**	**39.5%**
Total	**$359,764**	**$371,526**	**-3.2%**	**$229,958**	**$231,755**	**-0.8%**	**63.9%**

**Versus prior year in nominal terms*

[1]All Other includes: Asian/Noodle, Bagel, Seafood, Snack, Other Ethnic and Other Specialty

[2]All Other includes: Barbecue, Other Ethnic and Other Specialty

Source: Technomic, Inc.; company reports

Exhibit 2 shows that Top 500 limited-service chains grew total units 0.4% in 2009, outpacing the LSR industry's unit decline of -0.5%. Above-average growth came from: Hamburger (up 1%), Other Sandwich (up 2.7%), Chicken (up 1.3%), Mexican (up 1.8%), Donut (up 1.9%) and Bakery Café (up 1.1%). Subway and Jimmy John's Gourmet Sandwich Shop contributed to the growth of Other Sandwich, adding 1,153 units and an estimated 142 units, respectively. Donut was driven by Dunkin' Donuts (105 estimated units added) and Tim Hortons (43 units added). Within the Mexican category, Chipotle Mexican Grill boosted units 14.2% over 2008. Falling below the Top 500 LSR's average was: Beverage (down -2%), Frozen Desserts (down -6%), Family Steak (down -8%) and Cafeteria/Buffet (down -5%). In Beverage, Starbucks moved forward with additional closings in 2009, contributing to its -3.1% unit decline.

Top 500 full-service chains closed more units than limited-service chains, down -0.2% in 2009. The FSR industry's total units contracted at a steeper rate of -2.5%. However, there were some FSR categories that experienced unit growth, such as Asian (up 6.3%), Varied Menu (up 0.1%) and Italian (up 0.5%). In Asian, Genghis Grill and RA Sushi Bar Restaurant increased units 41.4% and 13.6%, respectively. In Varied Menu, growth was driven by Cheddar's Casual Café (up 17.6%), Buffalo Wild Wings Grill & Bar (up 16.4%) and BJ's Restaurant & Brewhouse (up 12%). In Italian, Olive Garden added 32 units, representing a net increase of 4.8%.

Exhibit 2:
Technomic Top 500 Share of Industry Units by Menu Category

Segment	Total Industry			Total Top 500			
Limited Service							
Segment	2009	2008	% Growth	2009	2008	% Growth	% Share
Hamburger	47,922	47,674	0.5%	40,466	40,066	1.0%	84.4%
Pizza	71,253	71,177	0.1	27,331	v	0.3	38.4
Other Sandwich	57,391	56,403	1.8	38,195	37,207	2.7	66.6
Chicken	22,014	22,133	-0.5	12,837	12,672	1.3	58.3
Beverage	35,839	36,995	-3.1	15,500	15,809	-2.0	43.2
Mexican	18,252	18,276	-0.1	10,281	10,101	1.8	56.3
Donut	12,131	12,069	0.5	8,005	7,859	1.9	66.0
Frozen Dessert	20,702	21,939	-5.6	13,271	14,117	-6.0	64.1
Bakery Café	3,531	3,496	1.0	3,122	3,087	1.1	88.4
Family Steak	1,754	1,891	-7.2	1,284	1,396	-8.0	73.2
Cafeteria Buffet	4,039	4,252	-5.0	894	941	-5.0	22.1
Subtotal	**294,828**	**296,305**	**-0.5%**	**171,186**	**170,510**	**0.4%**	**58.1%**
All Other[1]	16,656	16,825	-1.0	7,627	7,659	-0.4	45.8
Total Limited Service	**311,483**	**313,130**	**-0.5%**	**178,813**	**178,169**	**0.4%**	**57.4%**
Full Service							
	Total Industry			Total Top 500			
Segment	2009	2008	% Growth	2009	2008	% Growth	% Share
Asian	40,595	40,568	0.1%	459	432	6.3%	1.1%
Family Style	38,673	39,278	-1.5	9,236	9,240	0.0	23.9
Varied Menu	29,132	29,514	-1.3	9,986	9,977	0.1	34.3
Mexican	17,872	18,612	-4.0	805	834	-3.5	4.5
Italian	14,442	14,618	-1.2	2,185	2,174	0.5	15.1
Seafood	8,057	8,338	-3.4	1,328	1,329	-0.1	16.5
Steak	7,474	7,750	-3.6	2,578	2,596	-0.7	34.5
Subtotal	**156,246**	**158,678**	**-1.5%**	**26,577**	**26,582**	**0.0%**	**17.0%**
All Other[2]	95,221	99,173	-4.0	1,457	1,502	-3.0	1.5
Total Full Service	**251,467**	**257,851**	**-2.5%**	**28,034**	**28,084**	**-0.2%**	**11.1%**
Total	**562,950**	**570,981**	**-1.4%**	**206,847**	**206,253**	**0.3%**	**36.7%**

[1]All Other includes: Asian/Noodle, Bagel, Seafood, Snack, Other Ethnic and Other Specialty

[2]All Other includes: Barbecue, Other Ethnic and Other Specialty

Source: Technomic, Inc.; company reports

Menu Insights

Introduction

Whether enjoyed as the sweet ending to a meal or as an indulgence all by itself, dessert is a menu fixture across segments and service formats. While dessert purchases have indeed fallen as customer traffic has slowed, consumers still hold certain preferences about the traditional desserts that they have come to love, and the more unique and interesting dessert offerings that they expect to see on the menu when dining out.

The Menu Insights section will use Technomic's own MenuMonitor data to reveal the leading types of desserts listed on menus today. Our research pulled menu listings from between January and June 2010 as the basis of our analysis. We used this data—as well as that collected from between January and June 2008—to compare year-to-year growth and declines across various dessert types within the dessert category.

This year-to-year comparison was also done according to segment. Technomic's dessert data for Top 250 chains was compared to that of the emerging chains, in both the limited-service and full-service restaurant segments. Independent full-service restaurant concepts were also included in the analysis, and were grouped with emerging full-service chains to compare against Top 250 chains. The purpose of comparing menu data for larger, national chains to that of independent or up-and-coming concepts is to show how mainstream menu development stacks up with menu listings on the regional/independent level.

Beyond this analysis, MenuMonitor data will show the leading ingredients, flavors and name brands for desserts on both limited- and full-service menus. Additionally, exhibits will break out the main dessert categories, such as baked goods and ice cream, in order to illustrate the most prevalent of the specific types of desserts found in these categories. Finally, current examples of nontraditional desserts—such as the latest healthful desserts, ethnic desserts and sampler platter/mini desserts—are provided.

- All Desserts by Category: Year-to-Year Comparison
- All Desserts by Segment: Year-to-Year Comparison
- Leading Dessert Ingredients
- Leading Dessert Flavors
- Leading Dessert Brands
- Dessert Item Listings by Category
  - Baked Goods
  - Ice Cream
  - Pudding and Gelatin
  - Other Desserts
  - Fruit
- Nontraditional Desserts
  - Healthy
  - Ethnic
  - Samplers and Minis

Some of the main takeaways of our research include the solid prevalence and growth of baked goods on the menu, regardless of restaurant segment; the ways in which preparations and applications for ice cream and other frozen desserts are changing; the influence of Mexican, Latin and Asian flavor profiles for desserts; the importance of promoting both traditional and newly evolving ideas about health and nutrition on the menu for desserts; and the continuing trend around dessert samplers/platters and bite-sized mini desserts.

All Desserts by Category: Year-to-Year Comparison

Key Finding
Baked goods and ice cream—two categories that feature indulgent, versatile, affordable and portable dessert items—are the most prevalent growth categories for desserts at both LSRs and FSRs.

Limited-Service

Looking at the industry's largest limited-service chains over the past two years, MenuMonitor data shows that the most prevalent dessert category is Baked Goods. In 2008, the baked goods category (comprised of cakes, cookies, pies, pastries, etc.) offered 605 different items at 166 LSR chains for an average price of $4.91. Today, MenuMonitor reveals that the total number of baked-good desserts has risen to 731 items on 180 LSR menus. These items are listed for an average price of $6.60. This price averages in lower-priced items like cookies or muffins, with higher-priced desserts, such as whole cakes and pies.

Other categories that have grown substantially since 2008 include Ice Cream and Other Dessert. Growth in the ice cream category has been driven in part by a spike in new gelato offerings and drinkable ice-cream-based desserts, such as milkshakes and floats. The "Other" category encompasses miscellaneous sweets like s'mores, cotton candy and crispy rice bars.

In terms of average price, as of 2010, fruit desserts carry the lowest average price point, at $1.96. On the opposite end of the spectrum are baked goods, as well as "Other" desserts—which are listed for $6.18. The middle-of-the-road price range belongs to desserts in the Pudding/Gelatin category, listed for an average price of $2.48.

Exhibit 3:
All Desserts by Category—Top 500 LSRs

	# of Menu Items		Chains Offering		Average Price	
	2008	2010	2008	2010	2008	2010
Baked Goods	605	731	166	180	$4.91	$6.60
Ice Cream	400	508	82	88	3.96	4.16
Pudding/gelatin	40	46	20	22	2.23	2.48
Other Dessert	13	32	9	18	9.19	6.18
Fruit	10	11	7	7	3.52	1.96
Totals	**1,068**	**1,328**	**198**	**211**	**$4.39**	**$5.24**

Source: Jan-Jun 2008, 2010, Menu Monitor, Technomic

Full-Service

Full-service restaurant chains in the Top 500 arena also menued baked goods with great frequency; the category was the largest in the dessert category in 2008, with 1,017 items listed at 214 chains. Today, MenuMonitor reveals a similar finding, with 1,041 baked-good desserts listed at 230 chains. The average price of a baked-good item in this segment has risen 20¢ since 2008, with the average price of cake, pie, cheesecake, brownie dessert, or similar items, listed at $5.64.

Another growth category—and the FSR segment's highest-priced dessert category—is Other Dessert. The total number of items in this grouping rose from 42 in 2008 to 73 by 2010. Additionally, the number of mainstream FSR chains offering "Other" desserts increased from 30 in 2008 to 50 in 2010. Today, the average price of an "Other" dessert at a leading FSR is $10.88. "Other" desserts include miscellaneous options like fine chocolates, Asian-style bento-box desserts, crepes and sampler platters—which are behind the higher average price seen for this dessert category.

Fruit desserts are the second highest-priced type of dessert seen at Top 500 FSRs. Fruit's higher price of $7.21 is due to this segment's menuing of fresh (not canned or frozen) fruits, seasonal fruits, organic fruits and exotic fruit varieties.

Exhibit 4:
All Desserts by Category—Top 500 FSRs

	# of Menu Items		Chains Offering		Average Price	
	2008	2010	2008	2010	2008	2010
Baked Goods	1,017	1,041	214	230	$5.44	$5.64
Ice Cream	441	458	169	178	4.40	4.46
Pudding/gelatin	158	156	104	109	6.05	6.21
Other Dessert	42	73	30	50	13.49	10.88
Fruit	28	30	25	26	7.25	7.21
Totals	**1,686**	**1,758**	**222**	**239**	**$5.48**	**$5.66**

Source: Jan-Jun 2008, 2010, Menu Monitor, Technomic

All Desserts by Segment: Year-to-Year Comparison

Key Finding
With the exception of family-style and fine-dining menus, every restaurant subsegment increased the number of baked goods on the menu between 2008 and 2010.

Quick-Service

The quick-service subsegment has seen an increase in the total number of desserts offered between 2008 and 2010. Most of this growth has come from the Baked Goods and Ice Cream categories, as seen in the exhibit below. Baked goods were a particularly strong category, growing by more than 100 items since 2008, as did ice-cream desserts. In 2008, there were 365 ice-cream items listed at 67 QSRs; today, this category totals 478 items at 70 chains, according to MenuMonitor.

The average price of a QSR dessert has remained fairly steady over the past two years. Only two categories—Baked Goods and Other Dessert—showed clear swings in any direction in terms of price. The Other Dessert category, which is comprised largely of dessert platters and samplers, carried an average price of $10.39 in 2008. This average price was driven up by a platter-style offering from MaggieMoo's Ice Cream and Treatery—the Home & Office Treatery, which served six and was priced at $16.95.

Exhibit 5:
All Desserts by Segment—Top 500 Quick-Service Restaurants

	# of Menu Items		Chains Offering		Average Price	
	2008	2010	2008	2010	2008	2010
Baked Goods	471	577	121	131	$5.35	$7.47
Ice Cream	365	478	67	70	4.00	4.20
Pudding/gelatin	32	38	14	16	2.14	1.79
Other Dessert	10	25	7	13	10.39	6.16
Fruit	7	10	4	6	1.40	1.46
Total	**885**	**1,128**	**149**	**157**	**$4.53**	**$5.49**

Source: Jan-Jun 2008, 2010, Menu Monitor, Technomic

Fast-Casual

The fast-casual subsegment was originally defined by such bakery-café concepts as Panera Bread and Corner Bakery Café. With menus that rely heavily on baked goods, it is no surprise that this category rules the subsegment when it comes to desserts. In 2008, MenuMonitor revealed 134 total cake, cookie, pastry and other baked-good items on the menus of 45 fast-casual chains. Today, 49 fast casuals menu 154 baked-good offerings. Beyond baked goods, fast-casual menus do not feature much dessert variety. Ice-cream offerings are the second most frequently listed sweet option, but after this, dessert variety tapers off.

The average price of all desserts at fast casuals has remained fairly steady since 2008. In 2008, the average price of a fast-casual dessert was $3.64; in 2008, the average price is $3.78.

Exhibit 6:
All Desserts by Segment—Top 500 Fast-Casual Restaurants

	# of Menu Items		Chains Offering		Average Price	
	2008	2010	2008	2010	2008	2010
Baked Goods	134	154	45	49	$3.63	$3.72
Ice Cream	35	30	15	18	3.39	3.56
Pudding/gelatin	8	8	6	6	2.44	3.41
Other Dessert	3	7	2	5	7.99	6.21
Fruit	3	1	3	1	4.23	3.95
Total	**183**	**200**	**49**	**54**	**$3.64**	**$3.78**

Source: Jan-Jun 2008, 2010, Menu Monitor, Technomic

Family-Style

The family-style market represents another one in which dessert variety is not very strong. Within this subsegment, desserts are typically either baked goods or ice-cream treats. Unlike other subsegments, family style has seen declines in the total number of desserts offered over the past two years. Baked goods decreased in terms of offerings by 20, while fewer chains offer ice cream—and those that do have cut back on the number of ice-cream treats on the menu (167 in 2008 compared to 154 in 2010).

Growth categories for family-style desserts include Pudding/gelatin, which added a single item, and Other Dessert, which went from a lone item in 2008 to six items in 2010. The Other category includes shareable items or platters, such as the Cheesecake Sampler from Shari's Restaurants, or Dessert Minis from LaRosa's Pizzeria.

Exhibit 7:
All Desserts by Segment—Top 500 Family-Style Restaurants

	# of Menu Items		Chains Offering		Average Price	
	2008	2010	2008	2010	2008	2010
Baked Goods	275	255	41	41	$3.88	$4.44
Ice Cream	167	154	32	30	3.69	3.73
Pudding/gelatin	6	7	5	6	3.58	4.59
Fruit	2	1	2	1	4.14	6.25
Other Dessert	1	6	1	4	4.49	3.61
Total	**451**	**423**	**42**	**42**	**$3.81**	**$4.21**

Source: Jan-Jun 2008, 2010, Menu Monitor, Technomic

Casual-Dining

The casual-dining subsegment has been hardest hit by the economic downturn and decreased customer traffic. Many guests who are visiting casual-dining chains are opting out of extras, like appetizers and dessert, in favor of a lower check at the end of the meal. This trade-down/trade-out activity has led to many operators getting creative with promoting dessert on the menu, most often as a value-oriented offering bundled to share with an entrée or two.

Baked goods, ice cream and "Other" dessert offerings have all grown in incidence since 2008. The most prevalent category remains Baked Goods, with 722 items currently on offer at 175 casual-dining chains for an average price of $5.88. Non-growth dessert categories for the casual-dining subsegment are Pudding/gelatin and Fruit, which have both seen declines on menus over the past two years.

Exhibit 8:
All Desserts by Segment—Top 500 Casual-Dining Restaurants

	# of Menu Items		Chains Offering		Average Price	
	2008	2010	2008	2010	2008	2010
Baked Goods	670	722	160	175	$5.82	$5.88
Ice Cream	261	281	129	137	4.76	4.70
Pudding/gelatin	127	119	86	89	5.63	5.73
Other Dessert	28	48	24	41	7.41	7.19
Fruit	17	16	16	15	6.50	5.77
Total	**1,103**	**1,186**	**166**	**182**	**$5.60**	**$5.65**

Source: Jan-Jun 2008, 2010, Menu Monitor, Technomic

Fine Dining

In the fine-dining full-service subsegment, ice-cream desserts represented the category that grew the most since 2008. Fine-dining operators increased the number of ice-cream desserts on menus; additionally, the number of fine-dining chains offering ice cream increased from eight in 2008 to 11 in 2010. The average price of an ice-cream dessert in this arena fell, however, from $7.22 in 2008 to $6.87 in 2010.

While ice cream experienced the most growth, baked goods were nevertheless the most prevalent dessert category overall, despite its drop in total number of items over the past two years. In 2008, there were 72 baked-good desserts listed on 13 fine-dining menus, according to MenuMonitor. Today, baked goods total 64 items, listed at 13 fine-dining chains.

Ice cream is currently on-trend as a dessert with artisan characteristics. Gourmet ice cream flavors featuring herbal, salty, smoky and savory accents are a hot culinary trend. Typically, such flavor/preparation innovation first takes place in a fine-dining kitchen, where offerings are often housemade, chefs have more room to experiment with unique flavor-profile combinations, and the restaurant clientele welcomes such experimentation.

The highest-priced desserts fall into the “Other” dessert category at fine-dining restaurants. These signature desserts are likely to include gourmet offerings, such as fine chocolate fondues meant for sharing, and larger desserts, including sampler platters. The average price of a fine-dining signature dessert has hovered around the $20 mark for the past two years, averaging $21.63 in 2008 and $19.49 in 2010.

Exhibit 9:
All Desserts by Segment—Top 500 Fine-Dining Restaurants

	# of Menu Items		Chains Offering		Average Price	
	2008	2010	2008	2010	2008	2010
Baked Goods	72	64	13	14	$9.72	$9.37
Pudding/gelatin	25	30	13	14	8.99	8.74
Ice Cream	13	23	8	11	7.22	6.87
Other Dessert	13	19	5	5	21.63	19.49
Fruit	9	13	7	10	9.43	9.18
Total	**132**	**149**	**14**	**15**	**$11.22**	**$10.75**

Source: Jan-Jun 2008, 2010, Menu Monitor, Technomic

Leading Dessert Ingredients

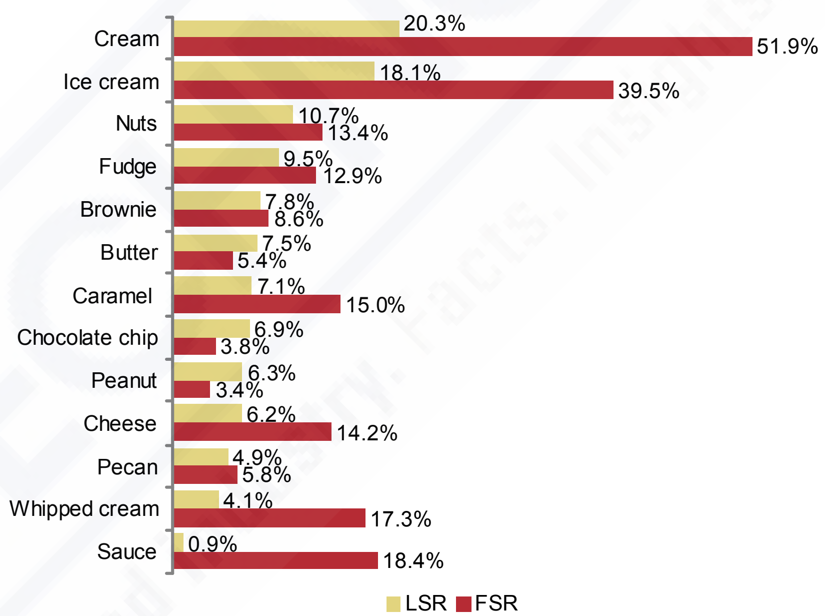
Key Finding
Cream and ice cream are the most widely mentioned ingredients on dessert menus, illustrating the popularity of and preference for desserts that feature this type of component and texture.

The next three exhibits will reveal the leading ingredients, flavors and brands that are most frequently mentioned on both limited-service and full-service menus today. In illustrating the top dessert components, MenuMonitor will show similarities and differences between how LSR and FSR operators are promoting desserts in terms of ingredients, taste/flavor and branded options.

The first exhibit, Leading Dessert Ingredients, shows that cream is the most frequently mentioned dessert ingredient at both LSRs and FSRs alike. Slightly more than 20% of LSR dessert listings that make mention of particularly ingredients list cream; for FSR listings, the percentage is 51.9%. While mentions of cream also include “ice cream” and “whipped cream,” keep in mind that many other uses of cream are seen for desserts, such as cream sauces and cream-filled offerings. This data shows that overall, cream (in any type of application) is the most frequently mentioned dessert ingredient on menus.

Specific mentions of ice cream are the second leading ingredient; 18.1% of LSR and 39.5% of FSR menus specify ice cream for desserts. Rounding out the top three dessert ingredients is nuts, which are mentioned in 10.7% of LSR dessert listings and 13.4% of FSR dessert listings.

Exhibit 10:
Leading Dessert Ingredients



Base: 1,328 items in 211 LSR chains, 1,758 items in 239 FSR chains

Source: Jan-Jun 2010, Menu Monitor, Technomic

Leading Dessert Flavors

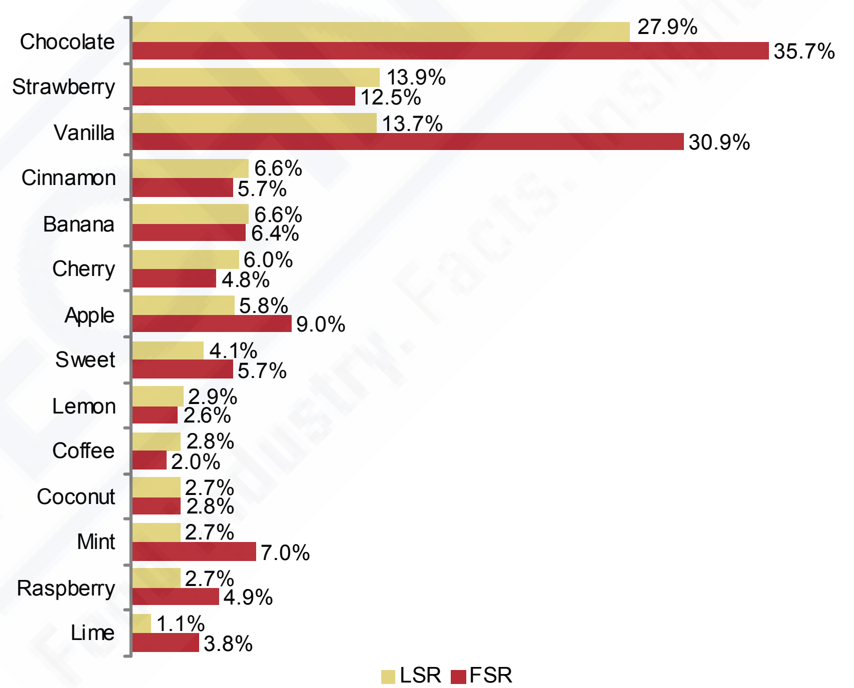
Key Finding
Chocolate, a highly versatile and adaptable flavor/ingredient, appears with the highest frequency as a dessert flavor on both LSR and FSR menus.

It is not surprising that the top flavor for desserts is chocolate. Because chocolate is so versatile, and carries the ability to be incorporated into a dessert as a cake, cookie, brownie, ice-cream variety, topping/sauce and many other applications, it is most frequently featured as a dessert flavor. Chocolate is found in 27.9% of all LSR menu descriptions for dessert, and appears as a flavor in 35.7% of FSR menu descriptions for dessert.

Second to chocolate at LSRs is vanilla (13.9%), while at FSRs, the second most frequently mentioned dessert flavor is vanilla (30.9%). Vanilla is about equally as popular at LSRs as strawberry, at 13.7%. Rounding out the top three FSR dessert flavors is strawberry, at 12.5%.

LSR and FSR operators are about equal in their promotion of cinnamon, lemon, banana, coffee and coconut flavors for desserts. However, differences are seen in the listing of desserts containing apple, mint, raspberry and lime flavors; these flavor profiles are more likely to be seen on FSR menus. It is likely that because some flavors/ingredients, like apple or lime, are typically featured in pies or tarts, there is a stronger likelihood that an FSR would list them, as these are the types of desserts more suitable for full-service dining.

Exhibit 11:
Leading Dessert Flavors



Base: 1,328 items in 211 LSR chains, 1,758 items in 239 FSR chains

Source: Jan-Jun 2010, Menu Monitor, Technomic

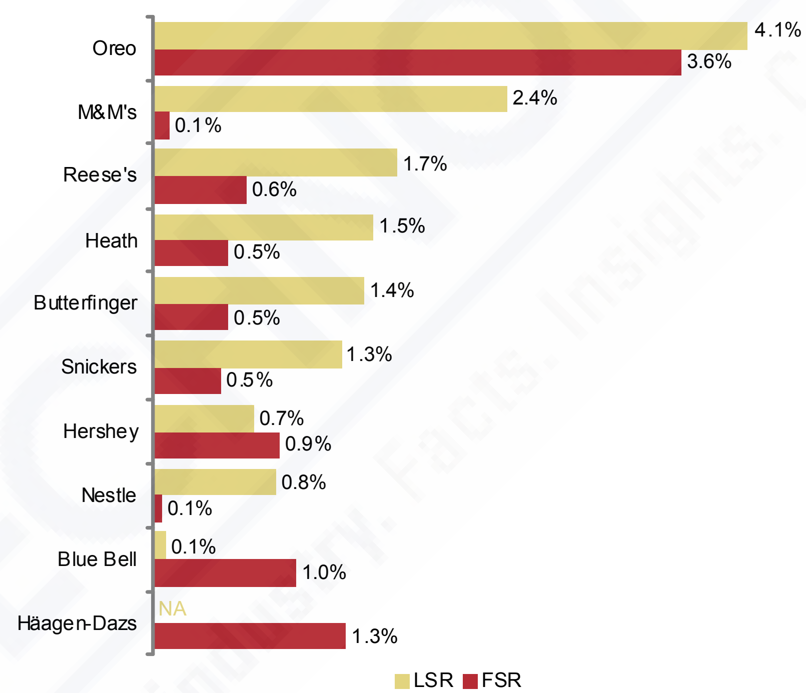
Leading Dessert Brands

Key Finding
Oreo, a craveable and popular retail brand, extends this popularity to desserts on restaurant menus; Oreo brand cookies are the most widely mentioned name brand on LSR and FSR menus for desserts.

Desserts that incorporate a name-brand cookie, candy or ice cream have the potential to draw interest to sweet items on the menus. Guests find these branded ingredients appealing, and are very familiar with the quality and flavor of the item before ordering the dessert. Oreo, a classic chocolate cookie that complements other flavors well, is a top branded dessert item. In fact, MenuMonitor lists Oreo as the leading branded component for desserts at both LSRs (4.1%) and FSRs (3.6%).

After Oreo, most FSRs do not list many branded dessert ingredients at all; the only other notable mention appears as Haagen Dazs, representing 1.3% for FSRs. Limited-service restaurants, on the other hand, are more active in their promotion of branded dessert ingredients, and list Reese's, Butterfinger, Heath, Snickers and Hershey products with similar frequency.

Exhibit 12:
Leading Dessert Brands



Base: 1,333 items in 212 LSR chains, 1,753 items in 239 FSR chains

Source: Jan-Jun 2010, Menu Monitor, Technomic

Dessert Item Listings by Category

Key Finding
A few differences stand out between how Top 250/Top 500 and emerging/independent restaurant operators list baked goods, ice cream, pudding/gelatin and other sweet offerings on the menu.

Baked Goods

Limited-Service Restaurants

Major dessert categories—particularly baked goods, ice cream and pudding/gelatin—are comprised of a mix of different sweet offerings that appear on the menu. To reveal the actual types of desserts that are most prevalent within these three categories, the next four exhibits will break out the leading dessert offerings and show total number of items, chains offering the items, and the average price of the items listed at Top 250 and Emerging chains. The purpose of comparing Top 250 and emerging-chain findings is to uncover how mainstream (Top 250) and up-and-coming (Next 250/Emerging) chains are promoting desserts, and how this may influence dessert-menu trends in the future.

Exhibit 13 breaks out the leading types of baked goods found at limited-service restaurants. “Other” baked goods, fruit pies or crisps, and “Other” cakes (not chocolate, carrot or cheesecake) are the top three types of baked goods listed at Top 250 LSRs. At emerging chains, the most prevalent types of baked goods on the menus are “Other” cookie (beyond chocolate chip or oatmeal), “Other” baked goods, and “Other” cakes.

The clearest differences exist between how LSR operators menu desserts like fruit pies, cream pies, and certain cookies. For example, emerging LSR operators are much less likely than their Top 250 counterpart to list fruit pies or crisps, but are much more likely to offer “Other” cookies, i.e., specialty cookie varieties that fall outside the conventional chocolate chip or oatmeal option. As for Top 250 LSRs, their dessert menus are much more likely to feature a wider range of different desserts overall, and are more active in promotion of fruit pies and cream pies.

In terms of LSR baked-goods prices, the standout average prices belong to desserts in the Other Cakes and Tarts categories. The comparably high average price of cakes at LSRs is due to the cost of whole cakes listed at top LSRs like Baskin-Robbins and other dessert chains that offer large whole cakes to go. The higher average price of a tart on Next 250/Emerging chain LSR menus is due to the fact that several of these tart listings also list the price of a whole, large tart alongside the price of an individual-sized tart, driving up the average price of this item.

Exhibit 13: Baked Goods—Limited-Service Restaurants						
	# of Menu Items		Chains Offering		Average price	
	Top 250	Emerging Chains	Top 250	Emerging Chains	Top 250	Emerging Chains
Other Baked Goods	79	71	51	44	$3.36	$2.96
Fruit Pie/Crisp	57	19	28	16	3.45	4.43
Other Cakes	51	58	21	23	17.53	21.64
Other Cookie	45	84	37	52	2.10	3.27
Brownie	31	46	27	39	3.34	2.82
Plain Cheesecake	23	13	19	13	2.71	3.30
Chocolate Cake	21	17	17	11	3.54	8.44
Other Pie	20	10	10	8	3.29	9.08
Chocolate Chip Cookie	16	33	14	23	1.71	4.86
Cream Pie	15	1	7	1	3.54	1.39
Dessert Pizza	10	9	7	8	6.73	7.81
Carrot Cake	9	5	9	5	5.02	2.81
Fruit Cobbler	9	6	5	4	1.81	1.56
Other/Specialty Cheesecake	8	14	8	7	2.25	2.88
Tart	4	12	1	2	3.49	11.00
Oatmeal Cookie	2	9	2	8	0.00*	5.29
Totals	**400**	**407**	**100**	**112**	**$4.73**	**7.29**

**Offered as part of a buffet*

Source: Jan-Jun 2010, Menu Monitor, Technomic

Baked Goods

Full-Service Restaurants

At full-service restaurants, the top baked-good offering is pie. Fruit pies or fruit crisps far outpace other types of desserts in an FSR setting. Pie is a somewhat hearty, homestyle dessert that many consumers may likely feel nostalgic about. Pie is perhaps best positioned as a "homemade" or "made from scratch" offering in order to drive its appeal among guests; FSR operators are likely in a better position to market pie in this way.

Beyond pie, Top 250 operators strongly promote chocolate cake (77 items) and cheesecakes (specialty cheesecakes, 60 items; plain cheesecake, 58 items). At emerging/independent FSRs, fruit pie/crisp offerings total 206 items listed at 137 chains. Chocolate cake (173 items) and "Other" baked goods (133 items) round out the top three types of baked goods listed in this subsegment.

The FSR arena is one in which the most substantial, indulgent types of baked goods are offered. Due to the service format, the focus on handheld offerings is not as strong as it would be in the LSR realm. Therefore, there are fewer cookies and dessert pizzas on offer, and a greater number of cobblers and cream pies.

Exhibit 14:
Baked Goods—Full-Service Restaurants

	# of Menu Items		Chains Offering		Average price	
	Top 250	Emerging Chains & Top Independents	Top 250	Emerging Chains & Top Independents	Top 250	Emerging Chains & Top Independents
Fruit Pie/Crisp	141	206	70	137	$5.04	$5.85
Chocolate Cake	77	173	60	154	6.87	7.77
Other/Specialty Cheesecake	60	93	29	81	6.52	7.60
Plain Cheesecake	58	130	47	121	5.65	6.71
Brownie	38	70	31	67	5.07	5.55
Cream Pie	38	52	17	36	4.70	5.68
Other Cakes	34	109	25	73	7.47	7.79
Other Baked Goods	33	133	25	98	5.47	6.95
Other Pie	27	58	23	47	5.58	6.21
Carrot Cake	19	40	18	40	6.79	7.10
Fruit Cobbler	14	64	13	59	4.83	6.03
Other Cookie	12	42	7	36	5.82	5.70
Chocolate Chip Cookie	10	17	9	17	5.10	4.90
Souffle	3	17	2	11	7.30	11.67
Tart	2	59	2	43	8.64	8.83
Dessert Pizza	1	2	1	2	4.59	9.39
Oatmeal Cookie	0	1	0	1	NA	2.50
Totals	**567**	**1,266**	**107**	**302**	**$5.75**	**$6.85**

Source: Jan-Jun 2010, Menu Monitor, Technomic

Ice Cream

Limited-Service Restaurants

Ice cream is perhaps the most suitable dessert for an LSR format. Its ability to be portable, applied in a number of handheld preparations—as a frozen treat on a stick, as soft-serve in a cup or cone, as part of a milkshake or float, in the middle of an ice-cream sandwich—and its low price point, are all central to its popularity as a dessert to be easily sourced and taken to go.

Exhibit 15 shows the leading types of ice-cream items available at Top 250 and emerging-chain LSRs. Standard ice cream/gelato offerings top the list, with 81 such items listed at 20 Top 250 LSRs, and 76 items listed at 24 emerging LSRs. Other favorites in both segments include milkshakes or malts, sundaes (other than hot fudge), and yogurt/sherbet offerings.

Differences exist between how often mainstream and emerging LSR operators menu hot fudge sundaes, banana splits and ice-cream sandwiches/bars. Top 250 LSRs are more likely to list hot fudge sundaes and banana splits, while emerging-chain LSRs are more likely to offer ice-cream sandwiches/bars. Up-and-coming restaurant operators are capitalizing on the renewed attention being paid to classic desserts like ice-cream bars, and are giving these offerings a contemporary positioning in big-city markets. Consider Pop Bars, the hot new dessert concept in New York City; a single-item niche concept that specializes in ice-cream bars, Pop Bars illustrates this new trend, which will be discussed further in the Outlook: Trends to Watch section of this report.

Exhibit 15:
Ice Cream—Limited-Service Restaurants

	# of Menu Items		Chains Offering		Average price	
	Top 250	Emerging Chains	Top 250	Emerging Chains	Top 250	Emerging Chains
Ice Cream/Gelato	81	76	20	24	$4.04	$4.38
Milkshake/Malt	60	63	32	30	3.68	3.98
Other Sundae	48	34	14	13	4.20	3.84
Yogurt/Sherbet	24	32	12	14	4.74	3.76
Other Shakes	17	12	11	7	4.58	4.25
Other Ice Cream Desserts	14	18	9	11	4.27	4.50
Floats & Sodas	13	13	9	12	3.40	3.46
Hot Fudge Sundae	13	8	8	6	5.30	4.47
Banana Split	12	7	11	7	5.47	5.41
Ice Cream Sandwich/Bar	7	12	6	8	4.56	4.74
Totals	**289**	**275**	**46**	**55**	**$4.13**	**$4.14**

Source: Jan-Jun 2010, Menu Monitor, Technomic

Ice Cream

Full-Service Restaurants

At Top 250 FSRs, the most prevalent ice-cream option is “Other” sundae—meaning all types of sundaes that fall outside the hot fudge variety. MenuMonitor found 59 examples of non-fudge sundaes listed at 34 Top 250 FSR chains for an average price of $4.78. At emerging/independent FSRs, the number one type of ice-cream dessert is traditional ice cream or gelato, served in a cup or cone. MenuMonitor found 180 such items listed at 143 FSR concepts for an average price of $5.86.

In the Top 250 sector, ice cream/gelato, milkshake/malt, hot fudge sundae and floats/sodas round out the top five ice-cream desserts. There’s less activity in regards to menu development that includes yogurt (typically a limited-service specialty), banana splits, various types of shakes and ice-cream bars. In the emerging/independent sector, “Other” sundaes, yogurt/sherbet, “Other” ice cream desserts and milkshake/malt offerings comprise the top five types of ice-cream desserts listed.

Exhibit 16:
Ice Cream—Full-Service Restaurants

	# of Menu Items		Chains Offering		Average price	
	Top 250	**Emerging Chains & Top Independents**	**Top 250**	**Emerging Chains & Top Independents**	**Top 250**	**Emerging Chains & Top Independents**
Other Sundae	59	97	34	67	$4.78	$5.67
Ice Cream/Gelato	45	180	41	143	3.84	5.86
Milkshake/Malt	44	50	30	34	3.96	4.76
Hot Fudge Sundae	26	42	22	37	4.79	5.87
Floats & Sodas	18	41	17	30	3.77	4.95
Other Ice Cream Desserts	15	59	14	52	5.25	7.05
Yogurt/Sherbet	6	74	6	63	5.24	6.70
Banana Split	5	19	4	15	5.21	7.99
Other Shakes	4	3	4	3	3.36	4.48
Ice Cream Sandwich/Bar	1	8	1	7	9.00	4.99
Totals	**223**	**573**	**88**	**242**	**$4.40**	**$5.95**

Source: Jan-Jun 2010, Menu Monitor, Technomic

Pudding and Gelatin

Top 500 Restaurants

The next three exhibits will show breakdowns for pudding/gelatin, Other desserts and fruit desserts. Because the following dessert categories are much smaller than those of baked goods and ice cream, their exhibits will not segment the data according to Top chains and emerging chains. Rather, their lower incidence will be analyzed by comparing total number of items, chains offering the items, and the average price for Top 500 LSRs and Top 500 FSRs overall.

At Top 500 LSRs, the leading type of pudding or gelatin falls into the “Other” group. For this category, “Other” refers to puddings that fall outside the usual chocolate, banana or bread/rice varieties. Eleven such pudding items are currently offered at seven LSR chains for an average price of $2.56. At Top 500 FSRs, the number one type of pudding or gelatin is bread/rice pudding, with 43 different items offered at 41 FSR chains for an average price of $6.10.

Exhibit 17:
Pudding/Gelatin—Top 500 Restaurants

	# of Menu Items		Chains Offering		Average price	
	Top 500 LSR	Top 500 FSR	Top 500 LSR	Top 500 FSR	Top 500 LSR	Top 500 FSR
Other Pudding/Gelatin	11	5	7	5	$2.56	$7.91
Bread/Rice Pudding	8	43	8	41	2.40	6.10
Banana Pudding	6	9	6	9	0.00	3.93
Chocolate Pudding	5	0	5	0	1.35	NA
Custard/Flan	5	19	5	18	1.84	5.18
Jello	4	2	3	2	0.00	2.22
Creme Brulee	3	35	3	33	3.27	7.23
Tiramisu	3	22	3	22	3.99	6.74
Chocolate Mousse	1	18	1	18	2.99	5.96
Other Mousse	0	3	0	3	NA	6.58
Totals	**46**	**156**	**22**	**109**	**$2.48**	**$6.21**

Source: Jan-Jun 2010, Menu Monitor, Technomic

Other Desserts

Top 500 Restaurants

The small Other Desserts category is comprised of specialty chocolate items (truffles, etc.), dessert samplers (which will be detailed further in a later exhibit), and signature dessert offerings that fall outside a standard grouping or description. Most of the Other Desserts items are a part of this last group, and are typically found at Top 500 FSRs. In fact, chocolates, dessert samplers and Other Desserts are much more likely to be found in a FSR setting, as their positioning (especially for samplers) is not as fitting with an on-the-go LSR service format.

Exhibit 18:
Other Desserts—Top 500 Restaurants

	# of Menu Items		Chains Offering		Average price	
	Top 500 LSR	Top 500 FSR	Top 500 LSR	Top 500 FSR	Top 500 LSR	Top 500 FSR
Chocolate	6	17	5	7	$2.11	$19.40
Dessert Sampler	6	23	5	21	4.33	8.47
Other Desserts	20	33	11	29	7.47	6.09
Totals	**32**	**73**	**18**	**50**	**$6.18**	**$10.88**

Source: Jan-Jun 2010, Menu Monitor, Technomic

Fruit

Top 500 Restaurants

The smallest dessert category, regardless of restaurant segment, is fruit. Because desserts are seen as indulgent treats, fruit is not well-positioned as a dessert item—particularly in a mainstream restaurant setting. Fresh fruit conveys health and nutrition, and while healthful desserts are certainly a draw for many consumers, most guests expect a high-calorie splurge when dining out and ordering a dessert. Therefore, fruit's low incidence level across segments points to its suitability more as a snack or side item than as a dessert offering.

In total, 11 fruit items appear on seven LSR menus for an average price of $1.96, while 30 fruit desserts are listed on the menus of 25 FSR chains for an average price of $7.21. The FSR segment's higher average price and more-frequent menuing of fresh fruits is likely connected to the fact that there are fine-dining chains in the Top 500 category, and these restaurants are much more likely to list exotic fruits or desserts that contain organic and local fruits dressed with housemade sauces and other accompaniments.

Exhibit 19:
Fruit—Top 500 Restaurants

	# of Menu Items		Chains Offering		Average price	
	Top 500 LSR	Top 500 FSR	Top 500 LSR	Top 500 FSR	Top 500 LSR	Top 500 FSR
Other Fruit	7	1	5	1	$2.65	$2.95
Strawberries	2	4	2	4	1.65	8.61
Apple	1	2	1	2	1.29	4.75
Banana	1	10	1	10	1.55	7.03
Other Berries	0	10	0	10	NA	8.36
Fruit Plate	0	3	0	3	NA	5.25
Totals	**11**	**30**	**7**	**26**	**$1.96**	**$7.21**

Source: Jan-Jun 2010, Menu Monitor, Technomic

Nontraditional Desserts

Desserts with a Healthful Positioning

Key Finding
Healthful desserts should feature a mix of traditional "low/non" offerings and options with "health-halo" attributes.

Consumer ideas of health are evolving, as traditional markers of good nutrition continue to give way to quality-of-life or better-for-you indicators on the menu. Whereas low-fat, low-sugar, low-carb and low-calorie descriptors were the ways most consumers defined a food item as healthful, today more consumers are also looking for foods that convey the "health-halo" attributes of organic, local or all-natural.

That is not to say that consumers don't specifically hunt for traditional nutritional guidelines; low/non-fat, low-sugar and low-calorie options will always be central to how a significant number of consumers define good health on the menu. However, a fuller perception of good health now includes several different characteristics, and the health-halo properties related to organic and functional foods play a stronger role. Therefore, in keeping with a particular concept's positioning and customer base, a mix of traditional and new types of healthful desserts is important.

Exhibit 20 provides some recent examples of healthful dessert listings at both limited-service restaurants and full-service concepts. As seen below, there are plenty of traditional low/non dessert options, but there's also a good representation of all-natural, artisan and organic ingredients and descriptions as well.

Exhibit 20:
Healthful Dessert Listings

Limited-Service Restaurants			
Operator	**Item**	**Item description**	**Price**
Hogi Yogi	Sherbert Twist	A Blend Of 100% Non-fat Yogurt And Choice Of Sherbert: Orange, Pineapple, Raspberry Or Lime	$1.99
Larry's Giant Subs	Otis Spunkmeyer Cookies	Low Carb Chocolate Chip And Lemon Cookies. 6 Grams Of Carbs Per Serving	0.49
Rita's Ice	Slenderita	As Rich, Creamy And Satisfying As Our Famous Vanilla Frozen Custard, But Totally Fat-free! Enjoy It In A Cup Or A Cone, Put It In A Gelati, Or Blend Into A Blendini To Create Your Own Fat-free Treat	3.99
Robeks Fruit Smoothies & Healthy Eats	Power Cookies	All Natural And High In Protein. Oatmeal Raisin, Chocolate Chip, Lemon Poppyseed, Peanut Butter	1.89
SONIC Drive-Ins	Apple slices	Served With Fat-Free Caramel Dipping Sauce	1.29
Smoothie King	Malts	Ice Cream, Non Fat Milk, Malt Powder, Turbinado & Honey	6.49
Tastee Freez	Parfait	A Three Tier Dessert Creation Consisting Of Chocolate Syrup, Strawberries And Pineapple Layered Between Our Low-fat Ice Cream And Topped With Whipped Cream	4.95

Source: Jan-Jun 2010, Menu Monitor, Technomic

Exhibit 20 (cont): Healthful Dessert Listings			
Full-Service Restaurants			
Operator	**Item**	**Item description**	**Price**
Bob Chinn's Crab House	Sugar Free Cheesecake	Naturally Sweetened By An Organic Sugar Substitute With A Lower Glycemic Index Than Sugar. All The Flavor Without The "Sugar Rush"	$4.50
Eat'n Park	A Lighter Shake	Decaf Espresso Or Chai Tea, And Lo-carb, Lactose-free, No-sugar Added Vanilla Ice Cream. Vanilla Latte Milkshake Available With Sugar Free Torani Syrup. Same Great Taste, Just A Little Lighter	0.00
Farallon	Artisan Cheese Plate	St. Pat, Cowgirl Creamery – Organic Cow's Milk, Soft, Nettle Wrapped. | Menuet, Dancing Cow Farmstead Cheese - Raw Cow's Milk, Firm, Grassy, Complex. | Bermuda Triangle, Cypress Grove - Goat's Ash And Bloomy Rind, Soft. | Bohemian Blue, Hidden Springs Farm – Sheep's Milk, Cave Aged, Sweet And Sour.	17.00
Legal Sea Foods	Belgian Chocolate Mousse	Smooth And Creamy With No Sugar Added.	5.50
Marie Callender's Restaurant & Bakery	No Sugar Added Pie	Apple or Razzleberry	4.39
McMenamins	Marionberry Crumble	Served Warm With Julie's Organic Vanilla Bean Ice Cream.	6.25
Wolfgang Puck Grand Cafe	"Healthy Choice" Wild Berry Cobbler	Sugar Free Berry Cobbler With Cinnamon Gelato.	7.95

Source: Jan-Jun 2010, Menu Monitor, Technomic

Ethnic Desserts

Key Finding
Mexican/Latin and Asian influences are among the top flavor and preparation trends to watch for ethnic desserts on the menu.

Mainstream ethnic desserts generally translate as two positionings: Mexican-style desserts and Italian-style desserts. Mexican churros, flan, sopapillas, and dessert flautas and empanadas stuffed with sweet fillings are making inroads on both LSR and FSR menus. Italian cannolis and tiramisu have become mainstream, classic dessert options.

Up next are desserts that feature an Asian twist. Traditional desserts have lately been given an upgrade with Asian influences in mind; the idea is to incorporate Asian-style ingredients into a classic dessert preparation in order to give it a more contemporary and exotic flair. Chinese-style pastry, Asian pears and sweet pot stickers are current examples of this trend, as seen in the exhibit below.

Exhibit 21:
Ethnic Desserts

Operator	Item	Item description	Price
Limited-Service Restaurants			
Jimboy's Tacos	Crème-Filled Churros		$1.89
Monterey's Tex Mex Cafe	Sopapillas	Warm, Puffed Triangle Pastries Sprinkled Lightly With Cinnamon, Sugar And Served With Honey And Caramel.	1.29
Nothing But Noodles	Cannoli	A Flaky Pastry Tube Filled With Sweet Ricotta Cheese And Chocolate Chips, Drizzled With Chocolate Syrup	4.29
Pick Up Stix	Apple Cinnamon Wraps	Apples And Cinnamon In A Golden Chinese Pastry	3.29
Taco Bell	Caramel Apple Empanada	A Crispy Golden Pastry Pocket Filled With Chunks Of Warm Apples In Creamy Caramel Sauce.	0.99
Tijuana Flats	Cookie Dough Flautas	Chocolate Chip Cookie Dough Loaded Into A Flour Tortilla, Lightly Fried And Topped With Powdered Sugar & Served With A Side Of Chocolate Syrup	2.89
Full-Service Restaurants			
Operator	**Item**	**Item description**	**Price**
Abuelo's Mexican Food Embassy	Margarita Pie With Tequila Sauce	Chilled Lime Pie Topped With Whipped Topping And Drizzled With Tequila Cream.	$5.49
Asia de Cuba	Asian Pear Bread Pudding	Spiced Asian Pear, Cheesecake Ice Cream, And Rum Anglaise	14.00
Bahama Breeze	Dulce De Leche Cheesecake	Cheesecake Marbled With Dulce De Leche Cream Caramel Served With Fresh Island Fruit	6.29
Biaggi's Ristorante Italiano	Tiramisu	Espresso And Liqueur Soaked Ladyfingers Layered With A Mascarpone Mousse.	6.50
China Grill	Cheesecake Pot Stickers	Five-spice Chocolate, Raspberry And Mango Dipping Sauces	11.00
Gonzalez Y Gonzalez	Flan	Traditional Baked Vanilla Custard Smothered In Caramel Sauce	3.95
Greek Islands Restaurant	Greek Islands Special	Shredded Phyllo Dough, Lemon Custard and a Creamy Topping	3.75

Source: Jan-Jun 2010, Menu Monitor, Technomic

Perfectly Portioned Desserts: Samplers and Minis

Key Finding
Value, portion control and shareability are the draw for low-priced sampler platters and mini, bite-sized desserts.

The mini-dessert trend that first made its mark on menus a few years ago has showed no signs of slowing down. In fact, in an economy that has seen dessert purchases fall off as customer traffic has slowed, low-priced mini desserts have proven to be a trend with true staying power. Minis offer a bit of indulgence for a low price—a perfect fit for consumers who are reevaluating their definition of value when they dine out.

When the dining party is larger—or customers are looking for a shareable sweet to take on the go—dessert samplers featuring multiple desserts also fit the bill in terms of value. For a lower price than it would be to order a full dessert per person, everyone is allowed to sample a bit of a dessert for a fraction of the cost. Samplers also highlight variety on the menu, by presenting the best of the dessert lineup in one presentation. Additionally, guest who particularly enjoys a mini portion of a dessert tasted off the sampler may be influenced to purchase a full-sized version of the same dessert during a future visit and dining occasion.

Exhibit 22 provides current examples of dessert samplers and mini items, as seen on various LSR and FSR menus today. Samplers and dessert trios featuring a mix of differently textured and flavored—but complementary—desserts, while minis tend to carry handheld attributes, with brownie bites, tiny cheesecakes, pastries and cookies.

Exhibit 22: Samplers and Minis			
Limited-Service Restaurants			
Operator	**Item**	**Item description**	**Price**
Crispers	Nibbler Cookie Sampler	Bite-Sized Cookies Or Brownies	$3.49
Fresh Choice/Zoopa	Desserts-Hot Buffet	Mini Cheesecakes, Mini Parfaits	1.95
la Madeleine Country French Cafe	Mini Creme Brulee	Vanilla And Fruit Or Cafe Au Lait	1.59
Taco John's	Cinni Sopapilla Bites	Six Sugary Puff Mini Pastries Rolled In Cinnamon	0.99
Wing Zone	Assorted Bites	3 Brownie Bites 3 Banana Foster Bites.	3.99
Full-Service Restaurants			
Operator	**Item**	**Item description**	**Price**
Aureole	Megan's Dessert Sampler	Blueberry And Peach Clafoutis, Citrus Cheesecake, Chocolate Mocha Cake, Nutella Creme Brulee.	$13.00
Bazaar by José Andrés, The	Chocolate Mini Tablettes & Lollipop	DARK WHITE, Maldon Salt, Red Peppercorn, Cocoa Nibs, Candy Violet LOLLIPOPS, Orange Confit, Raspberry Dust, Black Olive, Cocoa Nibs	3.00
Gordon Biersch Brewery Restaurant	Mini Dessert Tasters Choose From Four	Strawberry Cheesecake, Chocolate Fudge Cake, Warm Apple Bread Pudding And Brownie Mousse.	2.00
Il Fornaio	Dolce Trio	Half Rosina Al Cioccolato, Half Tiramisu And Half Budino Di Pane With Vanilla Ice Cream.	10.99
McCormick & Schmick's	Mini Dessert Trio	Vanilla Bean Creme Brulee, Triple Berry Crisp & Cinnamon Bread Pudding.	8.95
Stoney River Legendary Steaks	Triple-layer Chocolate Ganache Cake	Chocolate Ganache Filling of Semi-sweet Chocolate and Heavy Cream, With Chilled Shot Glasses Of Milk	10.99
Top of the World	Tower Trio	Mini Raspberry Napoleon, Chocolate Creme Brulee On A Spoon And Poached Pear With Mascarpone Cheese	7.95

Source: Jan-Jun 2010, Menu Monitor, Technomic

Consumer Insights

Introduction

In order to better understand consumer behavior, attitudes and preferences toward dessert, Technomic Information Services conducted an August 2010 online survey (Appendix C) of a nationally representative sample of 1,500 American consumers. A full breakout of the consumer demographics can be found in Appendix D and a complete methodology on how the consumer data was gathered can be found in the Executive Summary. Data from Technomic's 2007 *Dessert Consumer Trend Report* will also be highlighted throughout this section to provide a benchmark for many of the consumer trends that will be discussed.

The Consumer Insights section of this report will provide an in-depth analysis on the following:

- **Consumer Segmentation**—Consumers are broken down into Dessert User Groups based on how often they eat dessert, and into distinct consumer clusters based on their attitudes toward dessert. Both types of segmentation provide a deeper level of insight into the dessert category.
- **Dessert Consumption & Sourcing**—Identifies overall dessert consumption frequency and details extensive consumption and sourcing data for more than 75 different types of dessert including a variety of baked goods, frozen desserts, beverages and ethnic desserts. Also reveals dessert patronage data for leading chains and illustrates what consumers order most often as dessert at different types of restaurants.
- **Dessert Purchasing Decisions**—A detailed analysis of the dessert purchasing decision providing insight into how varying consumer needstates can be met through dessert offerings. This section also includes an exploration of consumers' most recent away-from-home dessert occasion.
- **Dessert Attitudes**—An analysis of consumer attitudes relating to dessert, including consumer definitions of dessert and factors relating to the tendency to share dessert, health and wellness, new and unique desserts, desserts offered in combo meals and more.
- **Dessert Preferences**—This section examines how consumer dessert preferences vary by daypart and occasion.

Key Findings

Dessert Consumption & Sourcing

- Consumers define dessert primarily as anything sweet eaten after a meal, especially traditional desserts such as cookies, pies and cakes.
- Dessert consumption has increased significantly since 2007. Seventy percent of today's consumers, compared to just 57% of those polled in 2007 say they eat dessert once a week or more often.
- Dessert is clearly perceived to be more appropriate following dinner than lunch. Although 67% of consumers eat dessert after dinner at least once a week, just 45% do the same following lunch.
- Consumers are most likely to eat dessert as a snack in the mid-evening, indicating that they may often like to eat their dessert well after dinner, when they are no longer full and feel like an indulgent treat.
- Despite a slowly improving economy, many consumers say they are purchasing fewer desserts now than they did last year, indicating that consumers may still be hesitant to splurge on extras.
- Consumers report that they eat chocolate chip cookies much more often than any other type of cookie and that they primarily purchase cookies from retail stores rather than restaurants.
- Chocolate cake, cupcakes and cheesecakes top the list of most frequently consumed cakes. Casual-dining restaurants lead for cake purchases and for cheesecake in particular.
- Classic apple pie is consumed more often than any other type of pie. Retail locations are visited most often for pies and cobblers, indicating that there may be a lack of availability at restaurants.

- Slightly more females than males report that they eat healthful frozen desserts, such as traditional frozen yogurt and sorbet.
- Fast-food restaurants top all other restaurant segments for milkshakes, sundaes and banana splits.
- Foodservice is top of mind for ethnic dessert purchases, likely because of the availability and authenticity of these options in a restaurant setting.
- Females are more likely than males to eat healthful dessert options such as fruit, yogurt and mini-desserts on a monthly basis.
- Hot coffee tops all other beverages that consumers drink as dessert, likely because of its availability.
- Quick-service chains, which offer portable and affordable dessert options, dominate the list of chains consumers have visited in the past two months to purchase dessert.
- Ice cream tops frozen yogurt at limited-service frozen dessert restaurants, signaling that consumers largely prefer to indulge when visiting these locations for dessert.
- At coffee and beverage chains, consumers also prefer to order indulgent options, likely because they associate these drinks most closely with dessert.
- Consumers indicate that donut shops may have room to position several options as dessert, including donuts, other baked goods and coffee beverages.
- Burger chains appear to be go-to location for milkshakes—the data indicates that consumers order milkshakes more often at burger concepts than at frozen-dessert chains.
- Pie is consumers' dessert of choice at family-style restaurants, likely because of the fresh, homestyle positioning of these concepts.
- At casual-dining restaurants, consumers indicate that they are most likely to order substantial, indulgent baked goods (such as cheesecake) that carry an upscale positioning.

Dessert Purchasing Decisions

- The consumer data suggests that absolute low prices are not as important to consumers for dessert as for other meal parts, perhaps because dessert purchases are occasional treats rather than everyday necessities.
- Although quality, freshness and health often go hand in hand for food, this does not seem to be the case with desserts; most consumers indicate that it is not important that their dessert is healthful.
- Because many consumers prefer to purchase desserts from retail stores or make them at home, signature dessert offerings at restaurants can be a significant purchase driver.
- Huge portions do not appear to be a driver for dessert purchases, as consumers would rather have just the right amount of dessert to satisfy their sweet tooth.
- Consumers eat dessert to satisfy a variety of emotional needstates, first and foremost as a way to reward or treat themselves.
- While most consumers agree that fast-food restaurants menu portable, reasonably priced desserts, fast-casual restaurants are top of mind for offering a wide variety of high-quality, healthful desserts.
- Consumers say that desserts offered at casual-dining concepts outpace those menued at family-style restaurants in the crucial areas of taste, variety, pricing and craveability.
- Consumers indicate that \$1–2 is the ideal price point for dessert offered at fast-food restaurants, but are willing to pay more for dessert at fast-casual restaurants.
- Consumers' dessert price thresholds are similar at family-style and casual-dining restaurants; roughly half of consumers are willing to pay \$2–4 for dessert at these restaurants.
- Most recent dessert occasion data suggests that younger consumers place a greater importance on convenient portable desserts, such as beverages, while older consumers stick to traditional desserts, such as cake and fruit pie.
- Consumers indicate that they have strong associations between certain types of restaurants and specific desserts and choose the established options that are top of mind for each segment.

- Consumer cravings are key to driving dessert purchases—more than half of consumers said cravings played a strong role in their most recent away-from-home dessert occasion.
- Beyond cravings, consumers say value and convenience are strong dessert purchase drivers as well, especially for ice cream and dessert beverages.
- Consumers seem to be most likely to share pie, cake and brownies and order dessert beverages and cookies for individual consumption.
- The vast majority of consumers ordered their most recent dessert for dine-in, indicating that while consumers want to be able to sit and enjoy their dessert, there may also be room for operators to offer more portable dessert options.
- Judging from consumers' most recent away from home dessert occasion, dessert orders are primarily spur-of-the-moment decisions, likely driven by cravings.

Dessert Attitudes

- Operators seem to be missing many opportunities for dessert sales, with substantial percentages of consumers saying they are more likely to leave the restaurant after dining out to purchase dessert elsewhere.
- Because many consumers prefer to order dessert only when others do too, operators will want to offer a wide variety of desserts in order to avoid the veto vote.
- Although many consumers still prefer to share desserts, today's consumers seem more open to eating a full dessert on their own.
- When it comes to dessert, consumers indicate that visual cues are very important with many strongly agreeing that they are more likely to order dessert if they see the menued dessert items.
- Operators may want to consider strategies such as bundling or mini dessert options to overcome the tendency for consumers to think they cannot order both an appetizer and a dessert.
- Many consumers consider dessert to be unhealthy by definition, indicating that operators and suppliers may want to proceed with caution when positioning better-for-you dessert options.
- Technomic's findings indicate that consumers, particularly younger consumers, increasingly want nutritional information for the desserts they consume.
- Operators and suppliers will likely want to look to overall industry trends when positioning dessert as healthful; consumers are most interested in trans fat and sodium content of their dessert even though information about sugar, fat and calories is likely more relevant to the category.
- Natural and local ingredients resonate strongly with consumers for dessert, and can be used by operators and suppliers to create a healthful positioning without detracting from the taste of the item.
- Consumers appear to be adventurous in their dessert preferences, more than two-fifths (41%) strongly disagree that it is best to order familiar desserts rather than new or different options.

Dessert Preferences

- Consumers agree that cakes and pies are most appropriate for dessert following dinner, likely because these desserts are more substantial and more formal than most other options.
- Because of their long-standing association with weddings, birthdays and other celebrations, cakes and pies also top the list of desserts that consumers consider to be most appropriate for special occasions.
- The consumer data suggests that mini desserts are on-trend because of their lower price points and inherent portion control.
- Some consumers prefer desserts with name-brand ingredients, likely because they associate these options with quality and an appealing, familiar flavor.

- While toppings are appealing for several different dessert varieties, they are clearly most strongly associated with ice cream.
- Consumers prefer sweet, indulgent toppings for ice cream and favor lighter, better-for-you toppings (such as fruit and nuts) on frozen yogurt.
- Creamy, sugary toppings such as frosting, whipped cream and ice cream are especially appealing toppings for pies, cakes and cookies.
- Consumers say that indulgent toppings such as sugary creams and syrups are most appropriate for hot specialty dessert beverages.

Consumer Segmentation

Dessert User Groups

In order to provide operators and suppliers with additional insights and opportunities, Technomic has created Dessert User Groups based on consumers' response to Question 2 of the consumer survey (Appendix C), which asks respondents how often they eat dessert following a meal. Because consumers did not specify at-home or away-from-home consumption for this question, the user groups include desserts sourced and consumed at both locations.

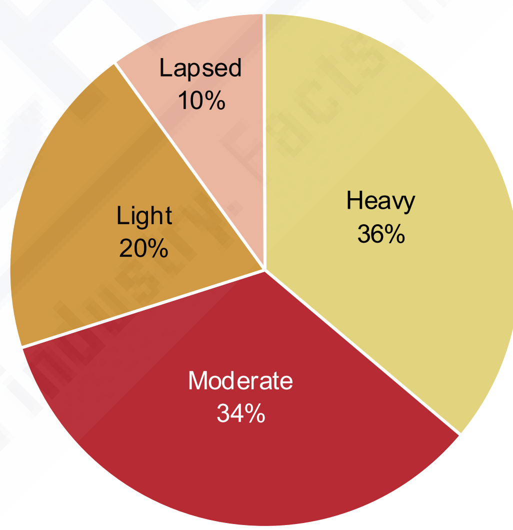
Segmenting consumers into user groups provides valuable demographic profiles of Heavy, Moderate, Light and Lapsed Users; crossing these groups with survey data can reveal important differences among these groups.

In order to qualify for the consumer survey, respondents had to say that they eat dessert following a meal at least occasionally. Based on this question, only 1% of consumers said they never eat dessert following a meal. These consumers did not qualify for the survey and are not included in the user groups.

User-group definitions are consistent from 2007, to allow for accurate year-to-year comparisons between user groups.

- **Heavy Users:** Consumers who eat dessert after a meal at least twice a week. (36%)
- **Moderate Users:** Consumers who eat dessert after a meal at least once a week. (34%)
- **Light Users:** Consumers who eat dessert after a meal once every two to three weeks. (20%)
- **Lapsed Users:** Consumers who eat dessert after a meal once a month or longer. (10%)

Exhibit 23:
Dessert User groups



Base: 1,500 consumes aged 18+

Dessert User Group Demographics

The following tables provide demographic snapshots of Dessert User groups. Base percentages are noted for each demographic group (as n=x%) and significant skews have been noted through bolded and underlined percentages.

As the tables show, Heavy Dessert Users skew to consumers aged 25 to 34. Nearly a quarter (23%) of Heavy Users is in this age group, despite the fact that they make up only 19% of the overall sample. A lack of gender skew is interesting, since females are typically more concerned with health than males and because males are usually heavier foodservice users.

No skew was found for Moderate Dessert Users, indicating that this group is relatively representative of the average dessert consumer.

Light Dessert Users skew slightly to consumers aged 45 to 54. Nearly a quarter of consumers aged 45–54 (23%) fall into this group, though consumers in that age bracket comprise a fifth (20%) of all consumers polled. Lower-income consumers are also more likely to be Light Dessert Users. About a quarter of the consumers who fell into this grouping (23%) earn an annual household income of $25,000 or less, an income level that only includes 20% of all consumers polled. These consumers may need to keep check averages down by cutting back on extras, which in many cases may include dessert. However, Light Dessert Users also skew to consumers earning a moderate annual household income of $50–$74,900. A fourth of Light Dessert Users (25%) earn an annual household income of $50–$74,900, an income level reported by 22% of the total sample.

The Lapsed Dessert User group is made up of a disproportionate percentage of older consumers. More than half of consumers aged 45 and over (56%) fall into this group, though consumers in that age bracket comprise about two-fifths (44%) of all consumers polled. This data indicates a waning interest in dessert as consumers age. The Lapsed Dessert User group also skews to consumers earning a lower income. About one in four consumers who fell into this grouping (26%) earn an annual household income of $25,000 or less, an income bracket that includes just a fifth (20%) of all consumers polled. Again, just as we saw for Light Users, a lower income could cause these consumers to be more aware of check averages at restaurants.

Lapsed Dessert Users skew to Black/African-American consumers as well. A fifth (20%) of Lapsed Dessert Users are Black/African-American, a grouping that comprises just 12% of the total sample.

Heavy Dessert Users (36%)

Exhibit 24:
Heavy Dessert User Demographics

Gender		Age	
Male (n=48%)	48%	18–24 (n=13%)	11%
Female (n=52%)	52	25–34 (n=19%)	**<u>23</u>**
Income		35–44 (n=25%)	23
<$25k (n=20%)	19%	45–54 (n=20%)	18
$25–$34.9k (n=13%)	15	55+ (n=24%)	24
$35–$49.9k (n=18%)	17	**Ethnicity**	
$50–$74.9k (n=22%)	22	Caucasian (n=70%)	71%
$75–$99.9k (n=13%)	13	Black/AA (n=12%)	11
$100–$150k (n=10%)	11	Hispanic (n=12%)	13
$150k+ (n=3%)	4	Asian (n=4%)	3

Base: 540 consumers aged 18+ who eat desserts after a meal at least twice a week

Moderate Dessert Users (34%)

Exhibit 25:
Moderate Dessert User Demographics

Gender		Age	
Male (n=48%)	49%	18–24 (n=13%)	14%
Female (n=52%)	51	25–34 (n=19%)	20
Income		35–44 (n=25%)	27
<$25k (n=20%)	18%	45–54 (n=20%)	18
$25–$34.9k (n=13%)	13	55+ (n=24%)	20
$35–$49.9k (n=18%)	19	**Ethnicity**	
$50–$74.9k (n=22%)	21	Caucasian (n=70%)	70%
$75–$99.9k (n=13%)	14	Black/AA (n=12%)	12
$100–$150k (n=10%)	10	Hispanic (n=12%)	13
$150k+ (n=3%)	5	Asian (n=4%)	5

Base: 508 consumers aged 18+ who eat desserts after a meal at least once a week

Light Dessert Users (20%)

Exhibit 26:
Light Dessert User Demographics

Gender		Age	
Male (n=48%)	48%	18–24 (n=13%)	16%
Female (n=52%)	52	25–34 (n=19%)	11
Income		35–44 (n=25%)	23
<$25k (n=20%)	**23%**	45–54 (n=20%)	**23**
$25–$34.9k (n=13%)	11	55+ (n=24%)	26
$35–$49.9k (n=18%)	18	**Ethnicity**	
$50–$74.9k (n=22%)	**25**	Caucasian (n=70%)	72%
$75–$99.9k (n=13%)	11	Black/AA (n=12%)	11
$100–$150k (n=10%)	11	Hispanic (n=12%)	12
$150k+ (n=3%)	2	Asian (n=4%)	4

Base: 297 consumers aged 18+ who eat desserts after a meal once every 2-3 weeks

Lapsed Dessert Users (10%)

Exhibit 27: Lapsed Dessert User Demographics			
Gender		**Age**	
Male (n=48%)	46%	18–24 (n=13%)	9%
Female (n=52%)	54	25–34 (n=19%)	12
Income		35–44 (n=25%)	23
<$25k (n=20%)	**<u>26%</u>**	45–54 (n=20%)	**<u>23</u>**
$25–$34.9k (n=13%)	15	55+ (n=24%)	**<u>33</u>**
$35–$49.9k (n=18%)	15	**Ethnicity**	
$50–$74.9k (n=22%)	23	Caucasian (n=70%)	65%
$75–$99.9k (n=13%)	11	Black/AA (n=12%)	**<u>20</u>**
$100–$150k (n=10%)	8	Hispanic (n=12%)	12
$150k+ (n=3%)	2	Asian (n=4%)	3

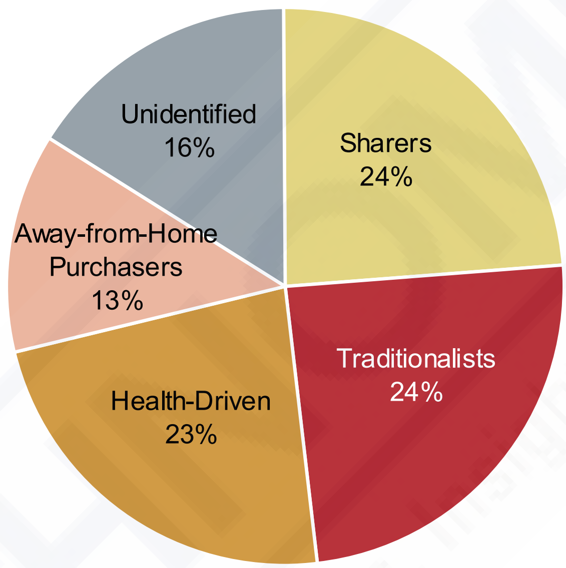
Base: 155 consumers aged 18+ who eat desserts after a meal once a month or longer

Consumer Clusters

Technomic has also created several distinct consumer clusters to help operators and suppliers identify opportunities to tailor a product, service, distribution, pricing or marketing message specifically to a given group of consumers who behave in a similar manner, regardless of their demographic characteristics.

The cluster analysis was based on questions 24, 61 and 63 of the consumer survey (Appendix C), which asked consumers to indicate how much they agree or disagree with a variety of attitudinal questions regarding dessert. The cluster analysis identified four distinct groups of consumers (and one unidentified grouping), as shown in the exhibit below.

Exhibit 28:
Dessert Consumer Clusters



Base: 1,500 consumers aged 18+

Cluster Descriptions and Demographics

The identifying themes that were used to classify each of these groupings are described below. Additionally, to put these clusters into perspective, the accompanying tables illustrate the demographic characteristics of each group. Base percentages are included in each table (as n=x%) and skews have been noted through bolded, underlined percentages.

Sharers (24%)

One in four consumers polled (24%) was classified as a Sharer. These consumers prefer to share desserts at restaurants, are more inclined to order dessert when other members of their party do so, and indicate a higher interest in dessert platters. These consumers were also in stronger agreement that some types of dessert are better for special occasions, likely because dessert is often shared among a group for special events like birthday dinners and weddings.

Sharers skew heavily to females. Although women comprise just slightly more than half of the total consumer sample (52%), more than three out of five consumers (61%) in this grouping is female. Because females are generally more concerned with healthy eating than males, they may place a higher importance on sharing the dessert with others to reduce the amount they consume. Females may also feel stronger societal pressures that go along with eating healthfully and resisting temptation.

Exhibit 29:
Sharers

Gender		Age	
Male (n=48%)	39%	18–24 (n=13%)	15%
Female (n=52%)	<u>**61**</u>	25–34 (n=19%)	19
Income		35–44 (n=25%)	23
<$25k (n=20%)	16%	45–54 (n=20%)	21
$25–$34.9k (n=13%)	13	55+ (n=24%)	22
$35–$49.9k (n=18%)	18	**Ethnicity**	
$50–$74.9k (n=22%)	<u>**26**</u>	Caucasian (n=70%)	73%
$75–$99.9k (n=13%)	14	Black/AA (n=12%)	8
$100–$150k (n=10%)	11	Hispanic (n=12%)	14
$150k+ (n=3%)	3	Asian (n=4%)	3

Base: 359 consumers aged 18+ classified as Sharers

Traditionalists (24%)

The 24% of consumers classified as a Traditionalist are in the strongest agreement that all tasty desserts are unhealthy, indicating nontraditional desserts that are positioned as better-for-you options will likely be less appealing to these consumers. Rather than purchasing dessert at restaurant after their meal, these consumers are more likely to either eat dessert at home, or visit another location such as a supermarket. Additionally, these consumers say that it is better to stick to their tried-and-true favorite desserts instead of trying new options.

These consumers are much more likely to be male (60% versus a base of 40%), indicating the new or unique dessert options may resonate most strongly with females. This cluster also skews to young consumers (16% compared to a base of 13%) and lower-income consumers, with 26% of Traditionalists earning an annual household income at or below $25,000. It is likely that some of these consumers are looking for lower-priced dessert options, causing them to eat desserts purchased from retail or desserts prepared at home, more often.

Exhibit 30:
Traditionalists

Gender		**Age**	
Male (n=48%)	**60%**	18–24 (n=13%)	**16%**
Female (n=52%)	40	25–34 (n=19%)	21
Income		35–44 (n=25%)	**28**
<$25k (n=20%)	**26%**	45–54 (n=20%)	18
$25–$34.9k (n=13%)	13	55+ (n=24%)	18
$35–$49.9k (n=18%)	17	**Ethnicity**	
$50–$74.9k (n=22%)	20	Caucasian (n=70%)	67%
$75–$99.9k (n=13%)	10	Black/AA (n=12%)	14
$100–$150k (n=10%)	11	Hispanic (n=12%)	12
$150k+ (n=3%)	2	Asian (n=4%)	4

Base: 357 consumers aged 18+ classified as Traditionalists

Health-Driven (23%)

About a quarter of consumers polled (23%) was classified as a Health-Driven consumer. These consumers say that they are eating fewer desserts than they used to, purchasing dessert less often away from home and eating healthier desserts. Health-Driven consumers also indicated the highest preference for dessert menus that offer mini desserts and half-portions of dessert.

Despite the fact that Technomic research generally shows that females are more interested in health than males, no gender skew was found among Health-Driven consumers. One reason for this may be that consumer preferences with regard to health may differ for dessert and for other food categories. Consumers know that desserts are generally not healthful, so when consumers who care about health order a dessert they have probably already accepted it as an indulgent option.

Additionally, as we saw in Exhibit 29, consumers classified as Sharers were more likely to be female. This suggests that while some women who are concerned with health are interested in healthful options and smaller dessert portions, some of these females also prefer to order an indulgent item and share it with others.

Exhibit 31:
Health-Driven Consumers

Gender	
Male (n=48%)	47%
Female (n=52%)	53

Income	
<$25k (n=20%)	16%
$25–$34.9k (n=13%)	13
$35–$49.9k (n=18%)	17
$50–$74.9k (n=22%)	**25**
$75–$99.9k (n=13%)	14
$100–$150k (n=10%)	11
$150k+ (n=3%)	3

Age	
18–24 (n=13%)	12%
25–34 (n=19%)	11
35–44 (n=25%)	21
45–54 (n=20%)	22
55+ (n=24%)	**33**

Ethnicity	
Caucasian (n=70%)	**81%**
Black/AA (n=12%)	8
Hispanic (n=12%)	8
Asian (n=4%)	2

Base: 346 consumers aged 18+ classified as Health-Driven consumers

Away-from-Home Purchasers (13%)

Thirteen percent of consumers were classified as an Away-from-Home Purchaser. In contrast to Traditionalists, these consumers seem to enjoy including dessert with their meal at restaurants, indicating higher interest in combination meals that include dessert at both limited- and full-service restaurants. These consumers would also like more restaurants to feature in-store bakeries to prepare desserts onsite and say that they can be encouraged to order a dessert if the item is brought to their attention. Their preference for away-from-home dessert also extends to retail stores; these consumers would like supermarkets to offer a wider variety of prepared desserts.

This cluster skews to females, with women comprising 62% of the grouping. One reason for this could be the association between in-house bakery restaurants and prepared desserts at supermarkets with freshness, quality and perhaps even health. Lower-income consumers are also more likely to fall into the Away-from-Home Purchasers cluster. Earlier we saw that lower-income consumers were also more likely to be classified as Traditionalists, likely because they prefer to either make dessert at home or purchase dessert at a retail store to save money. Since they are also more likely to be Away-from-Home Purchasers, this could mean that the stronger value equation created through bundles may be enough to encourage these consumers to purchase dessert in some cases.

Exhibit 32:
Away-from-Home Purchasers

Gender		Age	
Male (n=48%)	38%	18–24 (n=13%)	6%
Female (n=52%)	**62**	25–34 (n=19%)	12
Income		35–44 (n=25%)	20
<$25k (n=20%)	**24%**	45–54 (n=20%)	22
$25–$34.9k (n=13%)	14	55+ (n=24%)	**40**
$35–$49.9k (n=18%)	23	**Ethnicity**	
$50–$74.9k (n=22%)	24	Caucasian (n=70%)	68%
$75–$99.9k (n=13%)	8	Black/AA (n=12%)	**24**
$100–$150k (n=10%)	6	Hispanic (n=12%)	6
$150k+ (n=3%)	1	Asian (n=4%)	2

Base: 200 consumers aged 18+ classified as Away-from-Home Purchasers

While many consumers have overlapping characteristics, making them a candidate for two or more clusters, all respondents were grouped based on the cluster with which they most closely identified. The Unidentified cluster—comprising the remaining 16% of the consumer sample—contains consumers whose attitudes and preferences did not correspond with any of the consumer clusters.

Dessert user groups and consumer clusters will be discussed throughout this report where relevant, though they are not illustrated with accompanying exhibits in most cases. For additional information regarding these consumer segments, full crosstabs can be made available.

Consumption Behavior & Sourcing

Defining Dessert

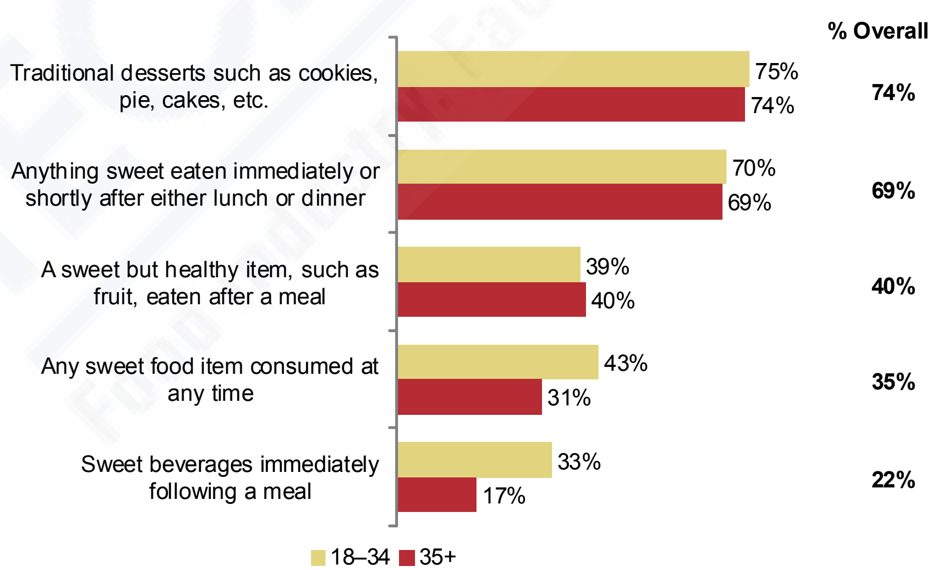
Key Finding
Consumers define desserts primarily as anything sweet eaten after a meal, especially traditional desserts such as cookies, pies and cakes.

Before we delve into consumers' dessert consumption behavior, it is necessary to first explore how consumers define dessert. In large part, consumers appear to define desserts along traditional lines. Roughly three out of four consumers (74%) report that their definition of dessert includes foods that are customarily considered to be appropriate for these occasions, including items such as cookies, cakes, pies and other commonly served dessert fare. Further, nearly as many consumers (69%) also say that they recognize dessert as any sweet food that is eaten immediately after lunch or dinner. This can include a broad range of foods such as candy, fruit, etc.

However, many consumers also report that dessert extends to a different range of items beyond traditional dessert offerings. Two out of five consumers (40%) indicate that they define dessert as a sweet but healthful item (such as sliced fruit) that is eaten directly after a meal and 22% say their definition also includes sweet beverages such as milkshakes or smoothies after lunch or dinner. Additionally, more consumers aged 18–34 (33%) than those aged 35 and older (17%) consider sweet beverages to be desserts.

Roughly a third of consumers (35%) also report that their definition of dessert is not dependent on the daypart, saying that dessert includes any sweet food consumed at any time. This also seems to be a more contemporary perception of dessert. More than two in five consumers aged 18–34 (43% compared to just 31% of those aged 35 and older) said they consider any sweet food eaten at any time to be dessert.

Exhibit 33:
What is your definition of "dessert?"
Select all that you would include in your definition. (by age)



Base: 1,500 consumers aged 18+

Opportunity:

- In order to offer the most appealing desserts, operators and suppliers will need to determine which options will be accepted by consumers. According to Technomic's research, desserts should be items that do not stray too far from the traditional sweet foods that are commonly associated with the dessert category. However, many consumers also indicate acceptance of healthier sweet foods, such as fruit as dessert. These findings suggest that operators may be able to entice more consumers to order dessert by offering several items that incorporate fruit-based flavors or ingredients.

Additional Definitions

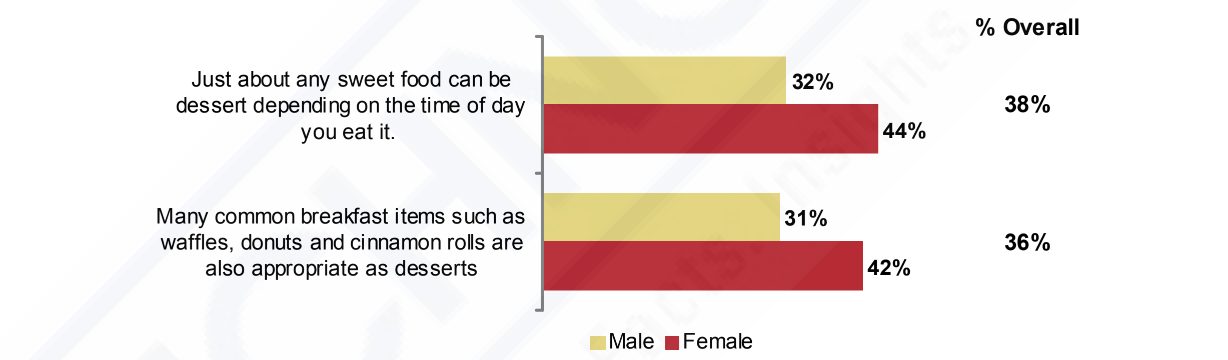
Key Finding
Consumers seem to define dessert primarily based on when the item it is consumed and not as much on the daypart they typically associate with certain items.

About two in five consumers (38%) strongly agree that desserts can include any type of sweet food item depending on the time of day it is consumed. This makes sense considering results from the previous exhibit showing that the vast majority of consumers (69%) define dessert as anything sweet eaten shortly after lunch or dinner.

For more than a third of consumers (36%), common breakfast foods such as waffles, donuts and cinnamon rolls are also appropriate as desserts. This is likely because these items are either sweet on their own or typically served with sugary toppings and sauces (as in the case of waffles).

In general, females seem to have a more inclusive definition of desserts than males. More than two out of five females (44%) compared to just a third of males (32%) strongly agree that any sweet food could be a dessert depending on when it is eaten. More females (42%) than males (31%) also believe that many breakfast foods can be appropriate as desserts.

Exhibit 34:
Please indicate how much you agree with the following.
(by gender, top two box = 5 and 6)



Base: 1,500 consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6 = agree completely and 1 = disagree completely

Opportunity:

- Many consumers seem open to ordering a variety of traditional breakfast items as dessert. As such, operators and suppliers likely have room to offer some of these foods on their dessert menus, adjusted to fit what consumers expect at their concept. Fast-casual restaurants and coffee shops are likely especially well positioned for these types of desserts. Examples of restaurants incorporating breakfast items into dessert include:
  - Friendly's recently unveiled a cinnamon roll-based sundae item that includes three scoops of maple syrup ice cream mixed with bits of cinnamon roll and caramel.
  - Bar Louie now offers a Donut Holes dessert item featuring a set of several small donut holes served with chocolate sauce and vanilla pudding.
  - Burger King recently added a Cinnabon Cheesecake dessert item that features the flavors and ingredients in the cinnamon rolls offered at Cinnabon in a cheesecake format.

Consumption Frequency

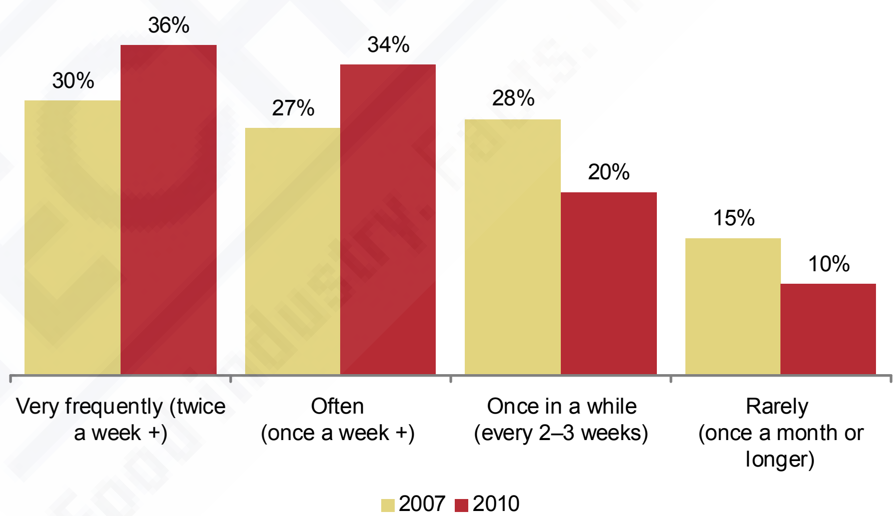
Key Finding
According to consumer data, dessert consumption has increased significantly since 2007. Seventy percent of today's consumers, compared to just 57% of those polled in 2007 say they eat dessert once a week or more often.

More consumers polled in 2010 report often eating desserts following a meal than those surveyed for Technomic's 2007 *Dessert Consumer Trend Report*. As illustrated in the exhibit below, seven in 10 consumers surveyed in 2010 (70%) say that they eat desserts after a meal at least once a week, while just 56% of consumers polled in 2007 said the same. Desserts are widely considered to be a treat. As we will see later in the report, nearly three in four consumers polled (72%) report that they are more likely to eat dessert when they want to treat themselves. The increase in dessert consumption suggests that consumers may treat themselves to dessert because it is a fairly affordable item. Dessert may also provide a comforting way for consumers to cope with stress in tough economic times.

Although the majority of consumers eat dessert at least once a week, a substantial percentage report that they eat desserts occasionally. A fifth of consumers (20%) say that they eat dessert after a meal once in a while or every two to three weeks, and 10% say they eat dessert once a month or less often.

Additionally, Technomic observed differences in dessert consumption by age. Consumers aged 25 to 34 are more likely to eat dessert frequently than any other age grouping. More than two in five consumers aged 25 to 34 eat dessert at least twice a week (44%). In comparison, 32% of consumers aged 18–24 and 35% of consumers aged 35 and older say the same. Younger consumers are typically less concerned with health than older consumers, which may be why these consumers are more likely to eat dessert frequently. Younger consumers may also have a greater preference for sweets.

Exhibit 35:
I eat desserts after a meal…. (by year)



Base: 1,501 (2007) and 1,500 (2010) consumers aged 18+

Reasons for Not Eating Dessert

Key Finding
Although females are typically more concerned with health than males, men are more likely to cite health reasons as a reason for never eating dessert.

Nearly all consumers contacted to participate in Technomic's survey report that they eat dessert at least on occasion (once a month or less often). However, 1% of consumers said that they never eat dessert. Exhibit 36 illustrates why these consumers choose not to eat dessert. This data should be considered directional due to the low base of just 18 consumers who never eat dessert.

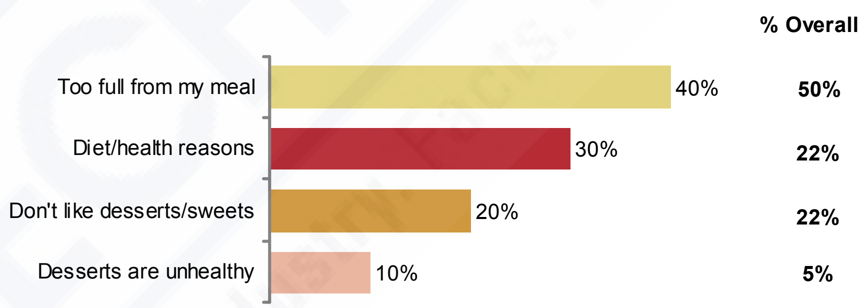
Half of consumers who never eat dessert (50%) say that they are too full from their meal to do so. This percentage is driven by females, with more than three in five (63%) saying that they never eat dessert because they are too full from their meal. In comparison, two in five (40%) males say the same.

In addition, consumers also cite health reasons for why they never eat dessert. About one in five consumers who never eat dessert (22%) say it is because of diet or health reasons, and 5% say it is due to the fact that desserts are not healthful. Males, in particular, report that health reasons deter them from eating desserts. Three in 10 males (30%) say that they never eat dessert because of diet/health reasons, compared to just 13% of females. Additionally, one in 10 males (10%) who never eat dessert say it is because desserts are not healthful.

Furthermore, nearly a quarter of consumers (22%) report that they never eat dessert because they just don't like desserts/sweets.

It is important to note that in order to qualify for the survey consumers must eat dessert. Therefore, these consumers were terminated from the survey and will not be included in any further findings.

Exhibit 36:
Why do you NEVER eat dessert?



Base: 18 consumers aged 18+ who never eat desserts, includes only terminated consumers
Findings should be considered directional only due to low base

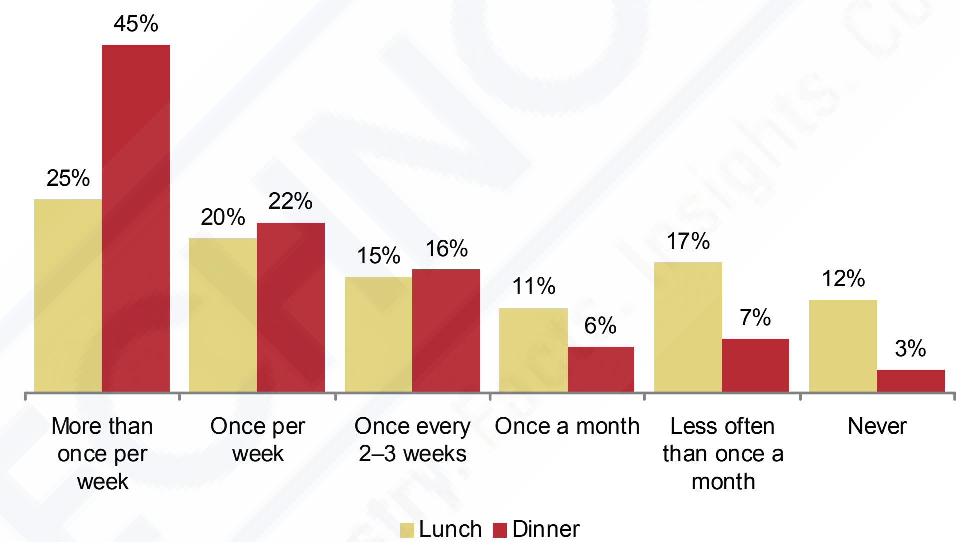
Consumption by Daypart

Key Finding
Desserts are clearly perceived to be more appropriate following dinner than lunch. Although 67% of consumers eat dessert after dinner at least once a week, just 45% do the same following lunch.

Exhibit 35 showed that 70% of consumers eat dessert after a meal at least once a week. The exhibit below illustrates how often they do so following lunch and dinner. According to the data, more consumers say that they eat dessert after dinner than after lunch. Two-thirds of consumers (67%) report that they eat dessert after dinner at least once a week, the majority of which (45%) do so more than once per week. In comparison, about two in five consumers (45%) say that they have dessert following lunch at least once a week, with just a quarter (25%) doing so more often than once a week. Dinner is more of an occasion where consumers are willing to splurge, likely because they have more time to sit and eat their meal.

While some consumers eat dessert once per week or more often, a substantial proportion prefer to eat dessert less often. Nearly three in 10 consumers (28%) say that they eat dessert after lunch once a month or less often, while just 13% say the same for after dinner. These consumers may prefer to reserve dessert for a special occasion or may consume desserts less often for dietary reasons.

Exhibit 37:
How often do you eat desserts after the following meals…?



Base: 1,500 consumers aged 18+

Consumption as Snacks

Key Finding
Consumers are most likely to eat dessert as a snack in the mid-evening, indicating that they often prefer to eat their dessert well after dinner, when they are no longer full and feel like an indulgent treat.

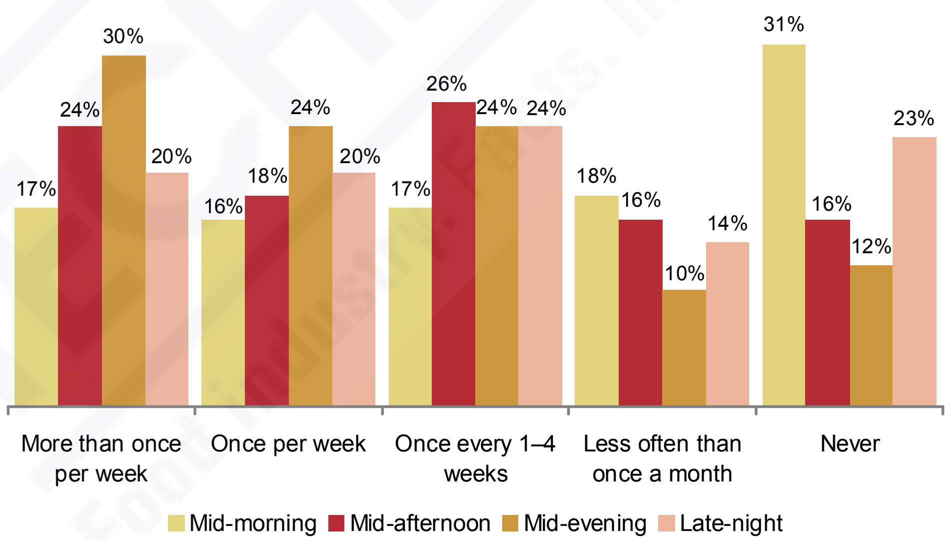
In addition to eating desserts as a post-meal treat, many consumers also eat desserts as snacks. The mid-evening seems to appeal to many consumers as an ideal time of day to eat dessert as a snack. More than half of consumers polled (54%) say that they eat desserts as snacks once a week or more often during the mid-evening, between the time they eat dinner and go to bed. Additionally, about a quarter of consumers (24%) eat dessert in the mid-evening once a month. It is likely that these consumers may be full from their meal and prefer to wait to eat dessert.

Consumers also enjoy eating desserts during the mid-afternoon, after lunch—but before dinner. About two-fifths of consumers (42%) say that they eat dessert in the mid-afternoon on a weekly basis, and a quarter (26%) do so on a monthly basis. These consumers likely need something to tie them over until dinner, and are in the mood for something sweet.

Nearly the same percentage of consumers eats desserts as snacks late at night, before bedtime, with two in five consumers (40%) reporting that they eat desserts during this time of day once a week or more often. However, some consumers never eat desserts during this time. Nearly a quarter of consumers (23%) report that they never eat desserts as snacks late at night.

Consumers are least likely to eat desserts as snacks in the mid-morning, after breakfast—but before lunch. About three in 10 consumers (31%) say that they never eat desserts during this time. On the other hand, a third of consumers (33%) do eat desserts as snacks in the mid-morning on a weekly basis.

Exhibit 38:
How often do you eat desserts as snacks at the following times….?



Base: 1,500 consumers aged 18+

Opportunity:

- Sharers are more likely than other consumers to eat dessert as a snack in the mid-morning and in the mid-evening. Consumers visiting restaurants during these times are not purchasing a full meal, and are more likely to sit at the bar. This indicates that operators may want to include some mini-dessert samplers or shareable platters on the midday or evening bar menu if they do not so do already.

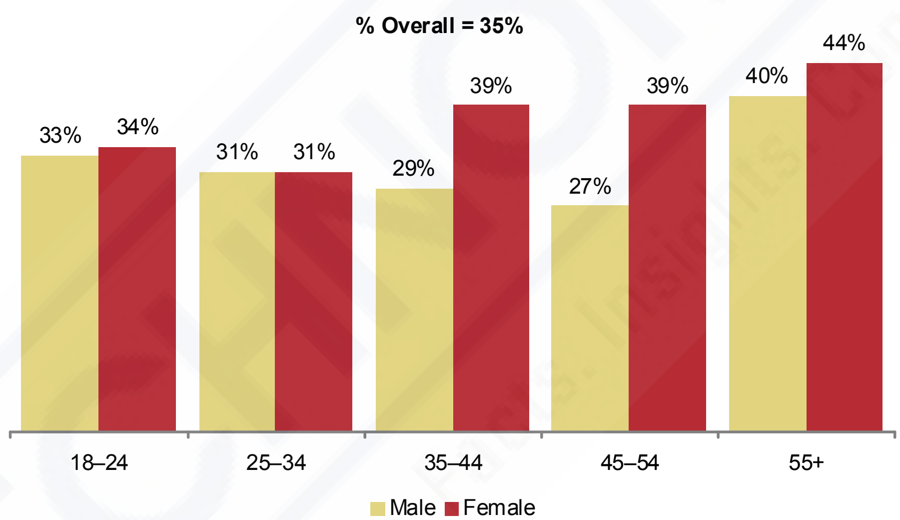
Recent Changes in Overall Dessert Consumption

Key Finding
More older consumers say they have decreased their dessert consumption since 2007, indicating that a preference for desserts likely wanes with age.

Data in the exhibit below reiterates the popularity of dessert detailed in Exhibit 35 despite recent challenges presented by the economy and growing consumer interest in healthy dining. Overall, just slightly more than a third of survey respondents (35%) indicate that they are consuming fewer desserts today than they used to, suggesting a positive outlook for operators and suppliers with a large stake in the dessert category.

Examining these results by age and gender shows that reduced dessert consumption is considerably higher among older consumers than younger consumers. Just 32% of consumers aged 18–34 say that they are eating fewer desserts now than they used to. In comparison, 37% of consumers aged 35 and older indicate the same reduced dessert consumption.

Exhibit 39:
I eat fewer desserts than I used to. (by age and gender, top two box = 5 and 6)



Base: 1,500 consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6 = agree completely and 1 = disagree completely

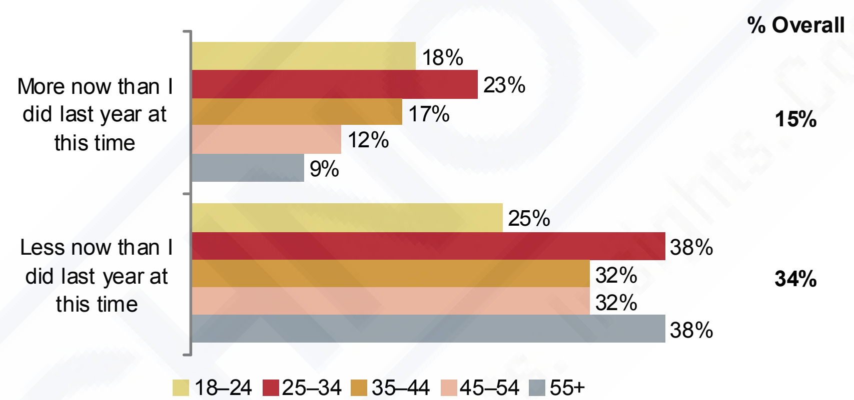
Recent Changes in Away-from-Home Dessert Consumption

Key Finding
Despite a slowly improving economy, many consumers say they are purchasing fewer desserts now than they did last year, indicating that consumers may still be hesitant to splurge on extras.

Consumers report an overall drop in away-from-home dessert consumption since last year. One third of consumers polled (34%) report that they are eating desserts away from home less often now than they were one year ago. On the other hand, a substantial, 15% of consumers say that their dessert consumption has increased.

The biggest decline in away-from-home dessert consumption since last year seems to be among consumers aged 25–34 and those aged 55+. Roughly two-fifths of consumers aged 25–34 (38%) and those aged 55 and older (38%) report eating desserts away from home less frequently. However, consumers aged 25–34 are also in the strongest agreement (23% compared to 15% of consumers overall) that they are eating dessert more now than last year.

Exhibit 40:
I am eating desserts away from home… (by age, top two box = 5 and 6)



Base: 1,500 consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6 = agree completely and 1 = disagree completely

Consumption and Sourcing by Dessert Type

Cookies: Consumption

Key Finding
Consumers report that they eat chocolate chip cookies much more often than any other type of cookie, signaling that these options likely are top of mind for consumers as a portable, grab-and-go dessert.

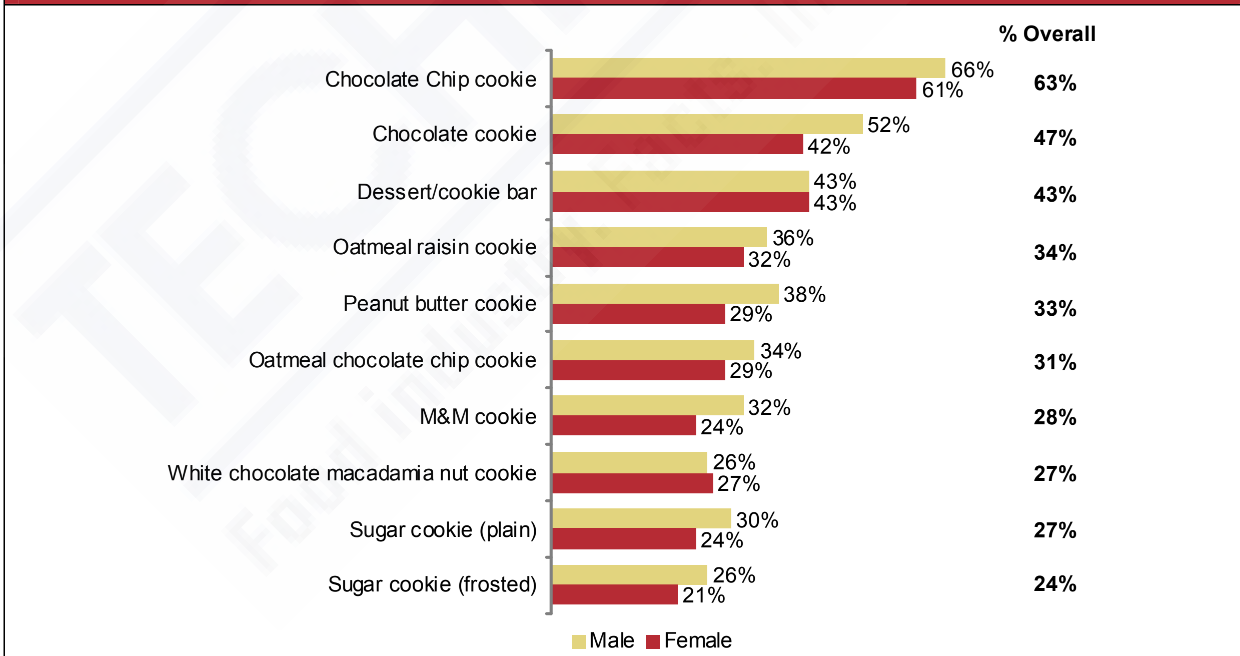
The following slides examine overall consumption of specific types of dessert, regardless of where they were purchased and/or prepared. The exhibit below shows the overall consumption of cookies. The classic chocolate chip cookie leads all other cookie varieties by a wide margin. About three in five consumers (63%) say that they eat a chocolate chip cookie at least once a month.

In addition, nearly half of consumers polled (47%) report that they eat chocolate-flavored cookies once a month or more often. Dessert/cookie bars round out the top three options with 43% of consumers saying that they eat this type of cookie on a monthly basis.

Oatmeal cookies are also popular. Roughly a third of consumers say that they eat oatmeal raisin (34%) and oatmeal chocolate chip (31%) cookies at least once a month.

Overall, the data suggests that males are more likely to eat cookies than females. The biggest discrepancy exists for chocolate-flavored cookies. More than half of male consumers said that they eat chocolate cookies (52%) cookies on a monthly basis, compared to just 42% of female consumers. Technomic has observed that females tend to be more health-conscious than males, which is likely the reason that fewer females report that they eat cookies at least once a month. However, females are just as likely as males to eat dessert/cookie bars and white chocolate macadamia nut cookies.

Exhibit 41:
How often do you consume the following cookies? (Once a month or more often)



Base: 1,500 consumers aged 18+

Top 10 cookies shown

Sourcing

Key Finding
Rather than sourcing cookies from restaurants or making them at home, consumers indicate they primarily prefer to purchase cookies from the prepared-foods section of retail stores.

Exhibit 41 showed the overall consumption of the top 10 cookie varieties. The exhibit below shows where consumers are most likely to order/purchase these items. Retail locations seem to be top of mind for consumers who are looking to purchase cookies, likely because consumers perceive cookies to be similar at retail locations and restaurants, as well as being relatively easy to make at home. For all types of cookies, more consumers say that they are most likely to buy them prepared from a retail location, such as a bakery or grocery store, than from limited- or full-service restaurants. Although consumers were instructed to only consider freshly prepared options for this response, it is likely that some consumers may also be considering packaged cookies offered at retail stores.

In addition to buying cookies prepared, consumers also make cookies at home. Consumers are most likely to make classic cookie varieties with rather simple recipes, such as chocolate chip, peanut butter and plain sugar cookies. These consumers likely purchase the required ingredients at retail locations as well.

Beyond retail locations, some consumers purchase cookies from fast-food and fast-casual restaurants. Considering cookies are handheld and portable items, they go well with fast-food and fast-casual service formats. White chocolate macadamia nut cookies are the number-one cookie variety purchased at fast-food (19%) and fast-casual (14%) restaurants.

Exhibit 42:
At what type of place are you most likely to get these cookies?

	Fast-Food Restaurant	Fast-Casual Restaurant	Midscale Restaurant	Casual-Dining Restaurant	Upscale/Fine-Dining Restaurant	Buy prepared from retail	Make at home
Chocolate chip (n=952)	15%	9%	5%	5%	2%	**37%**	27%
Chocolate (n=703)	15	10	6	8	1	**40**	21
Dessert/cookie bar (n=648)	8	11	8	10	2	**42**	20
Oatmeal raisin (n=512)	12	10	7	5	3	**42**	22
Peanut butter (n=502)	12	11	7	6	2	**38**	25
Oatmeal Chocolate chip (n=467)	11	12	5	7	3	**40**	22
M&M (n=418)	18	10	10	7	1	**41**	14
White chocolate macadamia nut (n=399)	19	14	6	6	4	**40**	10
Sugar (plain) (n=399)	10	11	6	7	2	**39**	25
Sugar (frosted) (n=354)	8	12	8	7	2	**44**	19

Base: Varies based on the % who have consumed each dessert in the past month, as noted in table
Percentages may not equal 100% due to rounding

Opportunities:

- To drive away-from-home cookie purchases, operators will likely need to differentiate their options from what consumers can get at a retail location or make themselves. One way to do this could be through interesting flavors. For example, Great American Cookies offers a Snickerdoodle cookie, with flavors of Snickers candy bar. Mrs. Fields also has several interesting cookie flavor offerings, such as Peanut Butter Scotch cookies.
- Another reason why made at-home cookie consumption is so high could be because consumers may want warm, fresh-baked cookies. Operators who do not already do so may want to consider offering warm cookies or provide their customers with the option to warm cookies in a toaster or oven. For instance, Quiznos offers to heat cookies up in sandwich toaster for a warm, fresh-out-of-the-oven taste.

Brownies and Other Baked Goods

Consumption

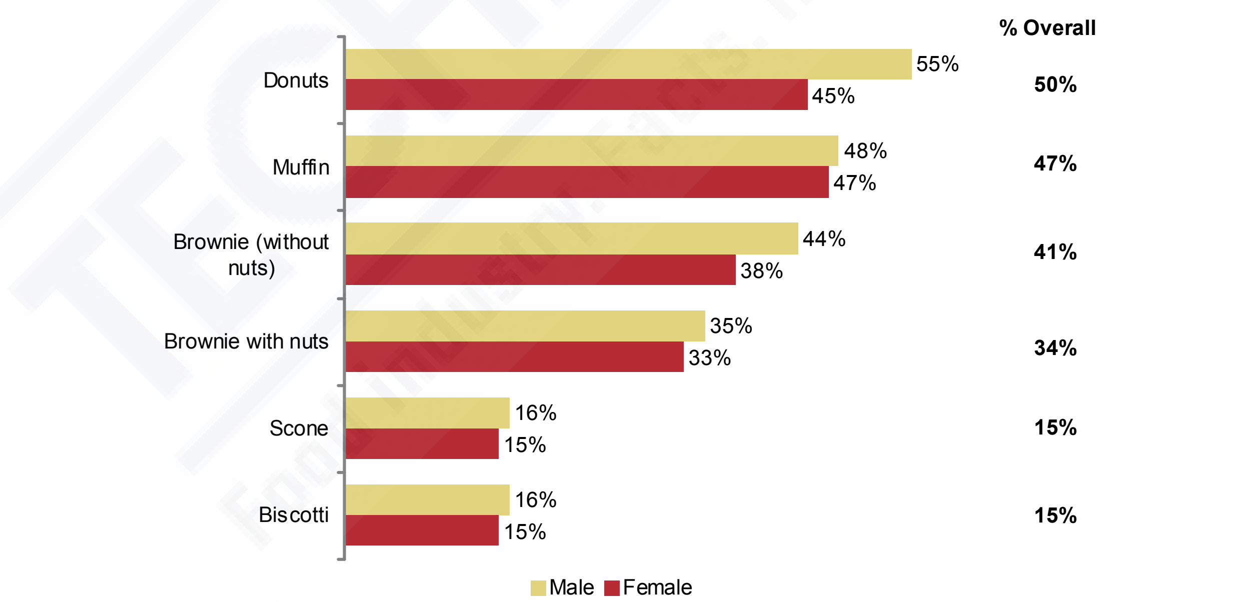
Key Finding
Although many consumers may not consider donuts and muffins to be dessert, consumers indicate that they eat these items more often as dessert than some traditional options.

In addition to cookies, Technomic also asked consumers about their consumption of other types of baked goods, such as brownies and muffins. Donuts lead all other baked-good options for overall consumption, with half of consumers (50%) saying that they consume donuts on a monthly basis. Nearly as many consumers (47%) report that they eat muffins once a month or more often. Additionally, roughly one in five consumers also eats scones (15%) and biscotti (15%) at least once a month. Although consumers were asked to consider these in the context of dessert purchases, they were not specifically asked to only consider baked goods ordered as dessert. Therefore, it is likely that the data shown in the exhibit below includes some donuts, muffins and scones ordered for breakfast or for a snack as well.

Brownies are another popular dessert item and consumers indicate that they prefer these options without nuts. About two in five consumers say that they eat brownies (without nuts) (41%) on a monthly basis, and 34% say the same for brownies (with nuts). While nuts can increase the value and quality perception of brownies, operators may also want to consider allergies.

More males than females report that they eat donuts and brownies (without nuts) at least once a month. For example, more than half of males surveyed (55%) say that they eat donuts on a monthly basis, while just 45% of females say the same. On the other hand, females are nearly as likely as males to consume muffins, scones, biscotti and brownies (with nuts) once a month or more often.

Exhibit 43:
How often do you consume the following baked goods?
(by gender, once a month or more often)



Base: 1,500 consumers aged 18+

Sourcing

Key Finding
Consumer data indicates that baked goods have the most resonance with consumers at fast-casual restaurants and at retail locations.

The exhibit below shows that consumers are most likely to purchase baked goods from retail locations or make them at home. Of all the baked goods listed in the exhibit, donuts are purchased from retail most often, with more than half of consumers (58%) saying that they are most likely to buy donuts prepared from a retail location. Consumers are most likely to purchase muffins (41%) and biscotti (27%) from retail locations as well.

Instead of purchasing prepared baked goods, some consumers choose to make them at home. More consumers make brownies at home than any of the other baked goods shown in Exhibit 44. About two in five consumers (41%) say that they are most likely to make brownies (without nuts) at home, and a third (33%) say the same for brownies (with nuts).

In contrast, more consumers source scones from fast-casual restaurants than any other segment. About three in 10 consumers say that they are most likely to get scones at fast-casual restaurants. This is likely because consumers are familiar with scones at these concepts. Although, nearly as many consumers (25%) say that they are most likely to buy scones prepared from a retail location.

Exhibit 44:
At what type of place are you most likely to get these brownies/other baked goods?

	Fast-Food Restaurant	Fast-Casual Restaurant	Midscale Restaurant	Casual-Dining Restaurant	Upscale/ Fine-Dining Restaurant	Buy prepared from retail	Make at home
Donut (n=749)	17%	10%	6%	4%	1%	**58%**	4%
Muffin (n=710)	9	16	8	4	3	**41**	18
Brownie (without nuts) (n=613)	8	11	6	12	1	21	**41**
Brownie with nuts (n=512)	8	11	10	12	1	24	**33**
Scone (n=232)	12	**29**	10	7	7	**25**	9
Biscotti (n=233)	17	**22**	8	8	11	**27**	7

Base: Varies based on the % who have consumed each dessert in the past month, as noted in table
Percentages may not equal 100% due to rounding

Opportunity:

- Consumers are more likely to purchase the baked goods listed in the exhibit above at fast-casual restaurants than any other restaurant segment. This suggests that there is likely an opportunity for these concepts to position baked goods as dessert, not just as breakfast offerings. Fast-casual operators can offer baked goods on the dessert menu or pair them with beverages and position them as an indulgent treat. For example, Panera has recently been promoting its baked goods for dessert. With any purchase of food and beverage, Panera customers can add a dessert for just $1 more.

Cakes

Consumption

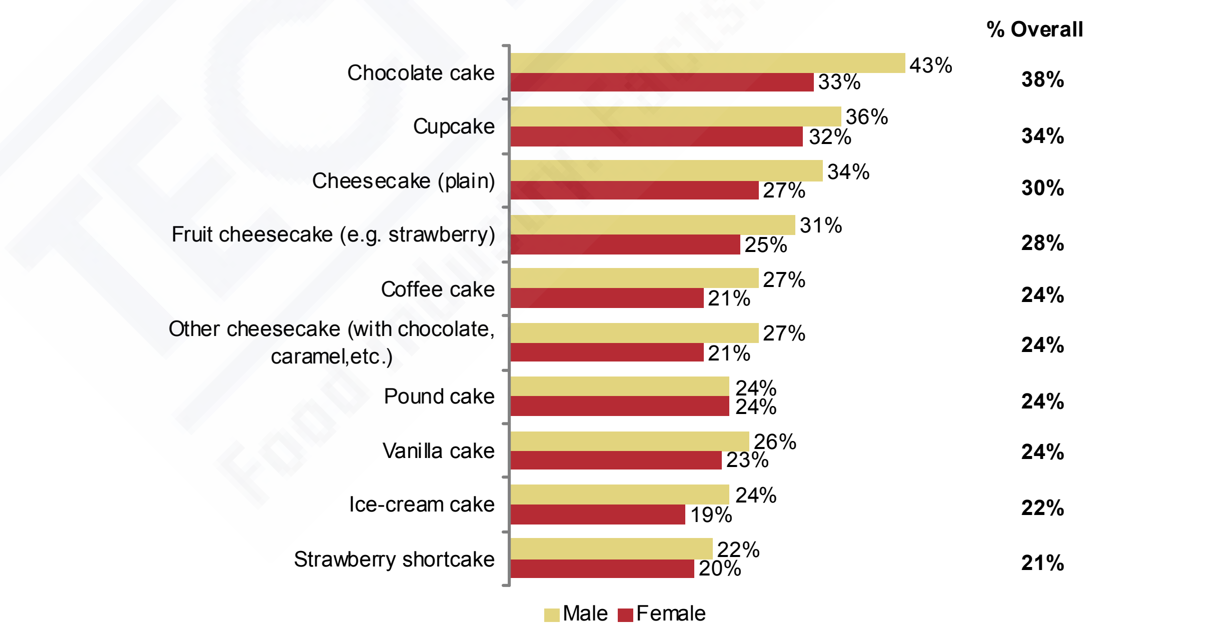
Key Finding
Consumers prefer a variety of traditional, portable and more upscale types of cake; chocolate cake, cupcakes and cheesecake are the three most frequently consumed varieties.

Consumers say that they eat chocolate cake more often than any other variety measured by the survey. Nearly two in five consumers (38%) report that they eat chocolate cake once a month or more often. Additionally, about a third of consumers (34%) consume cupcakes at least once a month. Cupcakes have been on trend in recent years with several niche concepts focusing on cupcakes, such as Sprinkles and Swirlz.

Cheesecake rounds out the top three most consumed types of cake. Three in 10 consumers (30%) report that they eat cheesecake on monthly basis. Other varieties of cheesecake are also consumed often. Roughly a quarter of respondents also consume cheesecake with fruit flavors, such as strawberry, (28%) and other types of cheesecake, such as chocolate, (24%) at least once a month.

Just as is the case for cookies and other baked goods, the data indicates that males are more likely to eat cake than females. Pound cake is the only exception. About a quarter of males (24%) report that they eat pound cake at least once a month and the same percentage of females say the same. As we have seen throughout this section, females are generally are less likely than males to eat desserts, most likely because of health reasons. This suggests that consumers may consider pound cake to be more healthful than other varieties of cake. While pound cake is also indulgent—its name is taken from the pound of butter and pound of sugar used in the cake's classic recipe—the fact that this option is often a single-layer cake with or without a simple glaze on top, may lead consumers to perceive it as a lighter dessert option.

Exhibit 45:
How often do you consume the following cakes? (Once a month or more often)



Base: 1,500 consumers aged 18+

Top 10 cakes shown

Sourcing

Key Finding
Beyond retail prepared foods sections, casual-dining restaurants are top of mind for cakes, especially cheesecake.

The majority of retail locations (such as bakeries and grocery stores) that offer prepared foods, feature cakes. In fact, cakes are most widely available at these locations and full-service restaurants. As shown in Exhibit 46, consumers say they are most likely to purchase cupcakes, coffee cake, pound cake and ice-cream cake from retail locations. A substantial percentage of consumers say that they source each type of cake from these places.

While some consumers rely on retail locations for cake, some consumers say that they are most likely to make some types of cake at home. Roughly a quarter of consumers say that they make vanilla cake (28%), chocolate cake (27%), cupcakes (27%) and strawberry shortcake (25%) at home more often than purchasing them at retail locations or restaurants.

Consumers also report that they are most likely to purchase many of the cakes they eat at restaurants, particularly casual-dining restaurants. For example, about a quarter of consumers say that they are most likely to order plain (27%), fruit (26%) and other cheesecake (22%) at casual-dining concepts. Furthermore, chocolate, vanilla, ice-cream cake and strawberry shortcake are sourced from these locations more than any other restaurant segment.

Exhibit 46:
At what type of place are you most likely to get these cakes?

	Fast-Food Restaurant	Fast-Casual Restaurant	Midscale Restaurant	Casual-Dining Restaurant	Upscale/ Fine-Dining Restaurant	Buy prepared from retail	Make at home
Chocolate cake (n=567)	4%	9%	9%	19%	6%	**26%**	**27%**
Cupcake (n=507)	6	9	7	7	2	**41**	**27**
Cheesecake (plain) (n=455)	5	14	9	**27**	11	**24**	10
Fruit cheesecake (n=422)	5	10	11	**26**	15	**23**	11
Coffee cake (n=361)	11	11	10	11	3	**42**	12
Other cheesecake (n=354)	5	12	12	**22**	12	**26**	10
Pound cake (n=360)	6	10	11	9	4	**43**	17
Vanilla cake (n=367)	7	11	9	13	4	**28**	**28**
Ice-cream cake (n=323)	12	9	11	17	7	**37**	9
Strawberry shortcake (n=315)	6	10	14	17	7	**21**	**25**

Base: Varies based on the % who have consumed each dessert in the past month, as noted in table
Percentages may not equal 100% due to rounding

Pies and Cobblers

Consumption

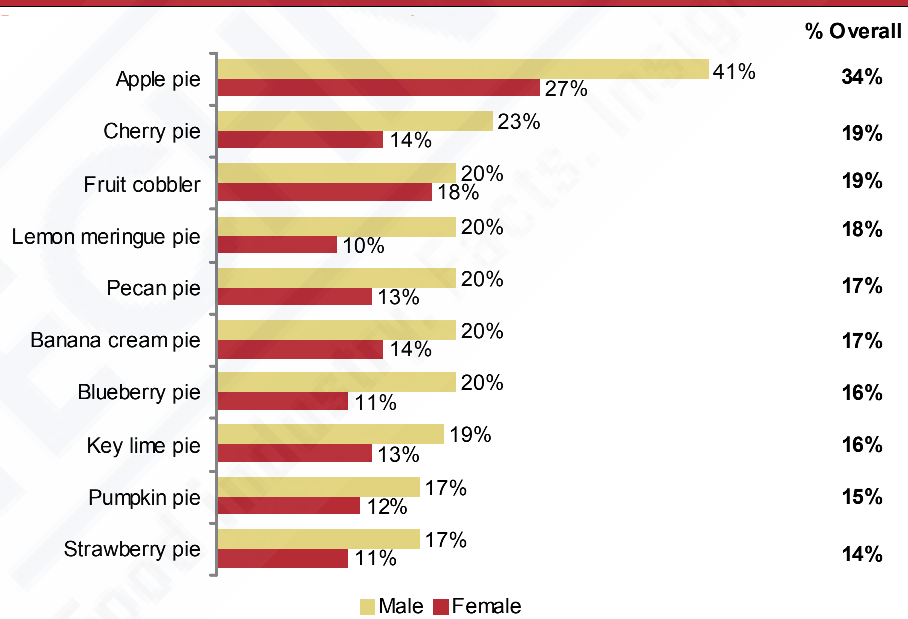
Key Finding
Classic apple pie leads all other types of pies and cobblers for overall consumption by a wide margin.

In addition to baked goods and cakes, pies are also a popular dessert item. About one-third of consumers polled (34%) report that they eat apple pie at least once a month, making it the leading option among all pie varieties. Exhibit 47 shows that consumption for pies is driven by males, and this is the case for apple pie. About two in five males report that they eat apple pie on a monthly basis, whereas just about a quarter (27%) of females says the same.

Additionally, about a fifth of consumers (19%) say that they eat fruit cobbler at least once a month. While pie consumption is strongly driven by males, the data indicates that females are as likely to eat fruit cobbler as males. Just slightly more males (20%) than females (18%) report that they eat fruit cobbler at least once a month.

Some types of pies are seasonal. However, consumers report that they eat seasonal pies, such as pumpkin pie, on a monthly basis. Nearly one in five consumers (17%) say that they eat pecan pie once a month or more often, and 15% say the same for pumpkin pie. This aligns well with the current trend towards comfort foods.

Exhibit 47:
How often do you consume the following pies and cobblers?
(Once a month or more often)



Base: 1,500 consumers aged 18+
Top 10 pies shown

Sourcing

Key Finding
Retail locations are visited most often for pies and cobblers by a wide margin, indicating that there may be a lack of availability at restaurants.

Pies are a popular dessert variety and are offered in many different flavors. Consumers say that they are most likely to purchase each of the top 10 pies from retail.

However, some consumers report that they are more likely to order pies at restaurants. Although a quarter of consumers (26%) are most likely to purchase apple pie from retail locations, nearly as many (22%) say that they are most likely to order them from fast-food restaurants. This is likely driven by the popular Baked Apple Pie offered at industry leader McDonald's and similar options at other fast-food concepts.

Beyond apple pie, consumers report that they are more likely to order most other varieties at midscale and casual-dining restaurants than at fast-food and fast-casual concepts. For example, nearly a fifth of consumers say that they are most likely to order cherry pie when dining-out at casual-dining (17%) and midscale (16%) restaurants. In comparison, about one in 10 consumers say that they are most likely to order cherry pie at fast-food (13%) and fast-casual (12%) restaurants.

Exhibit 48:
At what type of place are you most likely to get these pies and cobblers?

	Fast-food restaurant	Fast-casual restaurant	Midscale Restaurant	Casual-Dining Restaurant	Upscale/ Fine-Dining Restaurant	Buy prepared from retail	Make at home
Apple (n=503)	**22%**	8%	13%	17%	2%	**26%**	12%
Cherry (n=278)	13	12	16	17	4	**41**	7
Fruit cobbler (n=289)	8	12	19	17	6	**24**	**22**
Lemon meringue (n=265)	8	14	16	16	9	**23**	10
Pecan (n=248)	8	12	17	19	8	**42**	13
Banana cream (n=254)	12	19	17	13	7	**26**	9
Blueberry (n=234)	11	14	19	15	5	**43**	10
Key lime (n=237)	8	15	14	17	11	**28**	9
Pumpkin (n=219)	10	14	16	16	4	**27**	14
Strawberry (n=211)	11	16	14	**18**	7	**20**	14

Base: Varies based on the % who have consumed each dessert in the past month, as noted in table
Percentages may not equal 100% due to rounding

Frozen Desserts

Consumption

Key Finding
Slightly more females than males report that they eat healthful frozen desserts, such as traditional frozen yogurt and sorbet.

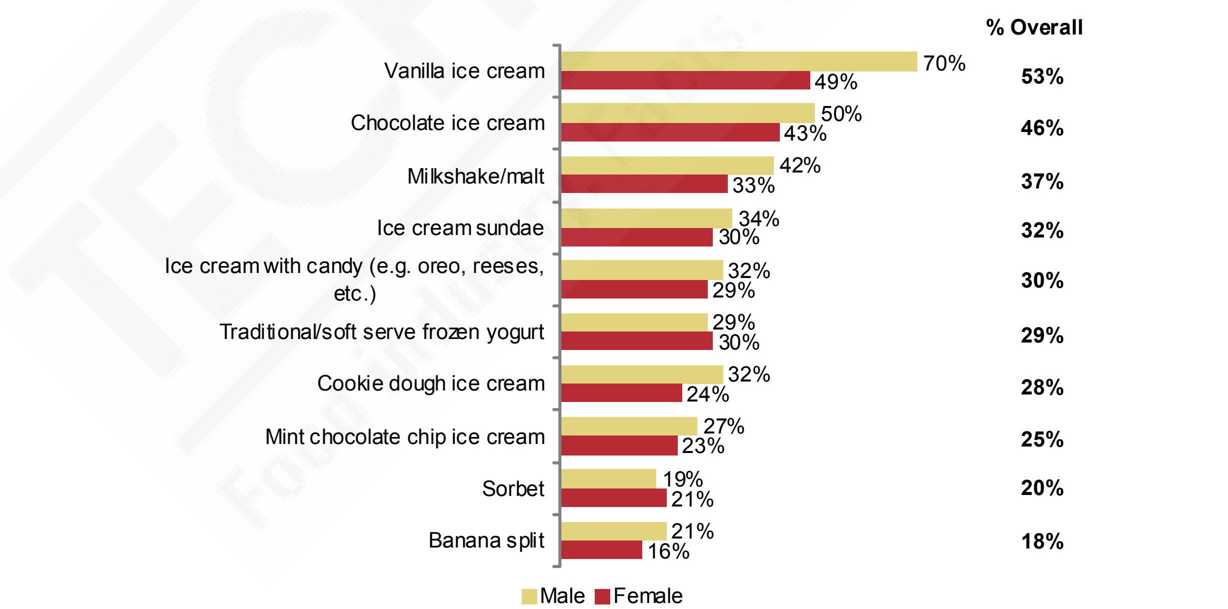
Traditional simple frozen desserts are top of mind for consumers. Vanilla ice cream leads all other frozen dessert options. About than half of consumers say that they eat vanilla (53%) and chocolate (46%) ice cream at least once a month. Consumers also enjoy other flavors of ice cream. For example, about a quarter of consumers report that they eat cookie dough (28%) and mint chocolate chip (25%) ice cream once a month.

In addition, consumers eat other variations of ice cream with mix-ins and toppings. Three in 10 consumers (30%) say that they have ice cream with candy once a month or more often.

Milkshakes, a frozen-dessert specialty, rounds out the top three frozen desserts. About a third of consumers say that they have a milkshake (37%) and ice-cream sundae (32%) at least once a month. Additionally, nearly one in five consumers (18%) say that they eat a banana split at least once a month.

The data in the exhibit below indicates that females are more likely than males to eat frozen desserts that are more healthful than traditional ice cream. For example, three in 10 females (30%) say that they eat traditional/soft-serve frozen yogurt on a monthly basis, compared to 29% of males. Additionally, about one-fifth of females (21%) report that they eat sorbet at least once a month, whereas just 19% of males say the same.

Exhibit 49:
How often do you consume the following frozen desserts?
(Once a month or more often)



Base: 1,500 consumers aged 18+
Top 10 frozen desserts shown

Sourcing

Key Finding
Consumers indicate that fast-food restaurants top all other restaurant segments for milkshake or malt, ice-cream sundae and banana split purchases.

Consumers rely on retail locations with simple, classic frozen desserts, but prefer fast-food restaurants for more complex ice cream treat. Consumers say that they are most likely to purchase individual flavors of ice cream, sorbet and frozen yogurt from retail locations. For example, more than half of consumers (56%) report that they are most likely to buy both vanilla and chocolate ice cream from retail. Additionally, 52% of consumers are most likely to source cookie dough ice cream from retail food locations. Consumers likely purchase these items from retail locations because they are easy to find at grocery stores.

However, fast-food restaurants seem to be top of mind for frozen desserts that require multiple ingredients and that are more complicated to prepare. Consumers say they are most likely to purchase milkshakes/malts (52%), ice-cream sundaes (34%) and banana splits (32%) from fast-food chains. While fast-food burger chains are likely top of mind for milkshakes/malts, consumers likely visit frozen dessert chains for ice-cream sundaes. Although some consumers are most likely to purchase traditional frozen yogurt and ice cream with candy from retail locations, a substantial percentage of consumers source these items from fast-food restaurants as well.

Exhibit 50:
At what type of place are you most likely to get these frozen desserts?

	Fast-Food Restaurant	Fast-Casual Restaurant	Midscale Restaurant	Casual-Dining Restaurant	Upscale/ Fine-Dining Restaurant	Buy prepared from retail	Make at home
Vanilla ice cream (n=789)	16%	4%	7%	7%	2%	**56%**	8%
Chocolate ice cream (n=695)	14	8	7	6	1	**56**	7
Milkshake/malt (n=556)	**52**	6	12	9	3	9	9
Ice-cream sundae (n=481)	**34**	9	14	12	2	17	12
Ice cream with candy (n=457)	**28**	7	9	10	2	**37**	7
Traditional/soft-serve frozen yogurt (n=440)	**27**	10	11	13	5	**29**	5
Cookie dough ice cream (n=417)	14	10	12	6	2	**52**	6
Mint chocolate chip ice cream (n=374)	13	8	9	11	4	**48**	7
Sorbet (n=300)	10	13	11	12	8	**40**	7
Banana split (n=277)	**32**	12	18	10	3	14	10

Base: Varies based on the % who have consumed each dessert in the past month, as noted in table
Percentages may not equal 100% due to rounding

Opportunity:

- Considering that many consumers source frozen desserts at fast-food concepts, fast-casual operators may want to consider offering these options as well. In order to maintain their high-quality, healthful positioning, fast-casual restaurants could offer frozen desserts that align with these attributes such as sorbet, gelato and frozen yogurt.

Ethnic Desserts

Consumption

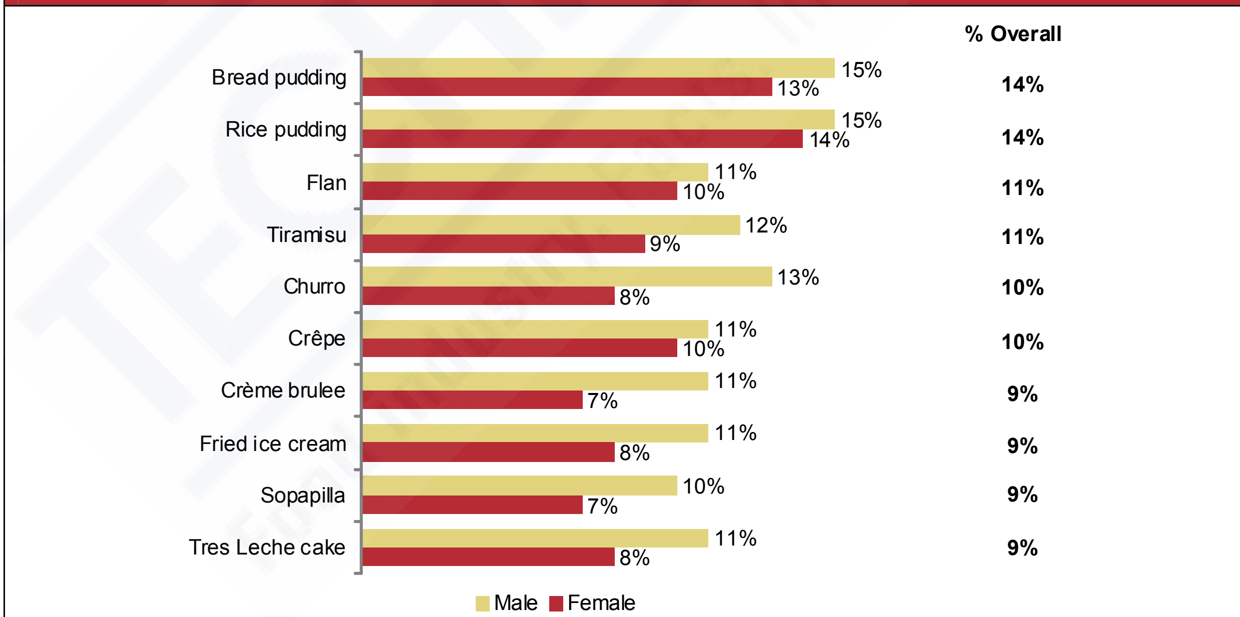
Key Finding
According to the data, more Asian and Hispanic consumers eat ethnic desserts than African-American and Caucasian consumers.

Compared to other desserts measured in this section, few consumers report that they eat ethnic desserts. Bread and rice pudding lead all other ethnic dessert options, with 14% of consumers alike saying that they eat both of these items once a month or more often.

Some consumers also say that they consume traditional Spanish and Mexican desserts. Roughly one in ten consumers say that they eat flan (11%), churros (10%), sopapilla (9%) and tres leches cake (9%) at least once a month. In addition, desserts typical of French cuisine are consumed by about the same percentage of consumers. One in 10 consumers (10%) reports that they eat crêpes on a monthly basis, and 9% report eating crème brulee at least once a month.

In addition to the gender differences shown in the exhibit below, differences were also seen by ethnicity. Asian and Hispanic consumers are more likely to eat ethnic desserts than African-American and Caucasian consumers. Although it is not displayed in the exhibit below, Asian and Hispanic consumers are most likely to eat bread pudding (30% and 25%, respectively) and rice pudding (24 and 25%, respectively). Hispanic consumers are especially likely to eat churros (24%), flan (29%) and tres leche cake (27%). On the other hand, more Asian than Hispanic consumers eat tiramisu (26% and 20%, respectively) and sopapilla (19% and 13%, respectively).

Exhibit 51:
How often do you consume the following ethnic desserts?
(Once a month or more often)



Base: 1,500 consumers aged 18+

Top 10 ethnic desserts shown

Sourcing

Key Finding
Foodservice is top of mind for ethnic desserts, likely because of the availability and authenticity of these options in a restaurant setting.

Ethnic desserts are available at many different locations, including retail. However, consumers likely source these desserts most often from restaurants that specialize in a certain type of cuisine because they feel that these locations can make the dessert in a way that is authentic.

Restaurants specializing in certain cuisines range from fast-casual to upscale/fine-dining concepts. Fine-dining restaurants are most likely to serve French cuisine and many upscale restaurants specialize in Italian fare. This is likely why tiramisu is most likely sourced from upscale/fine-dining restaurants. More than a quarter of consumers (27%) say that they are most likely to order tiramisu at fine-dining restaurants. While consumers also purchase crème brulee at upscale restaurants, they source this dessert from midscale and casual-dining restaurants as well. Consumers may purchase crêpes at upscale restaurants for dessert; however, it is likely that consumers purchase breakfast crêpe varieties at fast-casual restaurants.

Although consumers are open to purchasing ethnic desserts at many different types of restaurants, consumers do prefer to buy some types prepared from retail locations. A quarter of consumers (25%) say that they are most likely to purchase rice pudding from retail. In addition, roughly a fifth of consumers say the same for tres leche cake (22%) and flan (19%). While nearly one in five consumers (18%) report that they are most likely to buy bread pudding from retail as well, the same percentage say that they purchase this dessert variety from fast-casual restaurants.

Exhibit 52:
At what type of place are you most likely to get these ethnic desserts?

	Fast-Food Restaurant	Fast-Casual Restaurant	Midscale Restaurant	Casual-Dining Restaurant	Upscale/ Fine-Dining Restaurant	Buy prepared from retail	Make at home
Bread pudding (n=211)	17%	**18%**	12%	15%	5%	**18%**	15%
Rice pudding (n=216)	7	15	14	13	6	**25**	19
Flan (n=160)	9	17	18	14	14	**19**	9
Tiramisu (n=160)	5	18	15	18	**27**	16	2
Churro (n=154)	19	**22**	**20**	9	5	19	6
Crêpe (n=156)	11	**19**	13	16	**19**	12	11
Crème brulee (n=138)	15	14	**17**	**17**	**17**	14	4
Fried ice cream (n=141)	11	19	16	**24**	11	16	2
Sopapilla (n=129)	9	17	19	**20**	14	15	6
Tres leches cake (n=140)	12	14	16	18	10	**22**	7

Base: Varies based on the % who have consumed each dessert in the past month, as noted in table
Percentages may not equal 100% due to rounding

Opportunity:

- Ethnic desserts seem to resonate particularly strongly as an away-from-home option, suggesting that there may be more room for ethnic options in foodservice. However, operators will want to make sure that they are offering options that fit with their concept and will be accepted by their customer base. On the other hand, ethnic offerings could provide a point of differentiation or be used as the foundation for a signature option on the menu.

Other Desserts

Consumption

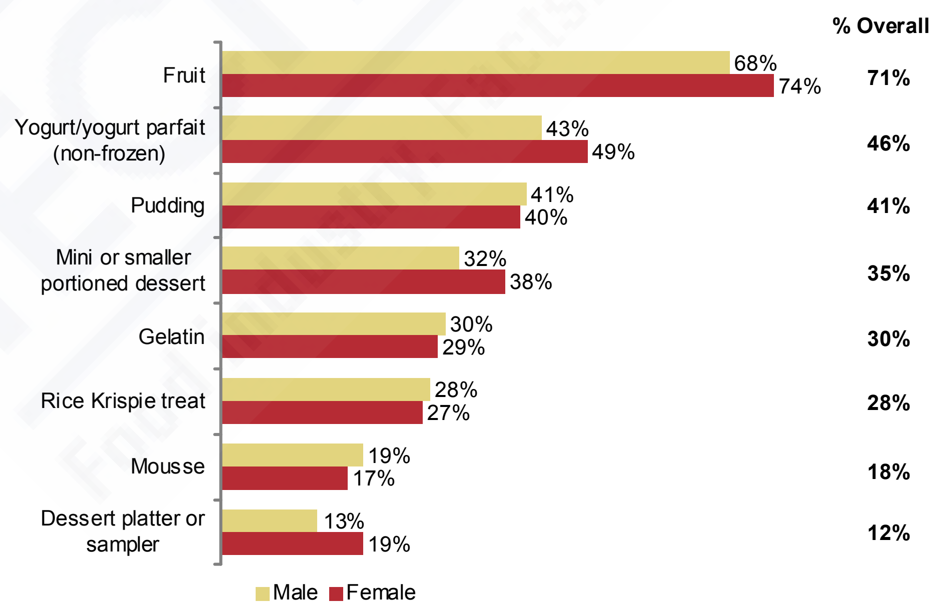
Key Finding
Females are more likely than males to eat healthful foods such as fruit, yogurt and mini-portioned desserts on a monthly basis.

As illustrated in the exhibit below, fruit leads all of the dessert options by a wide margin. Seven in 10 consumers (71%) say that they eat fruit once a month or more often. In fact, fruit leads all desserts measured by the survey in terms of overall consumption. Other healthy foods, such as yogurt, are also consumed often by many consumers. More than two in five consumers (46%) say that they eat yogurt/yogurt parfait for dessert at least once a month.

Additionally, about a third of consumers (35%) report that they consume mini or smaller-portioned desserts on a monthly basis, and 12% say the same for dessert samplers or platters. Sampler platters typically feature smaller-portioned items. Many consumers may perceive these offerings to be more healthful than larger desserts, due to the fact that they are smaller. As we will see later in the report, some consumers report that portion size and health are important factors in deciding what type of dessert to purchase. This may be why consumers are trading cakes, pies and other traditional desserts for more healthful foods, such as fruit and yogurt.

Technomic has observed that females tend to be more health-conscious than males. The data in the exhibit below aligns with this. More females than males report consuming healthy dessert options, such as fruit and yogurt. Females are also more likely to eat mini or smaller-portioned desserts and dessert platters or samplers. Both of these options allow consumers to control their dessert portion, allowing themselves a small indulgence that doesn't veer too far from their diet.

Exhibit 53:
How often do you consume the following other desserts?
(Once a month or more often)



Base: 1,500 consumers aged 18+

Opportunity:

- While Heavy Users consume all types of dessert more often than Light or Lapsed users, some of the smallest discrepancies in consumption frequency between user groups was found for fruit and plain (non-frozen) yogurt. Some Light or Lapsed Users may eat dessert infrequently because of health concerns, which may cause them to prefer healthier options to satisfy a sweet tooth. Operators who do not do so already might want to consider broadening their dessert menu to include fruit or yogurt or both as a parfait. This could potentially appeal to these consumers who do not order very often and may give them an option they will consider ordering on a more frequent basis.

Sourcing

Key Finding
Consumers purchase the majority of the more untraditional desserts they consume from retail locations; however, they are more likely to make gelatin at home.

In addition to traditional desserts, consumers also eat non-dessert foods, such as fruit and yogurt, as dessert. Many of these desserts are widely available in retail locations, such as grocery stores. More than half of consumers say that they are most likely to buy fruit (55%) and yogurt/yogurt parfait (55%) from a retail location. Consumers are also most likely to purchase pudding, mousse and mini or smaller-portioned dessert items from these locations. In addition to prepared desserts, consumers may be considering some of the packaged dessert items they purchase at retail locations.

Consumers are more likely to make gelatin at home than any other dessert. Two in five consumers (40%) report that they are most likely to make gelatin at home. In addition, consumers say that they are likely to make pudding and fruit at home. While more than a third of consumers (37%) buy Rice Krispie treats prepared from a retail location, an equal percent report that they make them at home. Consumers probably make these desserts at home because they are easy to make and will be the same at home as the options they purchase away from home.

Furthermore, about a fifth of consumers say that they are most likely to order mini or smaller portioned desserts (22%) and dessert platters or samplers (21%) when dining-out at casual-dining restaurants.

Exhibit 54:
At what type of place are you most likely to get these other desserts?

	Fast-Food Restaurant	Fast-Casual Restaurant	Midscale Restaurant	Casual-Dining Restaurant	Upscale/ Fine-Dining Restaurant	Buy prepared from retail	Make at home
Fruit (n=1,070)	3%	4%	6%	5%	3%	**55%**	**24%**
Yogurt/yogurt parfait (non-frozen) (n=688)	12	6	7	7	3	**55**	11
Pudding (n=612)	5	6	8	7	2	**40**	**32**
Mini or smaller-portioned dessert (n=521)	9	9	7	**22**	12	**29**	11
Gelatin (n=443)	4	6	10	6	3	**30**	**40**
Rice Krispie treat (n=416)	5	6	8	6	1	**37**	**37**
Mousse (n=266)	5	10	14	13	19	**25**	14
Dessert platter or sampler (n=184)	9	16	17	**21**	13	**19**	6

Base: Varies based on the % who have consumed each dessert in the past month, as noted in table
Percentages may not equal 100% due to rounding

Opportunity:

- It is likely that consumers who make pudding, gelatin and Rice Krispie Treats at home do so because they are easy to make and use a simple recipe without many additional ingredients. Operators who offer these options may want to consider how they can differentiate these offerings, through new or unique flavors or ingredients.

Dessert Beverages

Consumption

Key Finding
Hot coffee tops all other beverages that consumers drink as dessert, likely because it is widely available and complements many desserts.

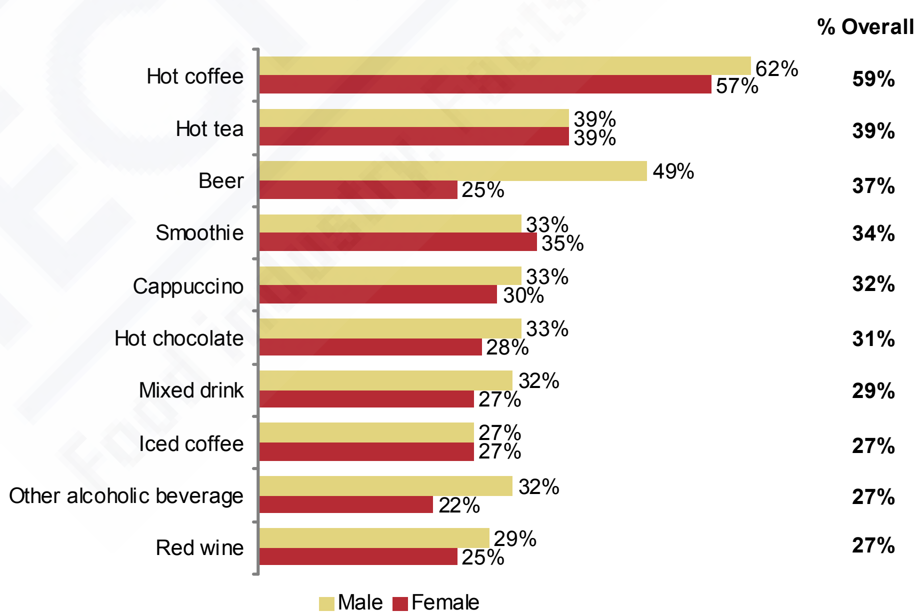
According to Technomic's 2010 *Beverage Consumer Trend Report*, most consumers (60%) said that they consumed coffee in the past month. The data in the exhibit below indicates that some consumers drink coffee as dessert. Nearly three in five consumers (59%) say that they consume hot coffee as dessert at least once a month, leading all other beverages by a wide margin.

Consumers also drink other varieties of coffee for dessert. Nearly a third of consumers (32%) reports drinking cappuccino as dessert once a month or more often, and more than a quarter (27%) says the same for iced coffee. Another hot beverage, hot tea, is the second most consumed dessert beverage, with 39% of consumers saying that they drink hot tea as dessert on a monthly basis.

Some adult beverages are consumed as dessert as well. Beer rounds out the top three beverages consumed as dessert. More than a third of consumers (37%) report drinking beer as dessert at least once a month. In addition, more than a quarter of consumers say that they have mixed drinks (29%), red wine (27%) and other alcoholic beverages (27%) as dessert once a month or more often.

Males are more likely than females to consume alcoholic beverages as dessert. For example, about half of males (49%) say that they drink beer for dessert at least once a month, compared to only a quarter (25%) of females. However, slightly more females (35%) than males (33%) report that they drink smoothies as dessert.

Exhibit 55:
How often do you consume the following beverages as dessert?
(Once a month or more often)



Base: 1,500 consumers aged 18+

Top 10 beverages consumed as desserts shown

Sourcing

Key Finding
While consumers are most likely to drink hot dessert beverages (such as coffee and tea) at home, they are most likely to purchase smoothies and iced coffee consumed as dessert from fast-food restaurants.

Restaurants differentiate their beverage options through flavor, taste and variety. For example, two in five consumers (40%) order iced coffee at fast-food chains more than any other location. Additionally, more than a quarter of consumers orders cappuccino at fast-food (27%) and fast-casual (26%) restaurants.

These beverages are also sourced as dessert from limited-service restaurants often. While nearly half of consumers (48%) make hot coffee at home as a dessert, nearly a quarter (23%) say that they are likely to order it from fast-food concepts. In addition, more than half of consumers (54%) make hot tea at home as dessert, and 45% say the same for hot chocolate.

However, consumers report that they are more likely to order alcoholic beverages at full-service restaurants. This is likely due to availability, as these beverages are not typically offered at limited-service concepts. A third of consumers (33%) reports that they are most likely to purchase a mixed drink as dessert at casual-dining restaurants, and 28% say the same for other alcoholic beverages. Even though a substantial percentage of consumers order beer at casual-dining concepts, more consumers (37%) report purchasing beer from retail locations.

Exhibit 56:
At what type of place are you most likely to get these dessert items?

	Fast-Food Restaurant	Fast-Casual Restaurant	Midscale Restaurant	Casual-Dining Restaurant	Upscale/ Fine-Dining Restaurant	Buy prepared from retail	Make at home
Hot coffee (n=891)	**23%**	7%	8%	5%	4%	5%	**48%**
Hot tea (n=589)	10	10	9	8	3	7	**54**
Beer (n=524)	3	6	5	**29**	8	**37**	12
Smoothie (n=507)	**38**	13	8	10	2	10	19
Cappuccino(n=474)	**27**	**26**	7	9	7	9	14
Hot chocolate (n=458)	18	10	11	7	2	7	**45**
Mixed drink (n=418)	5	5	5	**33**	19	10	23
Iced coffee (n=402)	**40**	19	6	8	4	11	12
Other alcoholic beverage (n=385)	3	6	7	**28**	15	**25**	16
Red wine (n=386)	4	6	5	15	**31**	**29**	10

Base: Varies based on the % who have consumed each dessert in the past month, as noted in table

Percentages may not equal 100% due to rounding

Opportunities:

- The data indicates that there may be opportunities for full-service restaurants to position adult beverages, including beer, wine and cocktails as after-dinner dessert options. Full-service operators can also pair beverages with traditional desserts to further increase the check average. Operators could offer traditional dessert options with wine or beer selections that feature complementary flavor profiles. Shareable beverage and dessert flights could also be an option.
- Throughout our sourcing questions, consumers classified as Health-Driven indicated the greatest likelihood of making desserts at home rather than purchasing them away from home. These consumers may prefer home preparation because it gives them greater control over the ingredients in the dessert. As a result, they may also be under the impression that home made options are healthier. Operators may be able to leverage this by positioning more of their options as home style or made from scratch.

Prioritizing the Product Mix through TURF Analysis

Key Finding
TURF analysis indicates that operators and suppliers may want to put the most emphasis on variety for their pie offerings.

To help operators determine how to satisfy the maximum percentage of consumers with the fewest dessert offerings, and to help manufacturers support their clients in these efforts, Technomic employed the Total Unduplicated Reach and Frequency (TURF) data analysis technique. TURF analysis helps suppliers and operators prioritize their product mix through two important reference points: the percent of total unduplicated responses; and the percentage share of respondents satisfied (this is a cumulative value, representing the incremental share of consumers satisfied by the addition of the next dessert to the assortment). These findings offer important insights for product development and menu engineering.

For the exhibit below, TURF analysis was run on survey Questions 6–11which asked consumers how often they eat a variety of cookies and other baked goods, cakes, pies and cobblers, frozen desserts, ethnic or other desserts and dessert beverages. The analysis shows the top desserts within each category that consumes say they eat at least once a month.

Results from the TURF analysis highlight several options that can be added to menus to appeal to certain consumers who may not be interested in the most traditional, mainstream dessert varieties or flavors. For instance, considering all types of cookies and other types of baked goods, muffins rank as the second choice using TURF analysis, right after chocolate chip cookies, jumping ahead of chocolate cookies and donuts. This is because consumers who eat chocolate cookies and donuts on a monthly basis also consume chocolate chip cookies on a monthly basis. Thus, the addition of muffins to the menu could please a unique group of consumers. Within the baked goods category, brownies with nuts are also ranked higher than they were using the top line analysis as illustrated in Exhibit 43, jumping ahead of brownies without nuts and cookie bars.

The most variation is seen within the pie/cobbler category, signaling that this may be an area where operators may need to a wider variety of options. Just 43% of consumers say they consume the leading four choices at least once a month. Additionally, these four options represent a range of flavors from the classic apple to the denser cobbler, to the tart Key lime pie.

The TURF analysis revealed an interesting finding regarding beverages consumed as a dessert. Smoothies, which ranked as just the fourth most frequently consumed beverage overall, take the second spot using the TURF analysis. This could be due to a small proportion of consuming wanting a more healthful and nutritious beverage to consume as dessert.

Exhibit 57:
TURF Analysis of Most Frequently Consumed Desserts

How often do you consume the following other desserts? (Once a month or more often)

Cookie/ Baked Good	%	Cake	%	Pie/ Cobbler	%	Frozen	%	Ethnic/ Other	%	Beverage	%
Chocolate chip cookie	63	Chocolate cake	38	Apple pie	34	Vanilla ice cream	53	Fruit	71	Hot coffee	59
Muffin	9	Cupcake	10	Fruit cobbler	4	Chocolate ice cream	13	Yogurt/ parfait	5	Smoothie	9
Donut	4	Cheese-cake	5	Pecan pie	3	Milkshake/ Malt	3	Rice Krispie treat	2	Beer	5
Brownie (nuts)	2	Pound cake	2	Key lime pie	2	Traditional frozen yogurt	2	Pudding	2	Hot tea	3
Total % Satisfied With Leading Options											
78%		**55%**		**43%**		**71%**		**79%**		**76%**	

Base: 1,500 consumers aged 18+

Dessert Patronage by Chain

Key Finding
Quick-service chains, which offer portable and affordable dessert options, dominate the list of chains consumers have visited in the past two months to purchase dessert.

Exhibit 58 shows consumer dessert patronage by chain, illustrating which chains consumers have purchased dessert from in the past two months. According to the exhibit below, quick-service chains are most frequently visited for dessert purchases. Of the chains included in the survey, the majority are quick-service concepts. These chains typically offer dessert options that can easily be taken to go, such as ice cream and milkshakes, and are offered at a relatively low price. Consumers can likely purchase these options as a sweet snack or treat and as dessert after follow-up to a meal.

McDonald's tops all other chains for dessert purchases, with more than two-fifths of consumers polled (45%) saying that they have purchased dessert from the chain in the past 60 days. Other burger chains, such as Wendy's, Burger King and SONIC Drive-Ins, are also among the top 10 chains consumers have visited in the past two months to purchase dessert.

Several frozen-dessert concepts are also among the top 10 chains that consumers have visited recently for dessert. More than a third of consumers (35%) say that they have purchased dessert from Dairy Queen in the past two months, making it the second most patronized chain for dessert purchases. Consumers also say that they have purchased dessert from Dunkin' Donuts, Baskin-Robbins and Cold Stone Creamery in the past 60 days.

Beyond quick-service chains, a handful of full-service restaurants are among the top restaurants cited in the exhibit below. Applebee's leads all other full-service restaurants, with more than quarter of consumers (27%) saying that they have purchased dessert at this chain in the last 60 days. In addition, consumers say that they have purchased dessert from two other casual-dining concepts, Chili's and T.G.I. Friday's, in the past two months. Two midscale restaurants, Denny's and IHOP, round out the list of the top restaurants for dessert patronage.

It is also worth noting that a fifth of consumers chose "none of the above." Earlier, Exhibit 35 showed that only 10% of consumers polled say that they eat dessert less often than once every two to three weeks. This disconnect suggests that a large proportion of desserts are consumed at home, or purchased from independent restaurants.

Exhibit 58: From which of the following restaurants have you purchased dessert in the past 60 days?	
Chain	**Percent of consumers**
McDonald's	45%
Dairy Queen	35
Applebee's Neighborhood Grill & Bar	27
Dunkin' Donuts	22
Wendy's	21
Burger King	19
Baskin-Robbins	17
Starbucks	17
Chili's Grill & Bar	15
Sonic Drive-Ins	15
T.G.I. Friday's	15
Cold Stone Creamery	13
Denny's	11
IHOP	11

Base: 1,500 consumers aged 18+
All chains patronized by 10% or more of consumers are shown
19% of consumers reported "none of the above"

Dessert Purchases by Segment

Limited-Service Concepts: Frozen Dessert

Key Finding
Ice cream tops frozen yogurt at limited-service frozen-dessert restaurants, signaling that consumers largely prefer to indulge when visiting these locations.

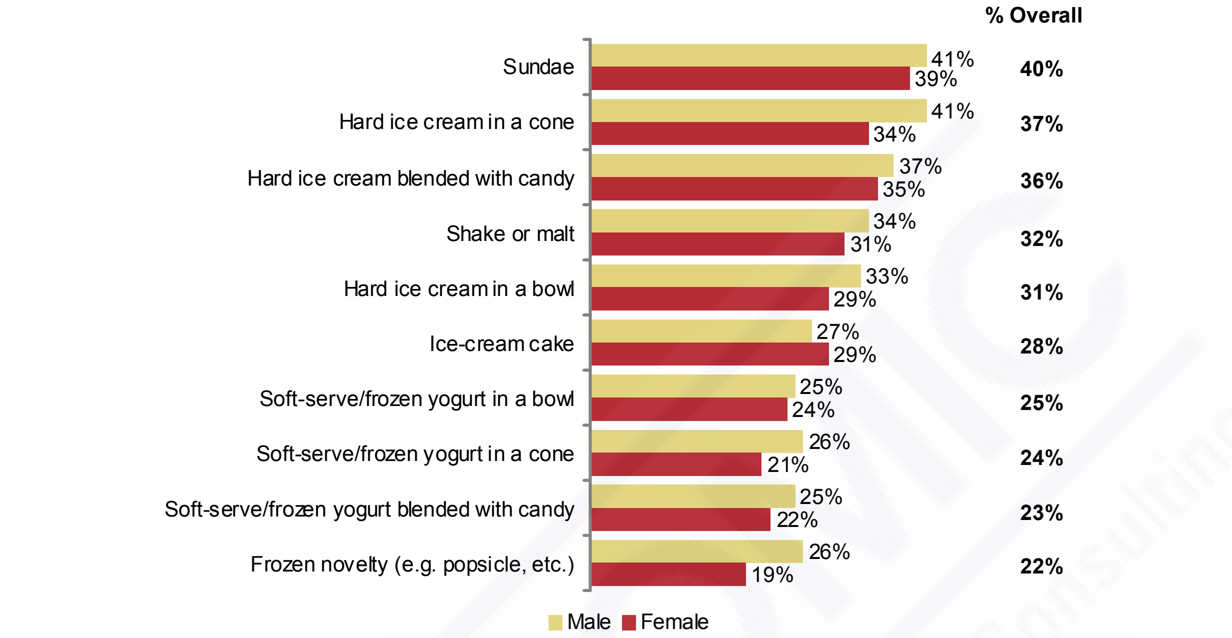
In addition to asking consumers about their overall dessert consumption, Technomic also asked consumers which desserts they order at specific restaurants. Appendix B shows this data broken out by chain and Exhibits 59–64 will show aggregate data for the most frequent dessert purchases by segment. It is important to note that while consumers were asked to consider these questions within the context of dessert, they were not specifically instructed to only select items they ordered as dessert.

Ice cream is top of mind at frozen-dessert concepts, such as Dairy Queen, Cold Stone Creamery and TCBY. Two in five consumers who have purchased dessert at these locations (40%) say that they order sundaes at these concepts. Regular hard ice cream is also a popular option at these types of chains; more than a three in 10 consumers say that they order hard ice cream in a cone (37%) or in a bowl (31%) at frozen-dessert concepts. Some consumers also enjoy customizing their ice cream order at these locations. Thirty-six percent of consumers say that they order hard ice cream blended with candy. In addition, about a third of consumers (32%) also order shakes or malts.

Additionally, some consumers who visit these chains for dessert order soft-serve ice cream or frozen yogurt. About a quarter of these consumers report that they order soft-serve or frozen yogurt in a bowl (25%) and in a cone (24%). One out of four (23%) say that they add candy to their frozen yogurt order. It is interesting that consumption of frozen yogurt is higher for males than for females despite the fact that females are generally more interested in health.

As shown in the exhibit below, most types of frozen desserts were ordered at these locations by more males than females in the past two months. The only exception to this is ice-cream cake. Ice-cream cake is often purchased for special occasions, such as children's birthdays. This could be why more females report that they have ordered this option.

Exhibit 59:
Which items do you order from restaurants like Dairy Queen, Baskin Robbins, Freshen's, etc.? (by gender)



Base: 858 consumers aged 18+ who have ordered dessert from these types of chains in the past 60 days
Top 10 items shown

Coffee/Beverage

Key Finding
At coffee and beverage chains, consumers prefer to order indulgent options, likely because they associate these types of drink offerings most closely with dessert.

While it is no surprise that coffee beverages are the leading items ordered at coffee and beverage chains as dessert, it is interesting that two out of the top three items are cold coffee beverages. While specialty coffee beverages lead all other options, more consumers report ordering cold varieties of specialty coffee. Two in five consumers (44%) say that they order a cold cappuccino, mocha or latte at coffee/beverage concepts, compared to 39% of consumers who order these beverages hot. Additionally, more than a third of consumers (35%) say that they order frozen/ice-blended coffee beverage, and more than a quarter (27%) say they order iced coffee. This could be due to the fact that the survey was conducted in August—a time of year when many consumers are likely to drink cold coffee beverages.

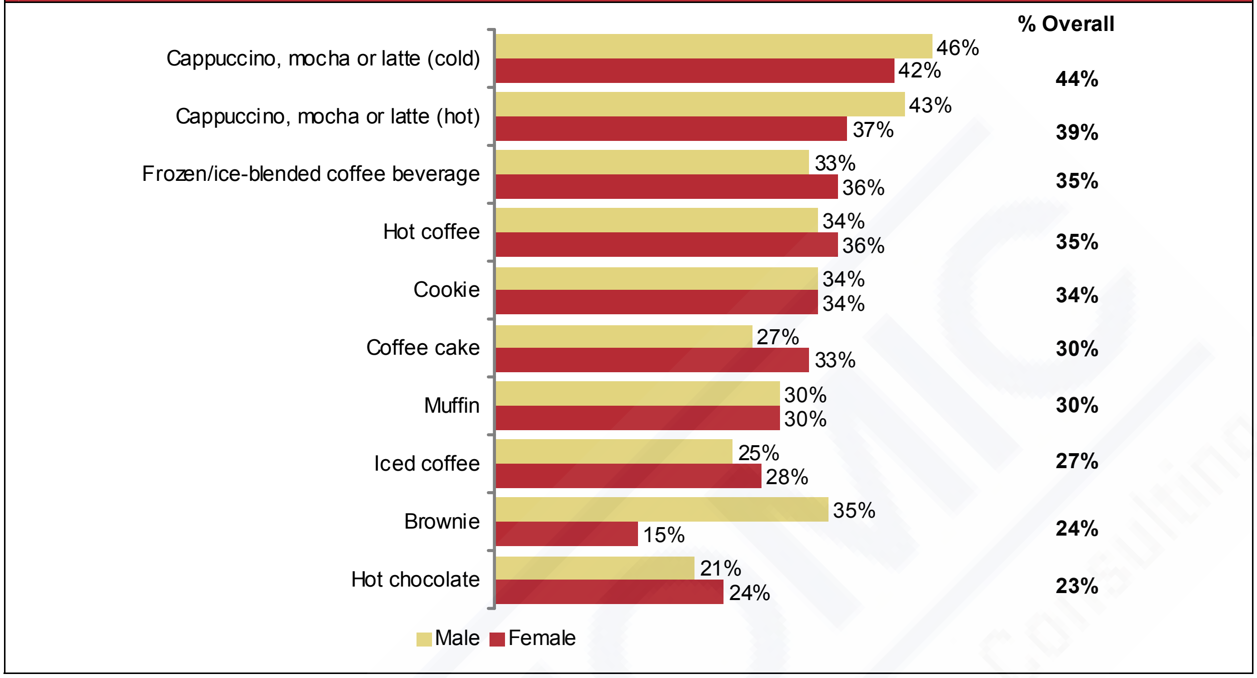
In addition, some consumers who visit these locations for dessert order hot beverages as a treat as well. More than one-third of consumers (35%) say that they order hot coffee, and 23% say that they order hot chocolate.

Many coffee and beverage concepts offer flavor add-ins and toppings for their beverages. These additives can enhance a beverage so that it is more indulgent and tasty. For example, coffee and beverage shops offer flavored syrups and powders to add to their beverages. Many specialty-coffee beverages are also topped with whipped cream.

Beyond beverages, consumers also order some types of food for dessert at coffee/beverage concepts as well. About a third of consumers reports that they order cookies (34%), coffee cake (30%) and muffins (30%) at coffee and beverage shops. Additionally, a quarter of consumers (24%) say that they order brownies as dessert at these types of establishments. Consumers may purchase these items alone or with a beverage.

Again, just as we saw in the previous exhibit, some gender differences were observed. While males are more likely to order specialty-coffee beverages and brownies, more females say they have ordered frozen/iced-blended and iced coffee, hot chocolate and coffee cake. Brownie consumption at coffee and beverage shops is particularly driven by males. About a third of males (35%) say that they order brownies from these locations, compared to just 15% of females.

Exhibit 60:
Which items do you order from restaurants like Starbucks, Jamba Juice or Caribou Coffee? (by gender)



Base: 251 consumers aged 18+ who have ordered dessert from these types of chains in the past 60 days

Top 10 items shown

Donut

Key Finding
Consumers indicate that donut shops may have room to position several options as dessert, including donuts and other baked goods and coffee beverages.

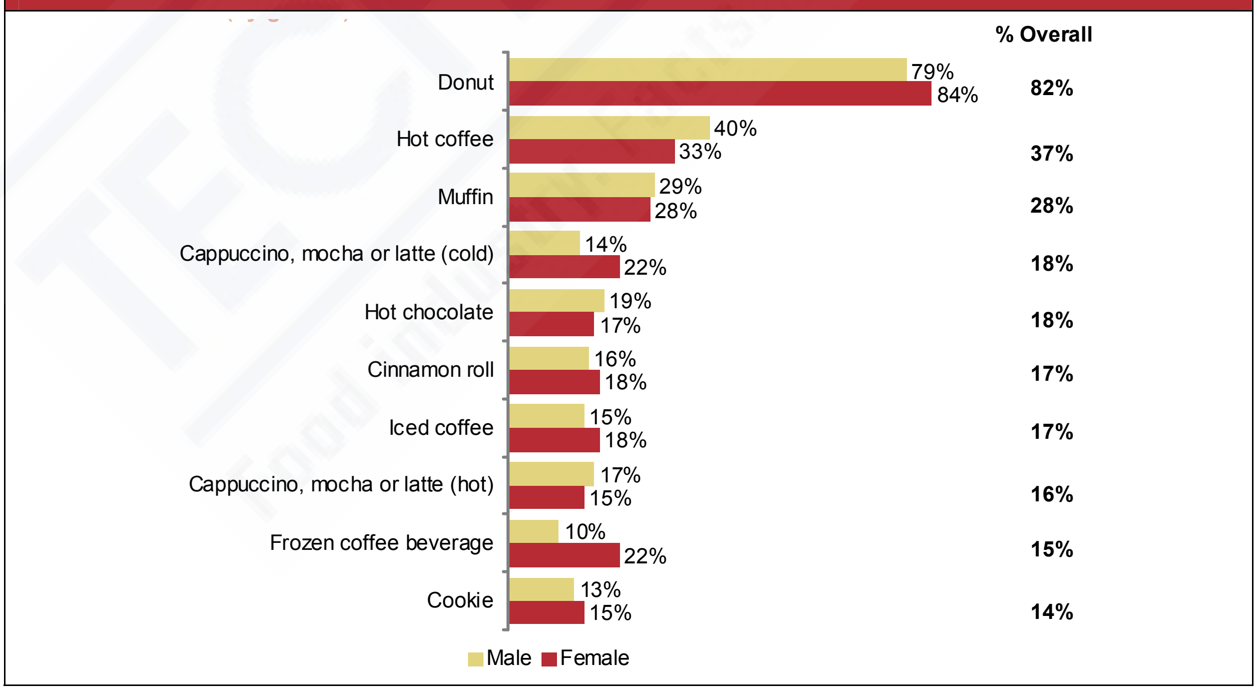
Although most consumers likely visit donut concepts at breakfast, consumer data indicates that these locations may be able to market donuts, and other options, as dessert as well. Donuts are the main draw by far at these concepts. About four in five consumers (82%) indicate that they order donut as dessert at restaurants like Dunkin' Donuts and Krispy Kreme.

However, beyond this, some other options are ordered by substantial percentages of consumers as well. More than a quarter of consumers (28%) indicate that they order muffins at donut concepts as dessert. Cinnamon rolls and cookies are also among the top 10 dessert items ordered at these locations. While these percentages are significantly lower than the proportion of consumers ordering donuts at these types of restaurants, part of this could be due to a lack of availability of these items at donut shops.

A handful of coffee beverages could also potentially be positioned as dessert at these locations. Hot coffee tops all other beverage choices, with more than third of consumers (37%) indicating that they ordered hot coffee at donut shops as dessert in the past two months. Other beverage options that consumers suggest they have ordered for dessert at donut concepts include hot and cold specialty coffees and hot chocolate.

Once again, food and beverage preferences at donut concepts differ by gender. More females than males report that they order donuts and cold coffee beverages, such as specialty-coffee and frozen-coffee drinks. In contrast, more males (40%) than females (33%) say that they order hot coffee at these restaurants.

Exhibit 61:
Which items do you order from restaurants like
Dunkin' Donuts, Krispy Kreme or Tim Hortons? (by gender)



Base: 393 consumers aged 18+ who have ordered dessert from these types of chains in the past 60 days
Top 10 items shown

Opportunity:

- Most donut shops focus on the breakfast daypart. However, with 50% of consumers indicating that they eat donuts at least once a month as desserts, it is likely the donuts, coffee and other baked goods that these concepts offer could be more strongly positioned as dessert, to help extend sales throughout the day. These options would likely be relevant as after-meal desserts that consumers could pick up or as snacks throughout the day.

Hamburger

Key Finding
Burger chains appear to be the go-to location for milkshakes—the data indicates that consumers order milkshakes more often at burger concepts than at frozen-dessert chains.

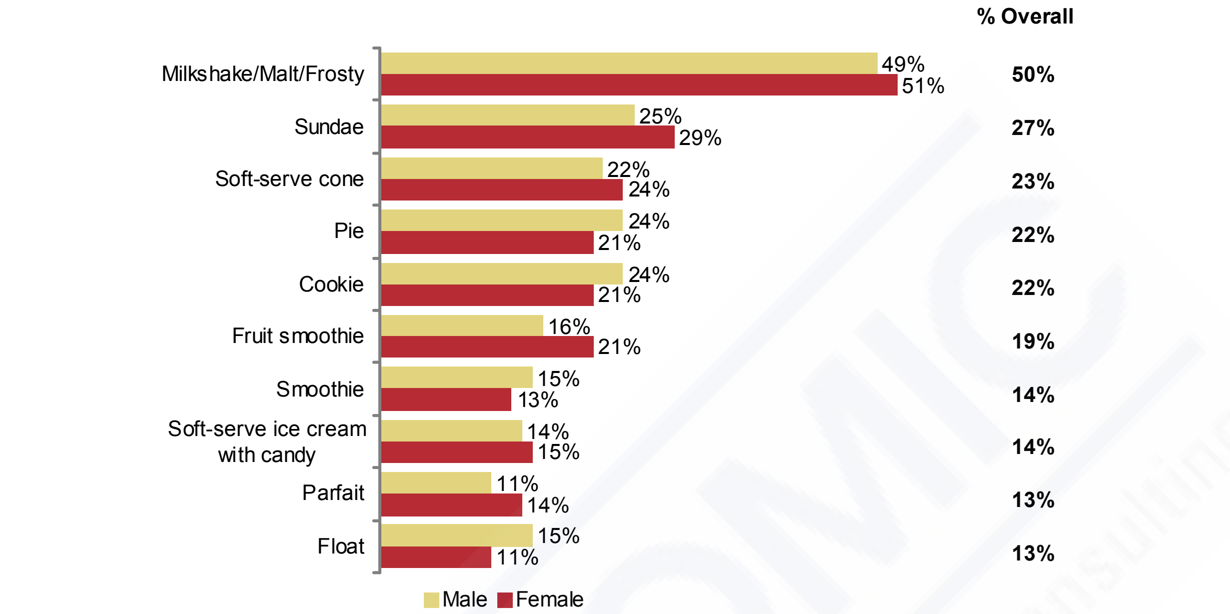
Limited-service burger chains are known for offering menu items that can be prepared quickly and taken to go, and this extends to their dessert offerings. Many of the top 10 desserts consumers order at these locations are portable. Milkshakes tops all other desserts at burger chains by a wide margin. Half of consumers (50%) say that they order these items as dessert at burger restaurants. In comparison, Exhibit 59 shows that just 32% of consumers say they order shakes and malts at leading frozen-dessert concepts. Price may be a factor. According to MenuMonitor, the average price of a milkshake or malt at frozen-dessert chains is $4.50, while the average price at burger chains is just $2.77.

In addition to shakes and malts, consumers also order other types of frozen desserts. About a quarter of consumers say that they order ice-cream sundaes (27%) and soft-serve ice cream in a cone (23%). Additionally, 14% of consumers sometimes customize their soft-serve ice cream by ordering it with candy.

Some more healthful options are also purchased at burger chains as dessert. Nearly one in five consumers (19%) order fruit smoothies at burger restaurants and 14% order other types of smoothies, such as chillers. In recent years, some chains have begun to diversify their dessert offerings to include more healthful options. For example, in July of this year, McDonald's launched its McCafé Real Fruit Smoothies. The smoothies, available in Strawberry Banana and Wild Berry flavors, consist of real fruit blends, fruit juice, ice and lowfat yogurt. Thirteen percent of consumers also say that they order parfaits at burger concepts. McDonald's also offers a yogurt parfait on its $1 menu, which provides customers with a healthful option at a low price.

While more females than males report that they order cold or frozen options (like fruit smoothies and sundaes) at burger chains, males show a greater preference for cookies, pies and floats at these locations.

Exhibit 62:
Which items do you order from restaurants like McDonald's, Burger King and Wendy's? (by gender)



Base: 1,319 consumers aged 18+ who have ordered dessert from these types of chains in the past 60 days

Top 10 items shown

Full-Service Restaurants

Family-Style

Key Finding
Pie is top of mind as a dessert option at family-style restaurants, likely because of the fresh, homestyle positioning of these concepts.

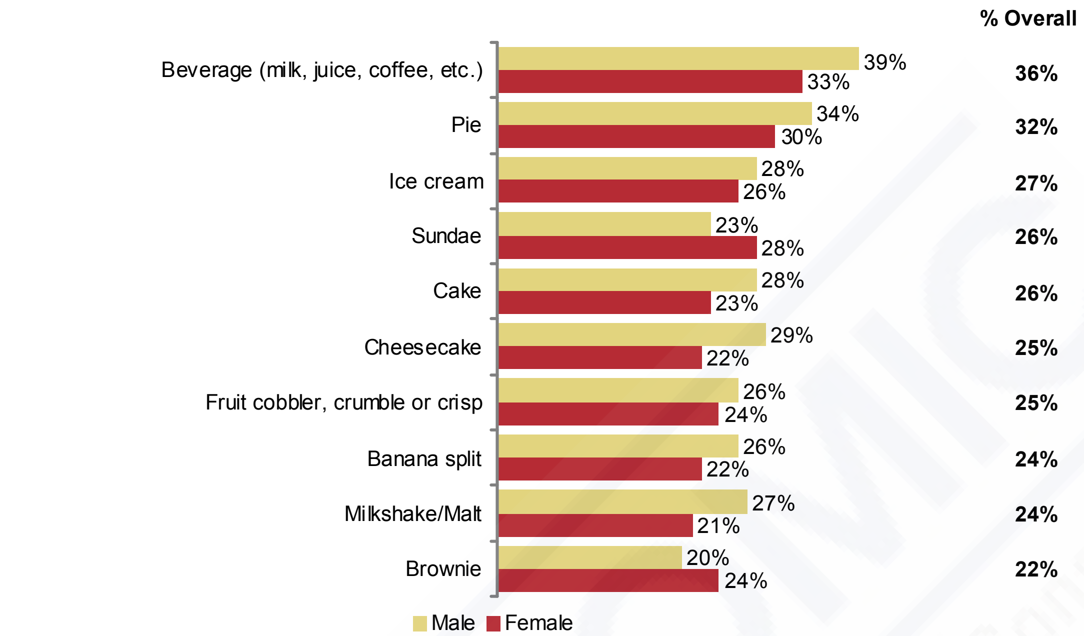
In addition to ordering beverages to go with their entrée, some consumers may also order beverages to consume as dessert or to pair with their dessert. This is likely the case at family-style restaurants, with more than one-third of consumers (36%) indicating that they order beverages as dessert at these types of restaurants. It is also likely that although consumers were asked to consider this in the context of dessert orders, some may have chosen this response for beverages that were not ordered specifically as dessert.

Some family-style restaurants have in-store bakeries to make their own desserts, and many specialize in fresh-baked pie. While pies and cakes did not make the top 10 items ordered at limited-service restaurants, several of these options are among the top 10 at family-style concepts. Nearly a third of consumers (32%) say that they order pie at family-style restaurants. In addition, about a quarter of consumers order cake (26%), cheesecake (25%) and fruit cobbler (25%) at these locations as well. These options are likely more preferred at family-style restaurants because of the homemade positioning of their menu offerings, and because the sit-down format allows consumers to sit and enjoy their meal without needing a portable option.

Nevertheless, frozen desserts are also consumed by a substantial proportion of consumers at these locations. Roughly a quarter of consumers say that they order ice cream (27%), sundaes (26%) and milkshakes or malts (24%). While these options can be made to be portable at limited-service chains, this data shows that these dessert favorites are also enjoyed in a full-service setting.

Males are more likely than females to order most of the desserts listed in the exhibit below. However, more females report that they order sundaes and brownies at family-style concepts. Earlier, we saw that brownie consumption is higher for males at coffee and beverage concepts, showing that brownie consumption is dependent on segment. Also, because brownies are an indulgent, this indicates that females may splurge at these locations.

Exhibit 63:
Which items do you order from restaurants like Denny's, IHOP and Cracker Barrel? (by gender)



Base: 481 consumers aged 18+ who have ordered dessert from these types of chains in the past 60 days
Top 10 items shown

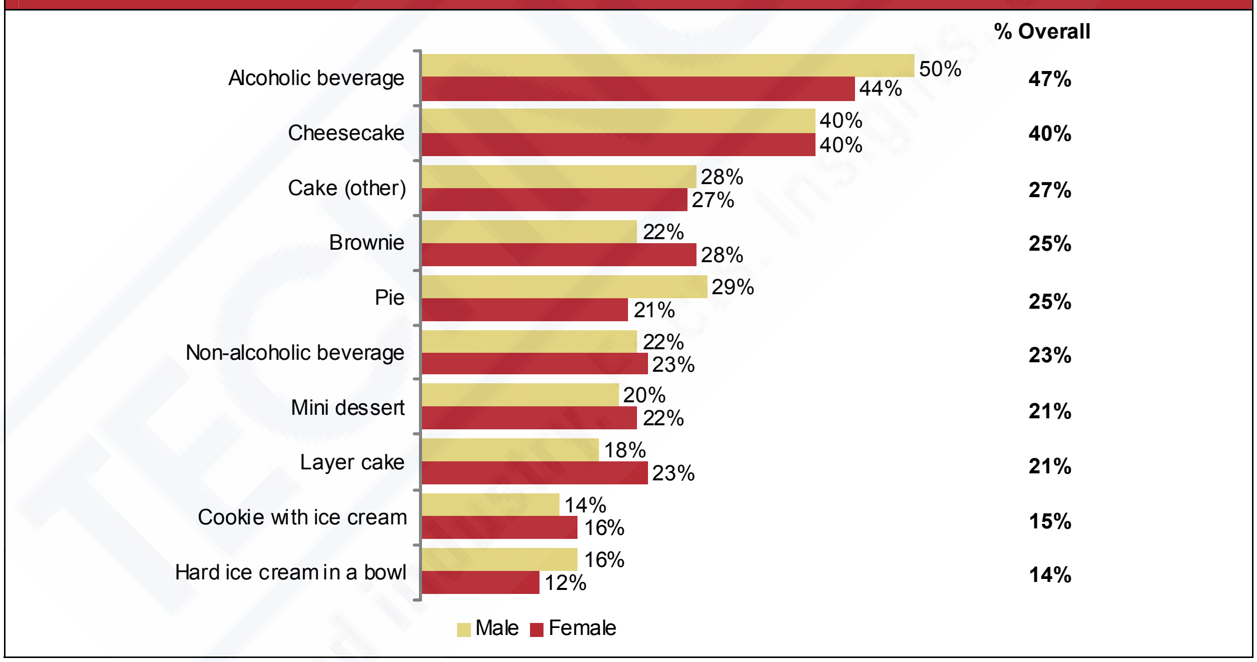
Casual-Dining

Key Finding
At casual-dining restaurants, consumers indicate that they are most likely to order substantial, indulgent baked goods, such as cheesecake, that carry an upscale positioning.

Alcoholic beverages top the list of items ordered at casual-dining concepts. Once again, while some consumers were likely including alcoholic beverages they ordered to consume with their meal, some consumers may also be ordering these options to drink with dessert or as their dessert. Nearly half of consumers who ordered dessert at casual-dining restaurants (57%) say that they order alcoholic beverages at these locations. Consumption of these beverages is driven by males. More males (50%) than females (44%) report ordering alcoholic beverages. In comparison, nearly a quarter of consumers (23%) say that they order a non-alcoholic beverage at these locations.

Two types of cake round out the top three items ordered at casual-dining restaurants. Consumers are more likely to order cheesecake than any other variety of cake, with two in five consumers (40%) saying that they order cheesecake at these concepts. Roughly a fifth of consumers order cake (27%) and layer cake (21%) as well. All three of these options carry somewhat of an upscale positioning, indicating that consumers may expect higher-quality dessert options at casual-dining restaurants.

Exhibit 64:
Which items do you order from restaurants like Applebee's, Chili's and T.G.I. Friday's? (by gender)



Base: 716 consumers aged 18+

Top10 items shown

Purchasing Decisions

Drivers: Value & Convenience

Key Finding
Consumers indicate that low absolute prices may not be as important for dessert as for other meal parts, perhaps because dessert purchases are as occasional treats rather than everyday purchases.

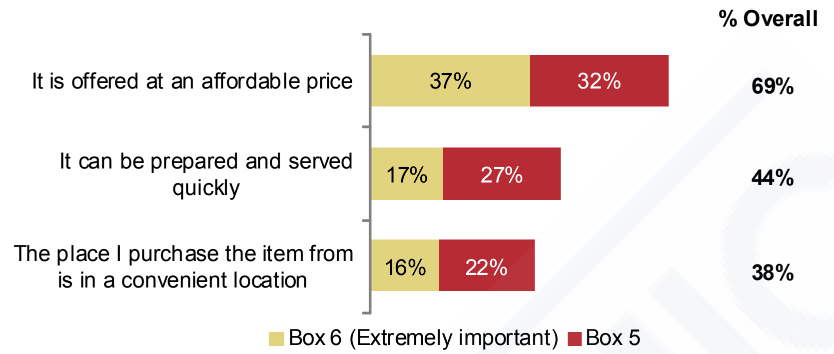
The previous exhibits showed which types of food and beverages consumers order when dining out at certain restaurant segments. This section examines the drivers behind these purchases. Exhibit 65 shows that value is important to consumers when ordering dessert away from home.

Nearly seven in 10 consumers (69%) say it is important that the dessert is offered at an affordable price. Furthermore, more than half of these consumers (37%) report a top box response, saying that it is extremely important. Some consumers may view desserts to be an “extra,” which could cause some consumers to seek low absolute price points for these items. However, comparison data from Technomic’s recent *Status and Future of Fast Foods Consumer Trend Report* suggests that consumers put a greater emphasis on the price for food and beverages than for desserts. Three out of four consumers polled for that report (74%) said that the price of food and beverages is important at restaurants. This could be because consumers do not purchase dessert as often, and are willing to splurge and treat themselves when they do.

Convenience is also important to many consumers when purchasing dessert. More than two-fifths of consumers (44%) report that quick preparation and service are highly important factors when ordering a dessert. Although consumers say fast-service is important, just 17% of these consumers believe that it is extremely important. This is likely because speed of service depends on the restaurant concept. At limited-service concepts, fast-service is important as consumers expect it, but it is not as important at full-service restaurants.

In addition, location is an important factor. Nearly two in five consumers (38%) report that it is very important that the place they purchase dessert from is in a convenient location. Consumers may be less willing to go out of their way for a specific dessert than they are for other food items.

Exhibit 65:
How important are each of the following factors when deciding what to order/purchase as a dessert at a restaurant or other foodservice location? (Top two box = 5 and 6)



Base: 1,500 consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6= extremely important and 1= not important at all

Quality, Freshness and Health

Key Finding
Although quality, freshness and health often go hand-in-hand for food, this does not seem to be the case with desserts; most consumers indicate that it is not important that their dessert is healthful.

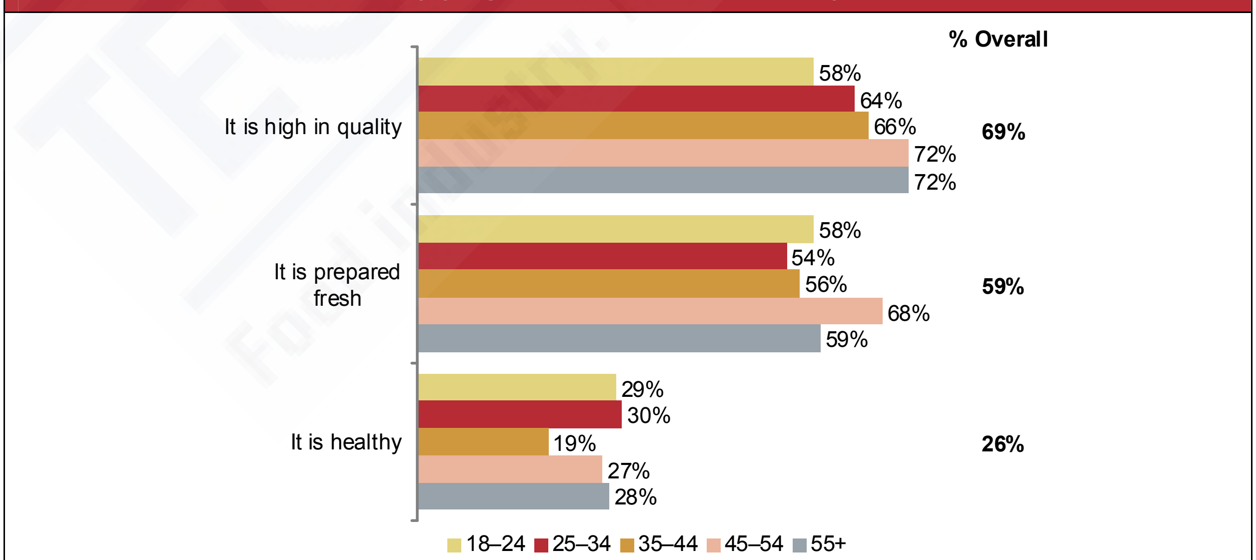
While affordability of dessert is important to consumers, the data suggests that consumers are not willing to sacrifice the quality of dessert for a low price. As shown in the exhibit below, about seven in 10 consumers (69%) say it is very important that the dessert they order at restaurants are high-quality. As seen in the previous exhibit, this is the same percentage of consumers who feel that affordability is highly important. Additionally, the quality expectations for dessert seem to increase as consumers age.

In addition to quality, consumers also consider freshness to be important when purchasing dessert. Nearly three in five consumers (59%) say it is important that the dessert they order is prepared fresh. Consumers between the ages of 45 and 54 place the greatest importance on freshness. Compared to consumers of all other ages, more consumers aged 45–54 (68%) report a top two box response.

However, a much smaller proportion of consumers say that it is important to them that their dessert is healthful (26%). In fact, more consumers (29%) actually chose a bottom two box response (1 and 2) saying that healthfulness is not important at all when purchasing dessert. While it is not unusual to see that quality and freshness are more important to consumers than health, it is unusual to see such as large gap between quality and freshness and health since these attributes are often strongly associated with each other. This is likely due to the fact that many consumers order dessert with the expectation that it is not healthful and are willing to indulge in these items.

While the exhibit below shows the importance of these factors by age, Technomic also observed some gender differences. Although it is not illustrated, females are in stronger agreement with each statement in the exhibit below. For instance, seven in 10 females (70%) say that quality is very important when ordering dessert, compared to just 64% of males. Additionally, more females (30%) than males (22%) say that health is very important.

Exhibit 66:
How important are each of the following factors when deciding what to order/purchase as a dessert at a restaurant or other foodservice location?
(by age, top two box = 5 and 6)



Base: 1,500 consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6= extremely important and 1= not important at all

Item Uniqueness

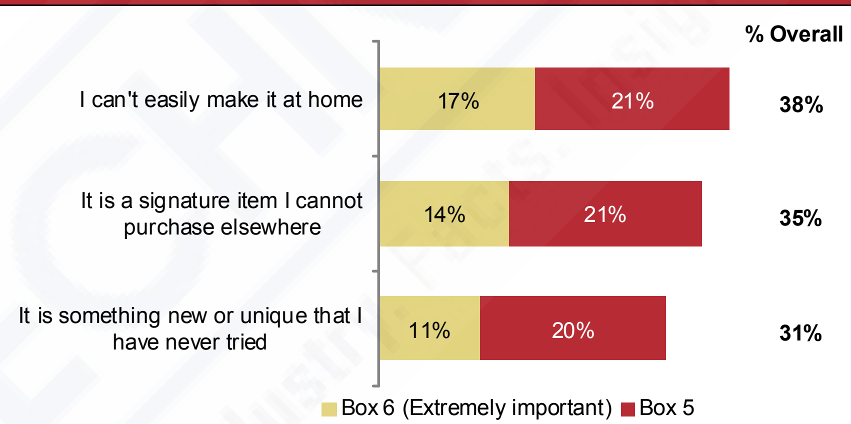
Key Finding
Because many consumers prefer to purchase desserts from retail stores or make them at home, signature dessert offerings at restaurants can be a significant purchase driver.

Consumers dine out at restaurants for many reasons. One reason is to eat foods that they either cannot or do not want to make at home—because it requires a high level of skill or a lot of time to prepare. Another reason is the ability to try new and unique foods. The data in the exhibit below indicates that both of these are significant factors in the dessert purchasing decision.

Nearly two-fifths of consumers (38%) say it is very important that the dessert they order away from home is something they cannot easily make at home. Nearly half of these respondents (17%) say this is extremely important, reporting a top box response. In addition, many consumers also enjoy ordering options that they cannot purchase elsewhere. More than one-third of consumers (35%) say that when purchasing dessert away from home it is important that the dessert they order is a signature item.

The data also suggests that some consumers like to experiment with new and unique desserts. About three in 10 consumers (31%) report that it is important that the dessert they order is something new or unique that they have never tried before. While most of these consumers (20%) report a box five response, about one-third (11%) report a top box response, saying that it is extremely important.

Exhibit 67:
How important are each of the following factors when deciding what to order/purchase as a dessert at a restaurant or other foodservice location?
(Top two box = 5 and 6)



Base: 1,500 consumers aged 18+
Consumers indicated their opinion on a scale of 1–6 where 6= extremely important and 1= not important at all

Opportunity:

- Signature desserts, new and unique offerings and options that cannot easily be prepared at home all resonate especially strongly with Heavy Dessert Users. For instance, 44% of Heavy Users, compared to just about a third of Moderate (32%) and a quarter of Light (27%) and Lapsed (28%) Users say that it is very important that desserts they purchase are signature items that cannot be found elsewhere. It makes sense that these consumers prefer a wider variety of options, as they eat dessert more frequently. This reiterates the importance of differentiation on the dessert menu, and suggests that dessert menus that feature signature items and are kept fresh with LTOs can drive dessert sales.

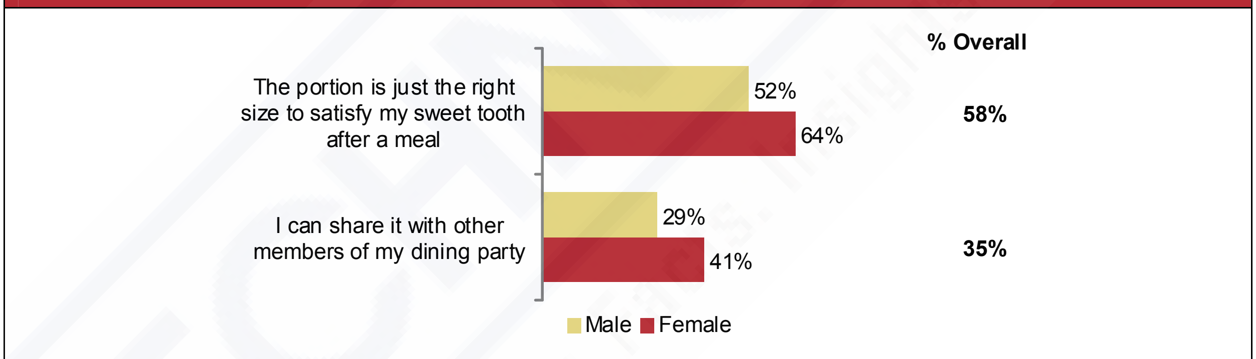
Portion Size

Key Finding
Huge portions do not appear to be a significant driver for dessert, as consumers would rather have just the right amount of dessert to satisfy their sweet tooth.

As seen previously in Exhibit 53, more than a third of consumers (35%) eat mini or smaller-portioned dessert items at least once a month. These options may fit the bill for the 58% of consumers who say it is important that the dessert they order is just to the right size to satisfy their sweet tooth. It is likely that although many consumers do want something sweet or indulgent after a meal, desserts are often either too sweet or too rich to eat as a large portion. Some consumers may also already be nearly full from their meal, and just need a little something sweet to finish it up. The fact that more females (64%) than males (52%) say that the right portion sizes is important also suggests that health may be a consideration in opting for a smaller portion as well.

Sharing dessert is fairly common when eating out with family and friends. In fact, more than a third of consumers (35%) say that it is important to them that they can share a dessert with other members of their dining party. This percentage is also driven by females. Two in five female consumers (41%) are in agreement with this statement, compared to just 29% of male consumers.

Exhibit 68:
How important are each of the following factors when deciding what to order/purchase as a dessert at a restaurant or other foodservice location? (by gender, top two box = 5 and 6)



Base: 1,500 consumers aged 18+
Consumers indicated their opinion on a scale of 1–6 where 6= extremely important and 1= not important at all

Opportunity:

- Females tend to be more concerned with their diet and health than males. As seen in the exhibit above, more females say that they want just the right portion size for the desserts they order. Operators with a large female customer base may want to consider offering mini or smaller-portioned dessert options to appeal to these consumers if they do not do so already.

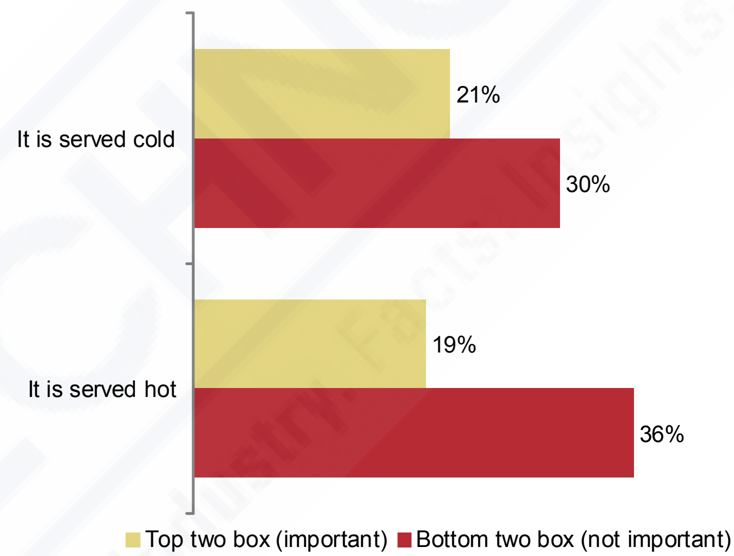
Item Temperature

Key Finding
Since consumers enjoy both cold and hot desserts, offering both options together, such as a slice of pie served with ice cream, provides an option that caters to both types of craving.

Overall, consumers do not consider the temperature of dessert items to be of high importance when choosing which option to order. When purchasing dessert away from home, more than one-third of consumers (36%) say that it is not important for the item to be served hot, reporting a bottom two box response. Three in 10 consumers (30%) also report a bottom two box for cold options, saying that it is not important for a dessert to be served cold.

In contrast, about a fifth of consumers do consider the temperature of desserts to be important. Roughly a fifth of consumers report a top two box response, saying that it is important that the dessert they order is served cold (21%) or hot (19%). The data suggests that consumers enjoy both cold and hot dessert items. Much of this is likely due to cravings and needstates, which likely change based on occasion and season. For instance, consumers may be more likely to eat ice cream or cold desserts in the summertime, and may be more likely to eat desserts that are served hot, such as pie, in the winter.

Exhibit 69:
How important are each of the following factors when deciding what to order/purchase as a dessert at a restaurant or other foodservice location?
(Bottom two box = 1 and 2, top two box = 5 and 6)



Base: 1,500 consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6= extremely important and 1= not important at all

Opportunity:

- It is likely that consumers place a higher importance on dessert temperature when they are craving a specific item. Options that incorporate both cold and hot ingredients would meet both of these types of cravings and could be an appealing seasonal or signature item.

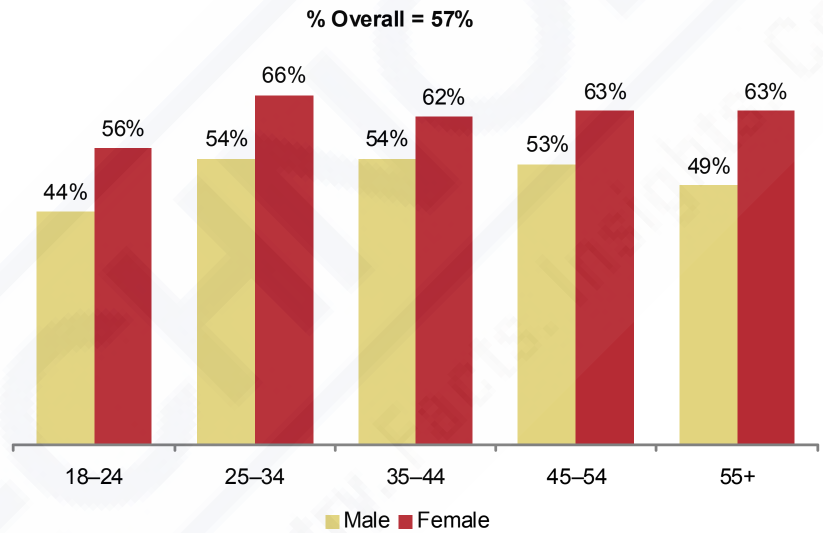
Favorite Ingredient

Key Finding
Females place a higher importance on desserts that include a favorite ingredient, indicating that they may be the target audience for new or unique flavors or dessert toppings and add-ins.

More than half of consumers polled (57%) say that it is important for a dessert to have one of their favorite ingredients. As seen in the exhibit below, this percentage is driven by females. More than three-fifths of females (63%) say that it is important for restaurants to offer dessert options with their favorite ingredients, while just half (51%) of males say the same. This could refer to the overall flavor of the dessert or a certain type of topping (such as peanuts, candy or syrup) that can be added to the item.

In addition to gender, differences are also seen by age. For example, of all consumers polled, females aged 25–34 are most likely to consider ordering a dessert with their favorite ingredient to be important. In contrast, fewer consumers aged 18–24 report that eating a dessert with their favorite ingredient is important.

Exhibit 70:
When ordering a dessert at a restaurant or other foodservice location, how important is it that the dessert has a favorite ingredient? (by age and gender, top two box = 5 and 6)



Base: 1,500 consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6= extremely important and 1= not important at all

Opportunity:

- Many consumers prefer to order dessert with a favorite ingredient. Often, this could be related to a name-brand candy such as Oreos, Butterfinger, etc., that are often offered as toppings or mix-ins. It could also include certain types of flavors that are ingredient-based, such as fresh raspberries in a cake or rhubarb in a pie. In order to make sure that the desserts on the menu include consumers' favorite ingredients, operators who do not already do so may want to consider offering new or unique ingredients as mix-ins, toppings and as the basis for desserts.

Emotional Drivers

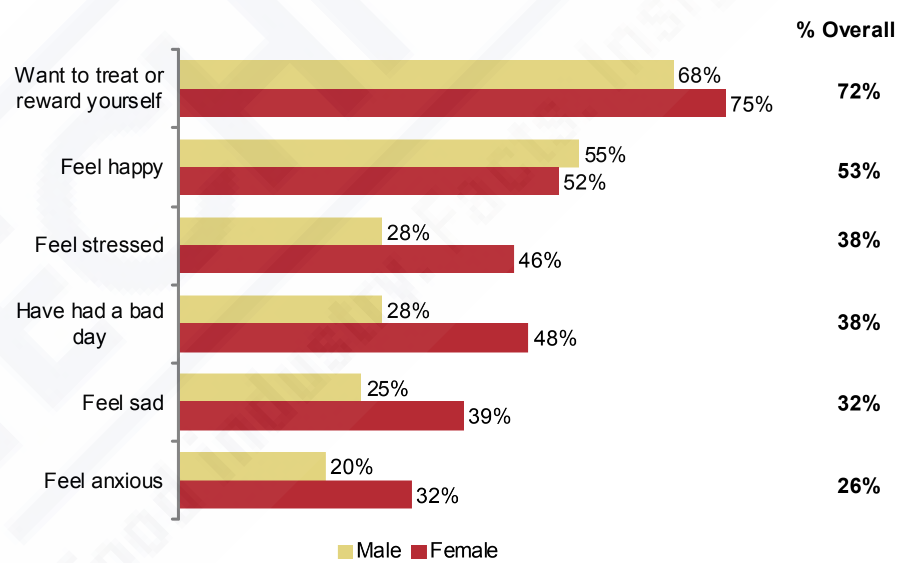
Key Finding
Consumers eat dessert to satisfy a variety of emotional needstates—first and foremost, as a way to reward or treat themselves.

Consumers order a post-meal dessert for many reasons; they may order dessert if their meal was not filling or if they crave something sweet. The consumer data reveals that emotions can also influence dessert consumption. More than seven in 10 consumers (72%) say that, compared to their typical behavior toward eating desserts, they are more likely to eat desserts when they want to treat themselves. This suggests that consumers may be willing to spend the additional expense for dessert when they want to reward themselves. In addition, more than half of consumers (53%) say that they are more likely to eat desserts when they feel happy.

However, stress and anxiety can also influence dessert consumption. Nearly two-fifths of consumers say that they are more likely to eat desserts when they are stressed (38%) or having a bad day (38%). Additionally, roughly three in 10 consumers report that when feeling sad (32%) or anxious (26%) they are more likely to eat desserts.

Females seem to be particularly influenced to eat dessert based on their emotions. While significantly more females report that emotions, such as feeling sad, stressed or anxious, can influence them to eat desserts, more males report that they eat desserts when they are happy. About half of males (55%) say that they are more likely to eat dessert when they feel happy, compared to only 52% of females.

Exhibit 71:
Compared to your typical behavior toward eating desserts, are you more or less likely to eat dessert when you…?
(by gender, top two box = somewhat and much more likely to eat dessert)



Base: 1,500 consumers aged 18+

Consumers indicated their opinion on a scale of 1–5 where 5= much more likely and 1= much less likely

Opportunity:

- Consumers report that many different emotional needstates can drive dessert purchases. This suggests that there is a variety of ways for operators to position and market dessert offerings. For example, operators could position desserts as a treat or reward, or a way to relax after a stressful day.

Perception of Restaurant Dessert Offerings

Fast-Food and Fast-Casual Restaurants

Key Finding
While most consumers agree that fast-food restaurants menu portable, reasonably priced desserts, fast-casual restaurants are top of mind for offering a wide variety of high-quality, healthful desserts.

Technomic asked consumers to rate limited- and full-service restaurants on several attributes related to dessert offerings. The exhibit below compares consumer perception with regard to fast-food and fast-casual concepts.

Consumers say fast-food concepts offer reasonably priced options that can be eaten on the go. Roughly three in five consumers say that fast-food restaurants offer desserts that are portable (64%) and offered at a reasonable price (59%). In comparison, just slightly more than half of consumers (52%) agree that fast-casual restaurants offer desserts that are easy to eat on the go and only 44% agree that the desserts available at these locations are reasonably priced.

While fast-food restaurants lead in terms of portability and price, fast-casual restaurants are recognized for offering a variety of desserts that are high in quality, unique and healthful. This is likely because fast-casual restaurants are typically associated with higher-quality food that is more healthful than fast-food restaurants. Fast-casual concepts also tend to offer more innovative options and flavor profiles. About two in five consumers say that the desserts at fast-casual restaurants are craveable (40%), high-quality (39%) and unique (34%). Additionally, nearly two in five consumers (38%) agree that fast-casual restaurants offer a wide variety of desserts, and 28% say that these concepts offer healthful dessert options. On the other hand, just about one in five consumers say that fast-food restaurants offer high-quality (22%), unique (18%) and healthy (18%) desserts, and one-fifth (20%) say that there is a wide variety of dessert offerings at these locations.

Exhibit 72:
How much do you agree that fast-food and fast-casual restaurants offer…?
(Top two box= 5 and 6)

Base: 774 (Fast-food) and 715 (Fast-casual) consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6= agree completely and 1= disagree completely

Opportunity:

- The data in the above exhibit shows what consumers perceive to be the strengths and weaknesses of fast-food and fast-casual restaurant dessert offerings. This data is valuable to operators as it shows which points they will want to tout as part of their marketing message and which areas they may need to improve to successfully compete with other concepts. For instance, consumers clearly think that fast-food restaurants have an advantage over fast-casual chains when it comes to portability and pricing, so these are two areas that fast-food concepts will want to leverage. On the other hand, fast-food restaurants may want to think about how they can offer a wider array of high-quality desserts to compete with fast casuals, especially if they can do so in a way that will not affect price points.

Family-Style and Casual-Dining Restaurants

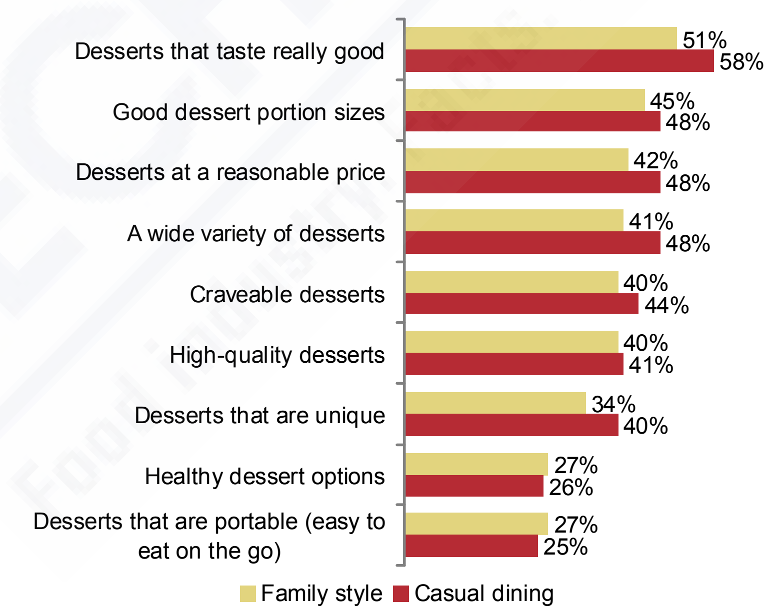
Key Finding
Consumers say that desserts offered at casual-dining concepts outpace those menued at family-style restaurants in the crucial areas of taste, variety, pricing and craveability.

While consumer perceptions of desserts offered at fast-food and fast-casual restaurants vary considerably, their perceptions of desserts menued at different types of full-service restaurants are fairly similar. Full-service restaurants offer similar dessert offerings, whereas limited-service restaurants' dessert offerings differ depending on the segment. For example, fast-food restaurants typically offer frozen desserts, such as milkshakes and ice cream, while fast-casual restaurants are more likely to offer baked goods. Overall, consumers seem to think that family-style and casual-ding restaurants offer tasty desserts at a good value. More than half of consumers agree that casual-dining (58%) and family-style (51%) restaurants offer desserts that taste good.

Beyond taste, many consumers agree that full-service restaurants serve desserts in good portions. More than two-fifths of consumers say that casual-dining (48%) and family-style (45%) restaurants offer good dessert portion sizes. In addition to portion size, about a quarter of consumers say that family-style (27%) and casual-dining (26%) concepts offer healthful dessert options.

Consumers appear to think that there is not much difference in dessert offerings among family-style and casual-dining restaurants. However, it seems that slightly more consumers say casual-dining concepts have an advantage in most areas. This is true for each attribute in the exhibit below with the exception of portability and health. Although the differences are slight in most cases, more consumers do seem to think casual-dining concepts do a better job in the areas that are most important to the dessert category, such as taste and craveability.

Exhibit 73:
How much do you agree that family-style and casual-dining restaurants offer…? (Top two box= 5 and 6)



Base: 742 (Family-style) and 769 (Casual-dining) consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6= agree completely and 1= disagree completely

Price Thresholds

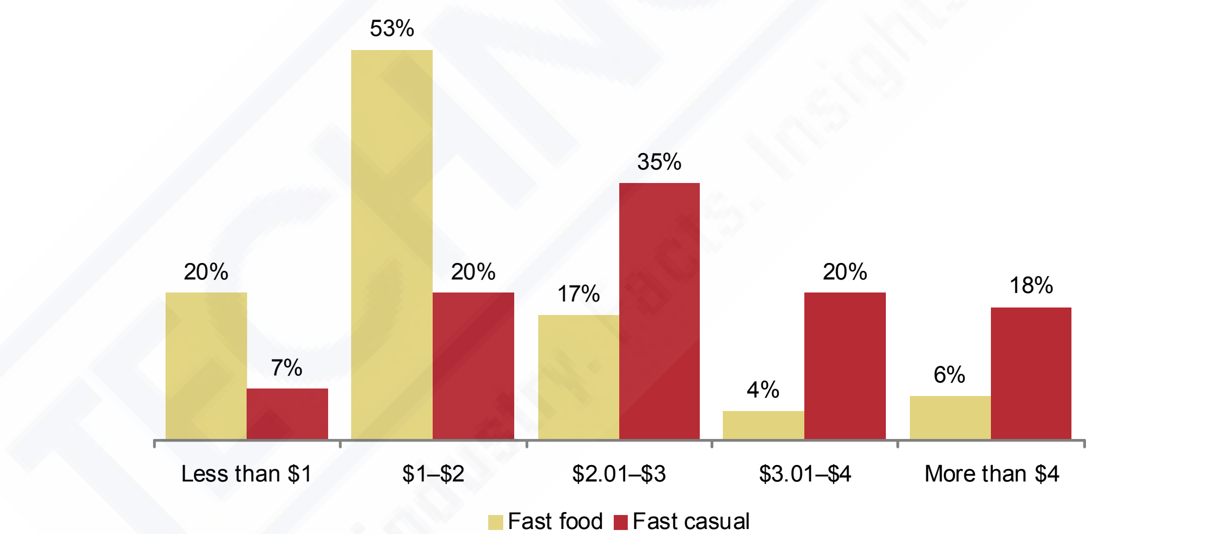
Limited-Service Restaurants

Key Finding
Consumers indicate that $1–2 is the ideal price point for dessert offered at fast-food restaurants, but are willing to pay more for dessert at fast-casual restaurants.

In addition to asking consumers about their perception of dessert offerings at restaurants, Technomic also asked consumers how much they are willing to pay for dessert at limited- and full-service restaurants. Exhibit 74 indicates that most consumers are willing to pay up to $2 for dessert at fast-food restaurants. More than half of consumers (53%) say that they are only willing to pay between $1 and $2 for dessert, with one-fifth (20%) saying that they are only willing to pay less than $1.

However, consumers are willing to pay higher price points for dessert at fast-casual restaurants. Nearly three in four consumers (73%) report that they are willing to pay $2 or more for dessert at these locations. Of these consumers, 35% say that they will spend between $2 and $3 for dessert at these locations. As shown previously, consumers feel that fast-casual concepts offer dessert that tastes better, are higher in quality, and are more healthful than fast-food desserts. This may be why consumers are willing to pay more for desserts at these fast casuals.

Exhibit 74:
Thinking about the typical desserts offered at the following types of restaurants, about how much are you willing to pay for dessert at each location?



Base: 1,500 consumers aged 18+

Percentages may not equal 100% due to rounding

Full-Service Restaurants

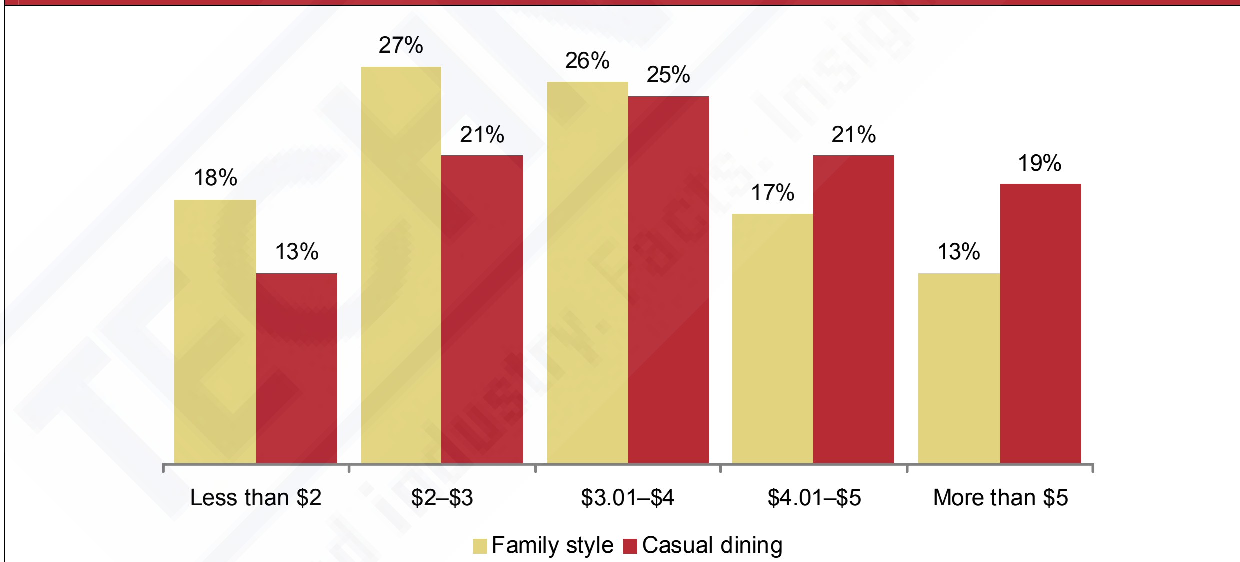
Key Finding
Consumers' dessert price thresholds are similar at family-style and casual-dining restaurants, with roughly half of consumers willing to pay $2–4 for dessert at these restaurants.

The exhibit below shows that consumers are willing to pay slightly more for dessert at casual-dining restaurants than at family-style restaurants. Nearly one-fifth of consumers (18%) say that they are only willing to pay $2 for dessert at family-style concepts, and more than half (53%) say that they are willing to pay $2 to $4 for dessert at these establishments. Additionally, three in 10 consumers (30%) report that they are willing to pay more than $4 for dessert at these locations.

However, higher dessert price points are more acceptable to consumers at casual-dining restaurants. More than two in five consumers (46%) report that they are willing to pay $2 to $4 for dessert at casual-dining concepts, and nearly as many (40%) are willing to pay $4 or more. We have already seen that consumers think these locations do a better job than family-style restaurants with regard to taste, variety and craveability.

Additionally, consumers may be willing to pay more at casual-dining restaurants than family-style restaurants because they are accustomed to the higher price points for dessert at these locations. According to MenuMonitor, the average price of dessert at casual-dining chains from January to June of this year is $5.65. In comparison, the average price of dessert at family-style restaurants during this same time period is $4.21.

Exhibit 75:
Thinking about the typical desserts offered at the following types of restaurants, about how much are you willing to pay for dessert at each location?



Base: 1,500 consumers aged 18+
Percentages may not equal 100% due to rounding

Opportunity:

- Part of the reason why consumers are willing to pay more for dessert at fast-casual and casual-dining restaurants is likely due to the fact that they are used to paying higher prices at these locations than at fast-food or family-style concepts. However, it also indicates that consumers are willing to pay more for tasty, high-quality desserts. Operators may want to take this into consideration when planning their dessert menu, keeping in mind that it is likely that consumers may be willing to spend slightly more for premium or name-brand ingredients.

Most Recent Occasion

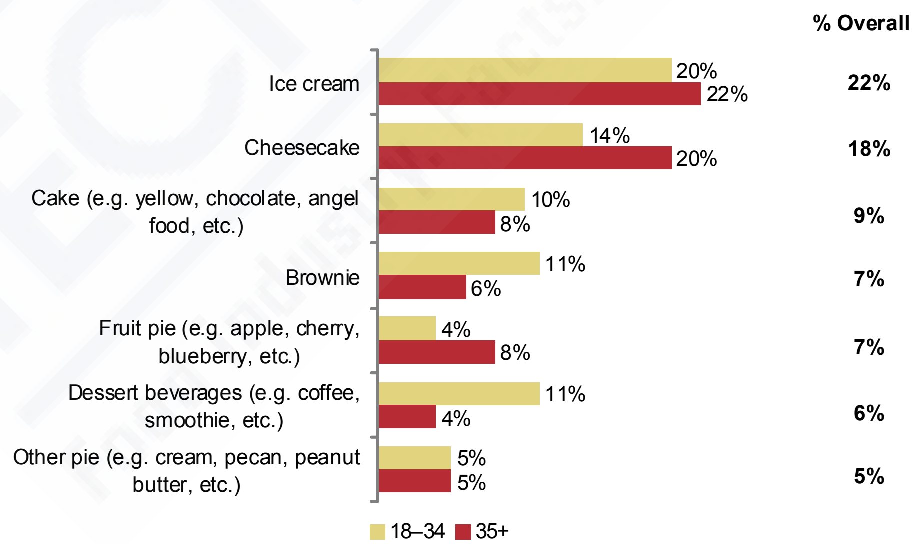
Key Finding
Most recent away-from-home dessert occasion data suggests that younger consumers are more likely to purchase convenient, portable desserts like beverage or brownies that they eat on the go while older consumers favor traditional options such as cheesecake and pie.

In addition to asking consumers about their attitudes and preferences regarding dessert, Technomic's survey also asked consumers about their most recent occasion for which they purchase dessert away from home. The next few exhibits examine consumer dessert consumption on this occasion, providing a more of an accurate indication of consumer behavior.

For this most recent away from home occasion, Ice cream and cheesecake lead all other desserts options. About one in five consumers say that they purchased ice cream (22%) and cheesecake (18%) away from home. Both of these desserts were ordered by more older than younger consumers. For example, while one-fifth of consumers aged 35 or older (20%) purchased cheesecake on their last dine-out occasion, just 14% of consumers aged 18 to 34 say the same. Fruit pie consumption was also driven by older consumers. More older (8%) than younger (4%) consumers report that they purchased fruit pie.

Cake rounds out the top three desserts; nearly one in 10 consumers (9%) saying that cake was the most recent dessert they purchased away from home. Nearly the same percentage of consumers says that they purchased a brownie (7%) or beverage (6%) for dessert on this most recent dine-out occasion. Consumption of each of these desserts is driven by younger consumers. While about one in 10 consumers aged 18–34 (11%) report that the last dessert they purchased away from home was a beverage, just 4% of consumers aged 35 or older say the same. It is likely that the portability of a beverage that can serve as a dessert fits in with these young consumers' busy lifestyle and their high standards for convenience and speed of service.

Exhibit 76:
Thinking about your most recent occasion eating dessert away from home, what type of dessert did you purchase?



Base: 1,500 consumers aged 18+

Showing all desserts consumed by 5% or more of consumers

Sourcing

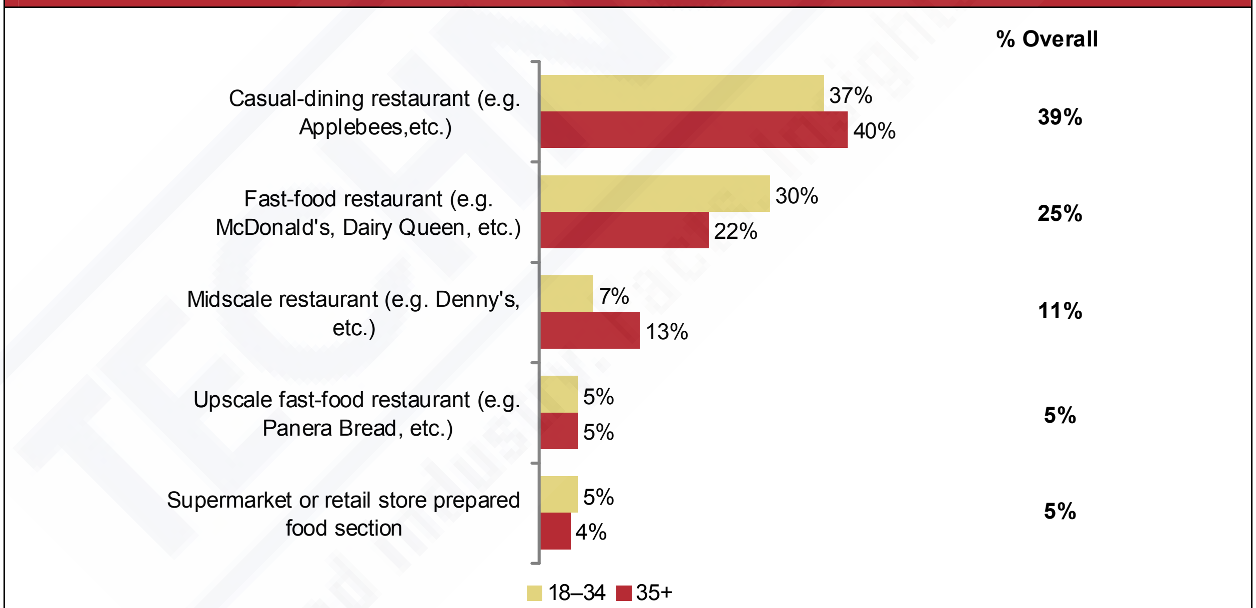
Key Finding
Casual-dining restaurants lead all other restaurant segments for consumers' most recent dessert purchase.

Nearly two in five consumers (39%) say that their most recent away-from-home dessert purchase took place at a casual-dining restaurant. Additionally, about one in 10 consumers (11%) report that the last dessert item they purchased away from home was from a midscale restaurant. Both percentages are driven by consumers aged 35 and older, likely because these consumers have more disposable income to spend at full-service restaurants and are more likely than younger consumers to visit midscale with their children.

Fast-food chains are clearly top of mind for dessert purchases at LSRs. While a quarter of consumers (25%) report that their most recent dessert purchase away from home was at a fast-food restaurant, just 5% of consumers say that it was at an upscale fast-food/fast-casual restaurant. Consumers may find the dessert offerings at fast-food restaurants, such as ice cream and milkshakes, more appealing than the desserts at upscale fast-food/fast-casual concepts. However, this could also be because fast-food restaurants offer desserts at lower price points than fast-casual restaurants.

Beyond restaurants, few consumers say that they most recently purchased dessert at a retail location. Five percent of consumers say that the last time they purchased dessert was at a supermarket or retail store prepared-foods section.

Exhibit 77:
Where did you purchase the dessert?



Base: 1,500 consumers aged 18+
Showing all selected by 5% or more of consumers

Opportunity:

- Later in this report, Exhibit 85 will show that 47% of consumers who are more likely to purchase dessert at a location other than the restaurants where they eat their meal, source dessert from supermarkets. The data in the exhibit above shows that just 5% of consumers purchase dessert from a supermarket prepared-foods section. This data suggests that many consumers are purchasing retail items for dessert at supermarkets. Retail operators may want to consider how they can translate more of that traffic into prepared-dessert offerings.

Sourcing by Dessert Type

Key Finding
Consumers indicate that they have strong associations between certain types of restaurants and specific desserts and choose the established options that are top of mind for each segment.

To delve deeper into consumers' most recent away-from-home dessert purchase, Technomic not only wanted to look at where consumers purchased dessert, but how it differs by type of dessert. As seen previously, the same two segments are the most visited, though this varies by item.

Significantly more consumers report purchasing cakes, brownies and pies at casual-dining chains than any other restaurant segment. For example, more than half of consumers report that the last time they purchased cake (57%) and cheesecake (56%) was at a casual-dining restaurant. Another full-service restaurant segment, midscale restaurants, is the second most frequented type of restaurant for cake purchases. More than one in 10 consumers says that they purchased cake (13%) and cheesecake (13%) from these locations on their most recent away-from-home dessert occasion.

More than two in five consumers (44%) report that their most recent ice cream purchase was at a fast-food restaurant. In addition to ice cream, fast-food restaurants are ideal locations for beverages purchased as dessert. More than half of consumers (55%) who purchased a dessert beverage say that they purchased it from a fast-food restaurant. Consumers likely purchase these items from fast-food restaurants because they are widely available at these locations and can be taken to go. Nevertheless, casual-dining restaurants are the second most frequented restaurant segment for ice cream purchases, with a quarter of consumers (25%) saying that their last ice cream purchase was at a casual-dining restaurant.

Exhibit 78:
Where did you purchase the dessert? (by dessert type)

Dessert type	Top Three Segments	%
Ice cream (n=326)	Fast-food restaurant	44%
	Casual-dining restaurant	25
	Independent restaurant specializing in ice cream	9
Cheesecake (n=270)	Casual-dining restaurant	56
	Midscale restaurant	13
	Fast-food restaurant	8
Cake (e.g. yellow, chocolate, angel food, etc.) (n=129)	Casual-dining restaurant	57
	Midscale restaurant	13
	Fast-food restaurant	12
Brownie (n=112)	Casual-dining restaurant	59
	Fast-food restaurant	10
	Midscale restaurant	9
Fruit pie (e.g. apple, cherry, blueberry etc.) (n=102)	Casual-dining restaurant	44
	Fast-food restaurant	24
	Midscale restaurant	16
Dessert beverages (e.g. coffee, smoothie, etc.) (n=86)	Fast-food restaurant	55
	Casual-dining restaurant	14
	Coffee chain	13
Other pie (e.g. cream, pecan, peanut butter, etc.) (n=74)	Casual-dining restaurant	41
	Midscale restaurant	22
	Fast-food restaurant	12

Base: Varies based on those who consume each type of dessert, as noted in table

Purchase Drivers

Key Finding
Consumer cravings are key to driving dessert purchases—more than half of consumers say that cravings played a strong role in their most recent away-from-home dessert occasion.

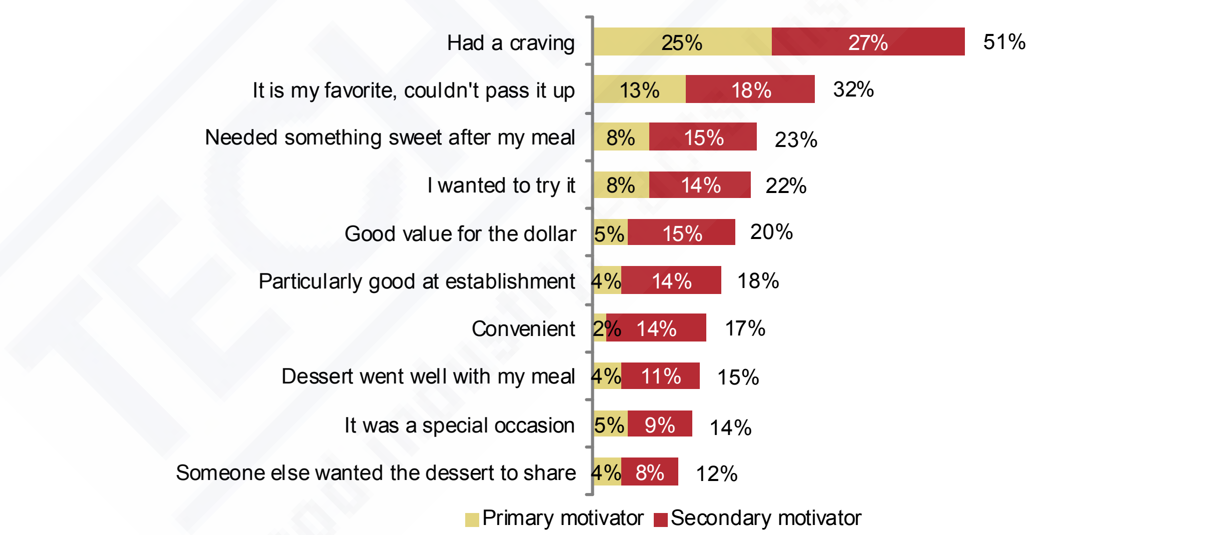
In order to see which factors played a role in consumers' most recent away from home dessert occasion, consumers were given a list of attributes and asked to select which single factor primarily motivated this purchase, and which two others also played a role. Consumers' primary drivers and secondary drivers are shown in the exhibit below.

Cravings can have a significant impact on what consumers order to eat at restaurants and appear to be a particularly strong driver for dessert purchases. On their most recent occasion purchasing dessert away from home, about half of consumers (51%) say that they made the purchase because they had a craving. Furthermore, about half of these consumers (25%) say that having a craving was the primary motivator behind their purchase.

Beyond cravings, about a third of consumers (32%) report that they ordered dessert on this occasion because it was their favorite type. Consumers likely have a hard time passing up their favorite dessert; they are likely tempted when they see their favorite option on the menu and simply cannot resist.

Consumers also report that they purchased dessert on this occasion because of the need for something sweet. Nearly a quarter of consumers (23%) say they purchased dessert because they needed something sweet after their meal. However, most of these consumers (15%) say that this was a secondary motivator behind their purchase.

Exhibit 79:
What factors would you say motivated your purchase?



Base: 1,500 consumers aged 18+

Showing top 10 reasons overall; cumulative percentages may top two box total due to rounding

Opportunities:

- Craveability plays a very strong role in the dessert purchasing decision. Operators and suppliers will want to make sure they are offering the types of dessert, flavors and toppings that their customers crave. Consumer cravings can also be leveraged as part of the marketing message for desserts, through pictures that show decadent options and descriptive wording used on menus and in advertisements that can help elicit customer cravings.
- Cravings actually have the strongest influence on Lapsed Users. Twenty-nine percent of Lapsed Users compared to about a quarter of Heavy (23%), Moderate (25%) and Light (25%) Users said cited a craving as their primary driver for their most recent away from home dessert purchase. Operators will want to keep this in mind in terms of server training to make sure they are suggesting dessert to all of their guests, even regulars who don't typically order it.

Purchase Drivers by Dessert Type

Key Finding
Beyond cravings, consumers say value and convenience are strong dessert purchase drivers as well, especially for ice cream and dessert beverages.

In addition to looking at consumers' overall purchase drivers for their most recent dessert occasion, Technomic also wanted to see how these purchase drivers vary by type of dessert. As seen in the previous exhibit, cravings are the leading factor in consumers' most recent dessert purchase, followed by "it is my favorite, couldn't pass it up." These responses were the also the top two choices for nearly every type of dessert, showing that they are crucial to the dessert category regardless of consumers' dessert preferences. In order to delve deeper into consumer purchased decisions, these options are not shown on the exhibit below. However, it is worth noting that cravings were a particularly strong driver for ice cream and beverage ordered as desserts. More than three out of five consumers who ordered a beverage (65%) or ice cream (60%) as their most recent away-from-home dessert, cited a craving as their main purchase motivator.

Value and convenience can also be strong purchase drivers. Good value for the money spent is among the top three purchase drivers for ice cream, fruit pies and dessert beverages, and convenience is cited for ice cream, dessert beverages, baked goods and cookies.

Exhibit 80: What factors would you say motivated your purchase? (by dessert type)			
Dessert type	**Top Three Motivators**	**% for Primary Motivator**	**% for Secondary Motivator**
Ice cream (n=326)	Needed something sweet after my meal	8%	16%
	Good value for the dollar	8	17
	Convenient	3	22
Cheesecake (n=270)	I wanted to try it	9	13
	Needed something sweet after my meal	8	16
	Particularly good at establishment	5	17
Cake (e.g. yellow, chocolate, angel food, etc.) (n=129)	Needed something sweet after my meal	12	17
	I wanted to try it	11	16
	Someone else wanted the dessert to	5	15
Brownie (n=112)	Needed something sweet after my meal	8	12
	I wanted to try it	7	15
	Particularly good at establishment	7	14
Fruit pie (e.g. apple, cherry, blueberry etc.) (n=102)	Needed something sweet after my meal	16	21
	Part of meal	12	6
	Good value for the dollar	10	14
Dessert beverages (e.g. coffee, smoothie, etc.) (n=86)	Good value for the dollar	8	17
	I wanted to try it	5	19
	Convenient	3	21
Other pie (e.g. cream, pecan, peanut butter, etc.) (n=74)	I wanted to try it	12	14
	Needed something sweet after my meal	7	19
	Dessert went well with my meal	3	18
Baked goods (e.g., donut, muffin, scone, etc.) (n=60)	I wanted to try it	10	8
	Convenient	8	25
	Particularly good at establishment	3	20
Cookie (n=60)	Convenient	10	20
	Wanted to try it	10	15
	Part of meal	8	17
Cobbler (n=55)	I wanted to try it	16	11
	Dessert went well with my meal	4	24
	Particularly good at establishment	2	20

Base: Varies based on those who consume each type of dessert, as noted in table

Showing top 10 desserts purchased, top three drivers overall with exception of "had a craving" and it is my favorite, couldn't pass it up"

Opportunity:

- Although it is not shown in the above exhibit, "other" pies, such as cream pie, pecan pie or peanut butter pie were cited by consumers most often as a favorite that they couldn't pass up, followed by ethnic desserts. It is likely that these types of desserts are not as commonly offered on menus, which makes consumers more likely to order them when they are offered. Operators and suppliers might want to keep new, unique or season pies and ethnic dessert options in mind when developing menu items or products.

Dining Party Dynamics

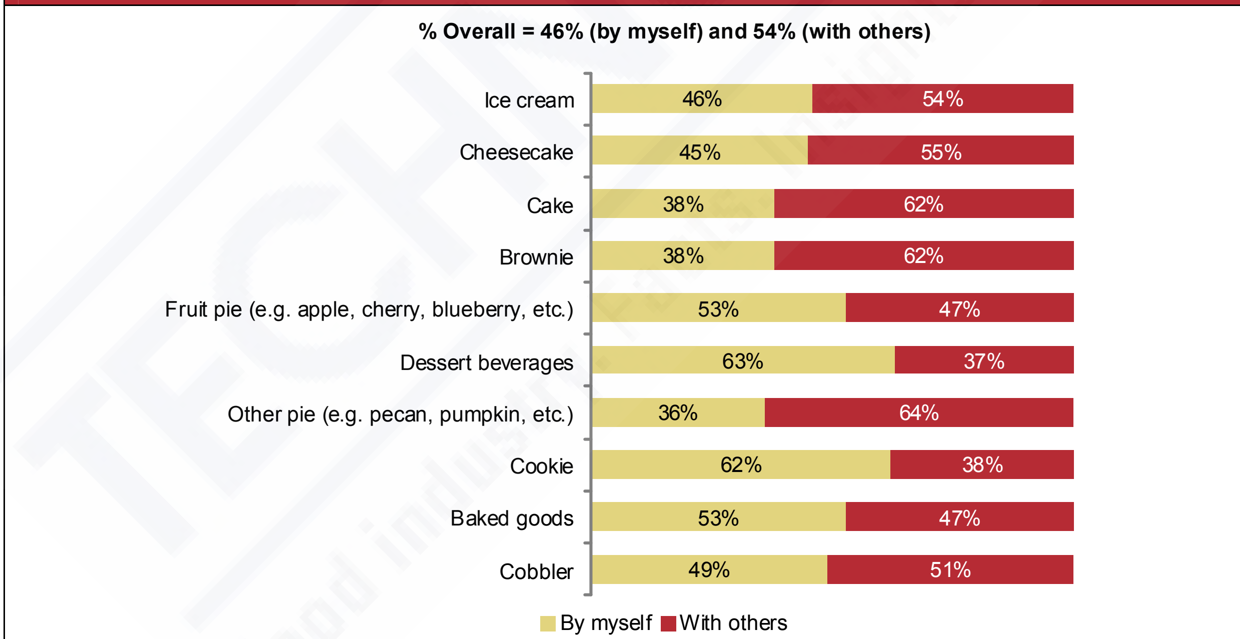
Key Finding
Consumers seem to be most likely to share pie, cake and brownies and order dessert beverages and cookies for individual consumption.

Although many consumers say that they prefer to order desserts with others, the data doesn't seem to be too skewed toward this. The disconnect shows that many consumers also order dessert when they are alone, perhaps because some consumers cannot resist.

Non-fruit pie, such as pecan and pumpkin, lead all dessert options that consumers ate with others in their dining party on their most recent away-from-home dessert occasion. More than three in five consumers (64%) report that they ate this variety of pie with others, some likely sharing it with others in the group. Nearly as many consumers say that they ordered cake (62%) and brownies (62%) with others. Additionally, more than half of consumers report that they purchased ice cream (54%), cheesecake (55%) and cobbler (51%) with others the last time they purchased dessert away from home.

However, some consumers report that on the last occasion they purchased dessert, it was a lone dining occasion. Beverages consumed as dessert and cookies are most likely to be eaten alone. More than three-fifths of consumers report that they drank a dessert beverage (63%) and ate a cookie (62%) by themselves. Baked goods and fruit pies are also often consumed alone. More than half of consumers say that they last time they purchased baked goods (53%) and fruit pies (53%), they ate these items alone.

Exhibit 81:
Did you eat dessert by yourself or with others?



Base: 1,500 consumers aged 18+
Showing top 10 desserts purchased

Opportunities:

- Consumers indicate that cookies and beverages consumed as desserts are most likely to be eaten alone. This indicates that operators who often cater to lone diners—such as fast-food or fast-casual concepts where consumers often visit for lunch—will likely want to focus on these types of dessert. On the other hand, operators who cater to larger dining parties or special occasions will likely want to make options that are typically ordered with others, such as pie and cake, on the menu and make these options sharable.
- With the exception of Sharers (69% of whom ate their most recent dessert with others), Health-Driven consumers were most likely to have consumed their dessert with others on this occasion (56%). This supports the idea that some consumers share dessert with others as a healthier alternative to individual dessert consumption and suggests that this idea could be leveraged as part of the marketing message.

Dine-In vs. To-Go

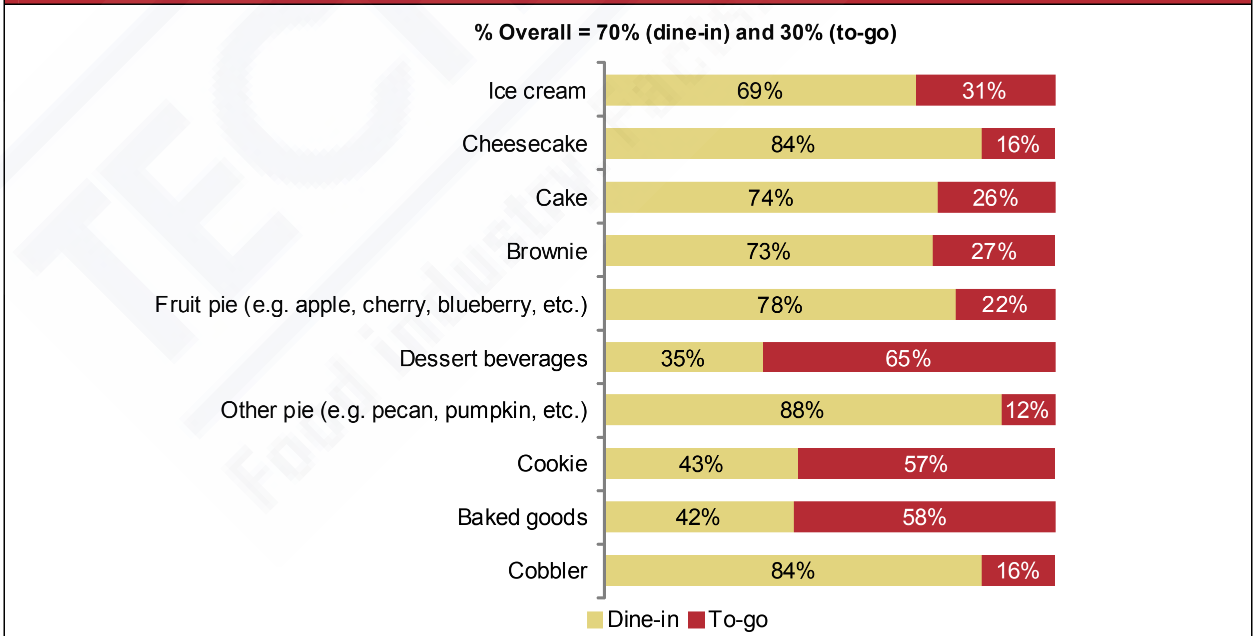
Key Finding
The vast majority of consumers ordered their most recent dessert for dine-in, indicating that while consumers want to be able to sit and enjoy their dessert, there may also be room for operators to offer more portable dessert options.

Seven out of 10 consumers (70%) say that their most recent away-from-home dessert purchase was for dine-in at a restaurant or other foodservice location. This likely depends on the time of day consumers visit restaurants and which types of restaurants they go to. For example, consumers may be more likely to eat dessert for dine-in at a restaurant for dinner than for lunch, when consumers may not have as much time to eat their meal. Cakes, pies and cobblers were most often ordered for dine-in. For example, more than four in five consumers (84%) purchased cheesecake for dine-in, while just 16% purchased it to go. Additionally, more consumers report purchasing ice cream and brownies to consume for dine-in than to go.

However, three in 10 consumers (30%) report that the last time they purchased dessert, they took it to go. According to the data in the exhibit below, handheld portable desserts are the most likely to be taken to-go. Baked goods, cookies and dessert beverages are all ordered more often to go than for dine-in. These are all items typically offered at limited-service restaurants where consumers are likely to visit for lunch occasions.

Females are more likely to order dessert to go than males. Although it is not displayed in the exhibit below, one-third of females (33%) say that the last time they purchased dessert, they took it to go. In comparison, just a quarter of males (26%) say the same. Previously, the discussion around Exhibit 36 mentioned that more females (63%) than males (40%) say they never eat dessert because they are too full from their meal. This may also be why females are more likely than males to take their dessert to go; they may be consuming it at a later time.

Exhibit 82:
Did you take your dessert to go or did you eat in the restaurant or foodservice establishment?



Base: 1,500 consumers aged 18+
Showing top 10 desserts purchased

Opportunities:

- As we have seen throughout this report, certain types of dessert such as beverages and cookies are strongly associated with limited-service restaurants because they offer the portability that consumers who visit these restaurants need. However, it is likely that consumers would also be likely to order some dessert options beyond these offerings at limited-service restaurants, if they could be developed in a more portable way. Operators might want to consider if some more traditional dessert options typically found at FSRs would be appropriate for their concept and experiment with how to make these options easier to order as carryout. For example, McDonald's made classic apple pie portable through their handheld apple pies packaged in a small box.
- Full-service restaurants may also want to think about offering more dessert options for carryout. Offering to package a dessert to go could help encourage some consumers to order an option even though they are too full from their meal to eat it immediately.

Planning for Dessert

Key Finding
Judging from consumers' most recent away-from-home dessert occasion, dessert orders are primarily spur-of-the-moment decisions, likely driven by cravings.

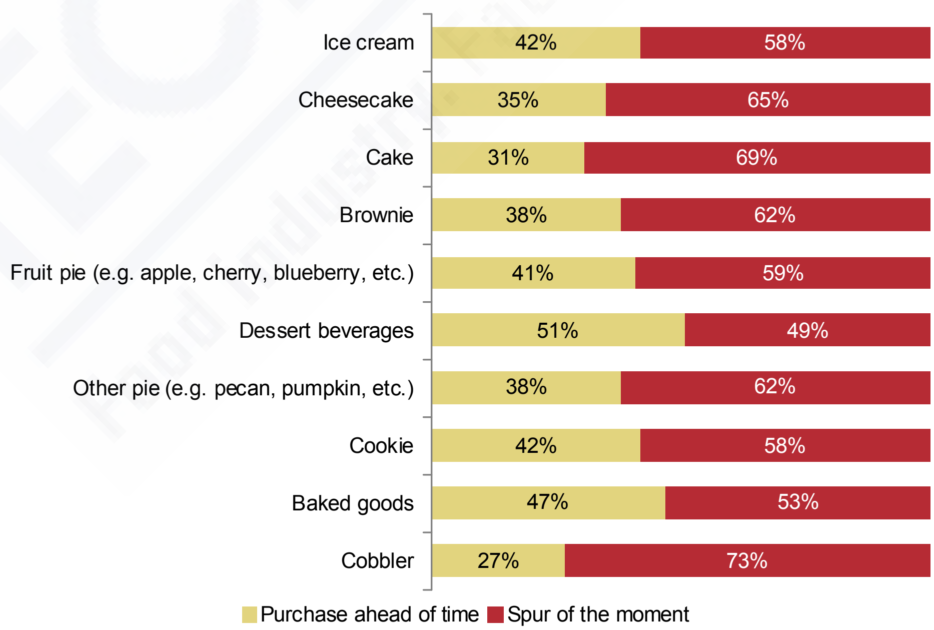
About three in five consumers (62%) say that their most recent away-from-home dessert purchase was a spur-of-the-moment decision. These occasions may be driven by cravings. As shown in Exhibit 83, cravings top all other reasons consumers made their last dessert purchase. Consumers may also decide to purchase dessert based on the options available on the menu. While some restaurants include their dessert options along with their lunch or dinner menu, some restaurants have separate menus for dessert that they give to guests after their meal. This likely has an influence on whether consumers plan in advance to order dessert when dining out or do so spontaneously. Server suggestions can also likely influence customers by offering them the option to take their dessert to go if they are too full to eat it at the restaurant.

Some variation is seen by dessert type. Consumers report that they purchased cobbler on the spur of the moment more than any other dessert variety. Nearly three in four consumers (73%) say that the last time they purchased cobbler, it was a spontaneous decision. Roughly two-thirds of consumers also report that their last cake (69%) and cheesecake (65%) purchase was made impulsively.

While most consumers purchased dessert on this occasion on impulse, nearly two in five consumers (38%) planned to make their most recent away-from-home dessert purchase ahead of time. Dessert beverages lead all other varieties for planned purchases, with about half of consumers (51%) reporting that their last dessert beverage purchase was planned in advance. While the desserts offered at restaurants likely differ depending on the restaurant segment and cuisine, beverages are more common and widely available across all types of restaurants. In addition to planning to purchase these items following a meal, consumers could also plan to visit restaurants just to purchase these items.

Exhibit 83:
Did you know that you were going to purchase dessert well ahead of time, or was it a spur of the moment decision?

% Overall = 38% (ahead of time) and 62% (spur of the moment)



Base: 1,500 consumers aged 18+
Showing top 10 desserts purchased

Opportunity:

- More Health-Driven consumers (72%) than consumers in all other clusters say that their most recent dessert purchase was done on impulse. This suggests that while these consumers likely try to resist dessert because of health concerns, they often give in to their temptation at the last minute. This indicates that server suggestions and visual cues (such as display cases, photographs of dessert, etc.) which can elicit cravings, could be especially strong purchase drivers for these consumers.

Dessert Attitudes

Desserts after Restaurant Meals

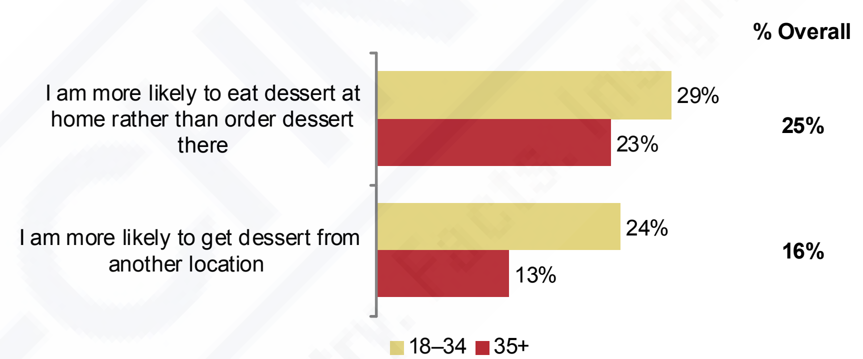
Key Finding
Consumers indicate many missed opportunities for dessert sales, with substantial percentages of consumers saying they are more likely to leave the restaurant after dining out to purchase dessert elsewhere.

According to data shown in the exhibit below, most consumer prefer to purchase dessert at the restaurant where they ate their meal rather than sourcing it from another location or eating it at home.

However, some consumers do report that they are more likely to source dessert from somewhere other than the restaurant where they ate their meal. A quarter of consumers polled (25%) say they often eat dessert but do so at home rather than at the restaurant. This option likely appeals to consumers primarily because it saves them money and allows them to eat dessert in the comfort of their own home. Many consumers may also feel that they are simply too full to eat dessert shortly after their meal and this option offers more time in between the meal and dessert.

Additionally, 16% of consumers indicate that they are more likely to get dessert from a different location altogether. The next few slides will examine where these consumers purchase desserts and what factors play a role in their decision to consume dessert elsewhere.

Exhibit 84:
After dining out at a restaurant… (by age, top two box = 5 and 6)



Base: 1,500 consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6 = agree completely and 1 = disagree completely

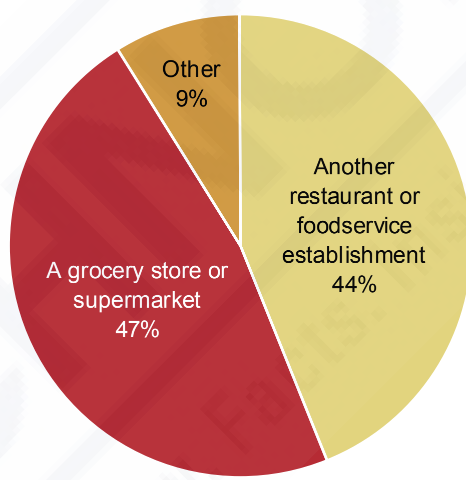
Desserts from Other Locations

Key Finding
When consumers don't source dessert from the restaurant where they ate or from home, they are about equally likely to get it from a grocery store or from a different restaurant or foodservice location.

Those consumers who previously said they are more likely to get desserts from a location other than the restaurant where they ate their meal were further asked where they tend to purchase these desserts. About half of these consumers (47%) indicate that they go to a grocery store or supermarket to purchase dessert. This behavior is likely driven by an interest in saving money.

On the other hand, nearly as many consumers (44%) say they visit another restaurant or foodservice establishment to purchase desserts. Many of these consumers are probably visiting dessert-specific restaurants, such as ice-cream and frozen-yogurt shops. Additionally, consumers eating dinner may be interested in waiting a short while before eating dessert simply because it extends their evening more than eating dessert at the restaurant would.

Exhibit 85:
Where are you purchasing desserts when you go somewhere other than where you had your meal?



Base: 427 consumers aged 18+ who are more likely to get dessert from a location other than the restaurant where they ate their meal

Opportunities:

- The fact that many consumers visit supermarkets instead of restaurants for dessert indicates that there is likely room for more prepared desserts at these locations. Supermarket and grocery store operators can cater to this interest by offering a greater supply of single-serve, ready-to-eat items such as individual cupcakes, slices of cake or pie or other baked goods that can be made in the grocery's bakery. Supermarkets and restaurants could also partner together to bring consumers more upscale or premium dessert options in a retail setting, which could be beneficial for both parties.
- Limited-service restaurants such as fast-food concepts and coffee shops can also promote desserts in the evening in order to capitalize on the tendency of some consumers to purchase dessert at a different restaurant. Operators can market these options as after-dinner treats and make them available in the evening.

Desserts from Other Restaurants

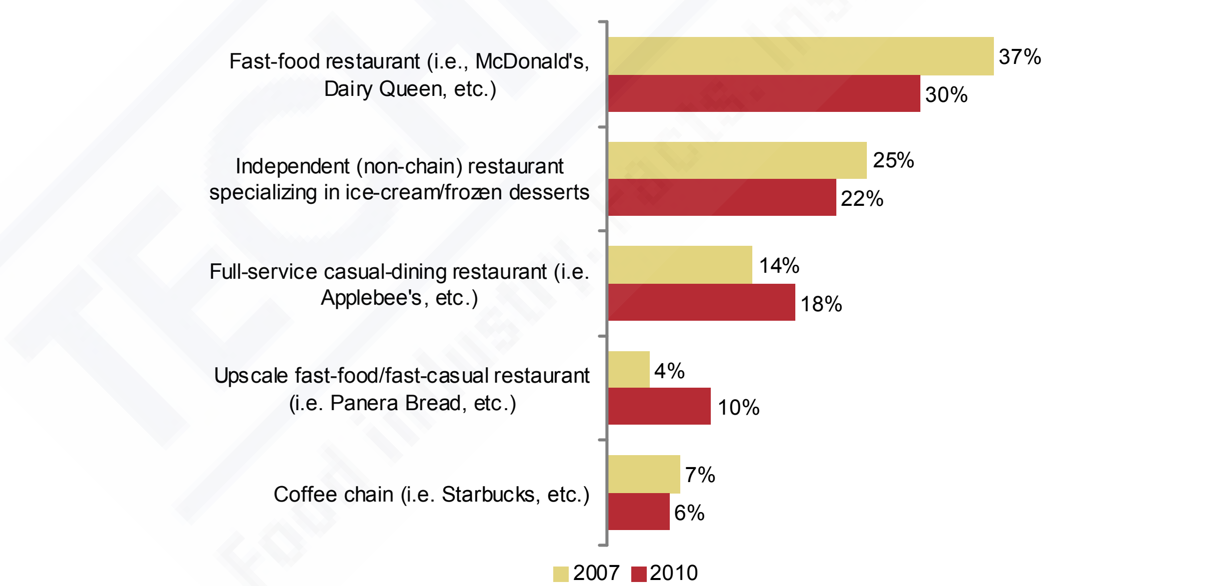
Key Finding
Consumers who patronize other restaurants for dessert tend to visit fast-food or independent frozen dessert concepts, though there seems to be growing interest in desserts at fast-casual and full-service locations.

Fast-food restaurants are the most likely destination for consumers who typically purchase dessert from a restaurant other than the restaurant where they ate their meal. Thirty percent of consumers who visit a restaurant other than the place where they ate their meal say they visit limited-service, fast-food restaurants (such as McDonald's or Dairy Queen) for dessert purchases. These concepts may be top of mind because of the low prices they typically offer. For instance, McDonald's offers a small sundae and an apple pie on their dollar menu.

Roughly a fifth of consumers (22%) say they visit independent restaurants specializing in ice-cream and/or other frozen desserts on such occasions. These consumers may prefer the high-quality offerings, neighborhood feel and personal service that independent dessert concepts typically offer.

Additionally, nearly as many consumers (18%) report that they patronize full-service, casual-dining chains for dessert only. Following this, a tenth of consumers (10%) say they visit fast-casual restaurants on these occasions. Although there are fewer dessert purchases at these segments, these percentages are up from 2007 while those for other segments are down. This suggests that casual-dining and fast-casual segments may be taking a larger share of dessert purchases. These restaurants may be increasingly appealing for dessert because recently they have been offering a wider variety of desserts and often they feature menus with smaller-sized items at lower prices.

Exhibit 86:
What type of restaurant are you visiting for these purchases? (by year)



Base: 188 consumers aged 18+ who say they are more likely to get dessert from a restaurant or foodservice establishment other than the restaurant where they ate their meal

Other Dessert Drivers: Restaurants

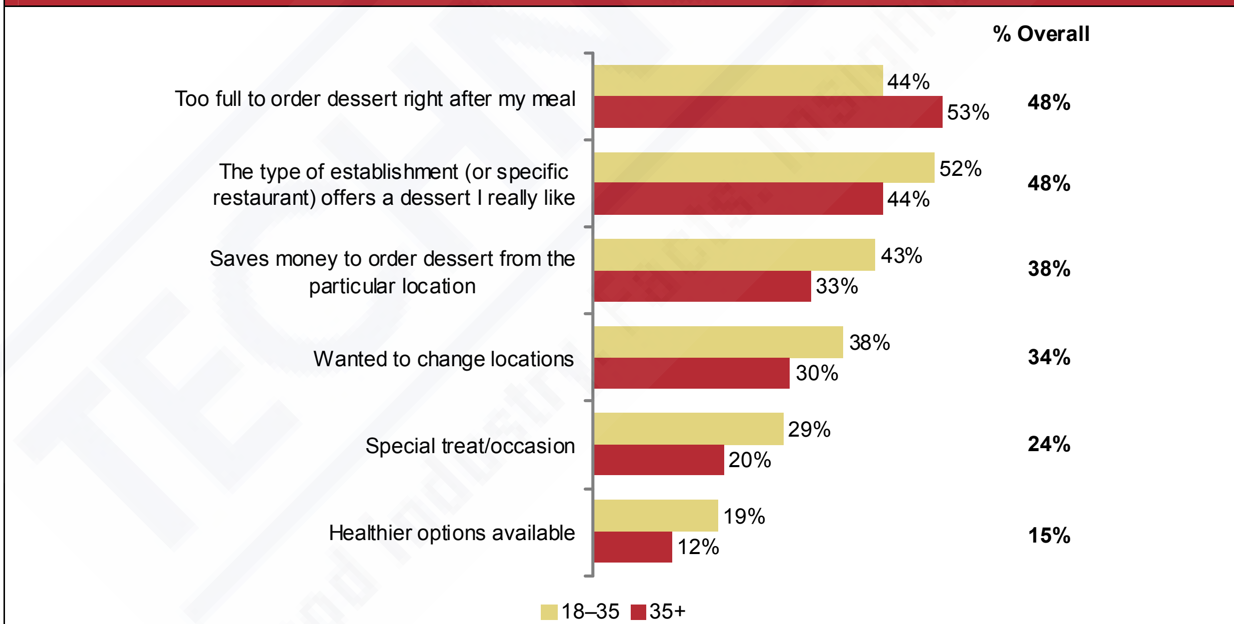
Key Finding
Cravings are a strong driver for why some consumers prefer to source dessert from a separate location from where they had their meal.

A near majority of consumers (48%) who typically source dessert from another restaurant say they are simply too full to purchase dessert right after eating their meal. This is likely a factor that operators cannot easily control. However, offering carryout desserts that consumers can eat at a later time, combo meals including desserts and training servers to remind customers to “leave room for dessert” may be ways for operators to capture some of these missed dessert sales.

Roughly half of these consumers (48%) also say that they choose to visit another restaurant for dessert because they have a craving for a dessert item offered at a particular type of restaurant or a specific concept. Cravings are an especially strong traffic driver for younger consumers. More than half of those aged 18–34 (52% compared to just 44% of older consumers) report that they visit a different restaurant for dessert because it satisfies a craving for a specific item.

Nearly two-fifths of consumers (38%) also indicate that they purchase dessert at another restaurant because doing so saves them money. This is likely because younger consumers tend to have less disposable income. As with cravings, more consumers aged 18–34 (43%) than those aged 35 and older (33%) cite this explanation as a primary motivator for ordering dessert at another restaurant.

Exhibit 87:
Why do you purchase dessert from this location rather than the restaurant you ate your meal? (by age)



Base: 188 consumers aged 18+ who say they are more likely to get desserts from another restaurant rather than the one they had their meal

Opportunity:

- Several factors that may be standing in the way of add-on restaurant dessert sales. One of the most significant factors seems to be related to craveability. In order to bolster dessert sales, operators can consider how they can best offer craveable desserts that feature interesting flavor profiles and unique ingredients that consumers cannot purchase at other restaurants. On the other hand, concepts that do not offer full meals or cater to the dinner crowd, such as coffee shops, could offer signature desserts to attract consumers who would have otherwise purchased dessert where they ate.

Grocery Stores or Supermarkets

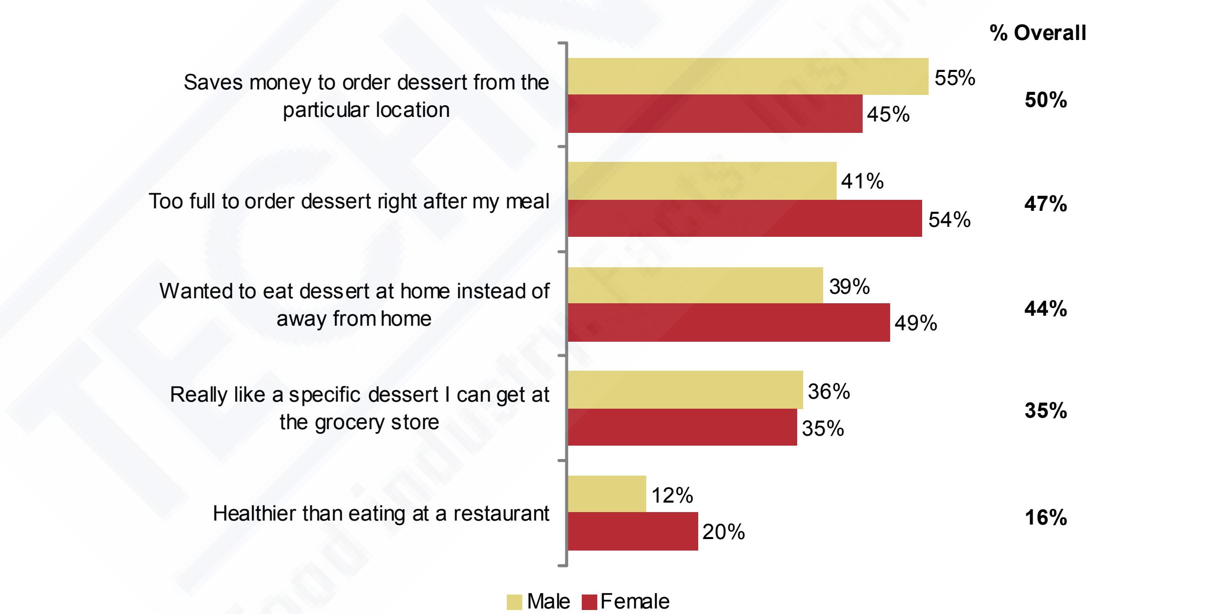
Key Finding
Lower price points are a top purchase driver for desserts offered at grocery stores or supermarkets.

Consumers who previously reported that they are more likely to visit a grocery store or supermarket for dessert than order it at the restaurant where they ate their meal were further asked why they do this. Fully half of these consumers (50%) indicate that they purchase dessert at a retail location instead of the same restaurant because it saves them money. This was much less of a factor for consumers who source another restaurant for dessert, with just 38% citing saving money as a reason for this behavior.

More than two-fifths of consumers report that they visit grocery stores for dessert instead of restaurants because they are typically too full (47%) and because they want to eat dessert at home (44%). Further, more females (49%) than males (39%) cite an interest in eating dessert at home as a reason for leaving a restaurant and purchasing dessert from a grocery store. These findings may also be related to health, as more females (20%) than males (12%) say that purchasing dessert from a grocery store is a healthier choice than eating it at the restaurant. This is probably also related to the fact that nutritional information is likely more widely available for retail desserts than for desserts from restaurants.

Again consumers say cravings can influence their dessert purchases. More than a third of these consumers (35%) say that they really like a specific dessert item at the grocery store, again suggesting the importance of craveability in dessert purchases.

Exhibit 88:
Why do you purchase dessert from this location rather than the restaurant you ate your meal? (by gender)



Base: 201 consumers aged 18+ who say they are more likely to get desserts from a grocery store or supermarket rather than the restaurant they had their meal

Opportunities:

- This data indicates that, to compete with supermarket desserts, restaurant operators need to distinguish their offerings through a strong overall value proposition that focuses on the quality and flavor of their desserts. Operators can also think about offering new or unique desserts that consumers can't find elsewhere and can't easily make at home.
- On the other hand, consumer research suggests that supermarket and grocery store operators can leverage low prices to encourage consumers to trade down to retail desserts. Consumers seem to be interested in desserts from these locations as long as they are competitively priced and of comparable quality to what is offered at restaurants. If these locations are able to offer desserts that are as high in quality and taste as good as restaurants offerings at a lower or comparable price they will have an advantage over restaurant operators.

In-Store Bakeries and Supermarket Offerings

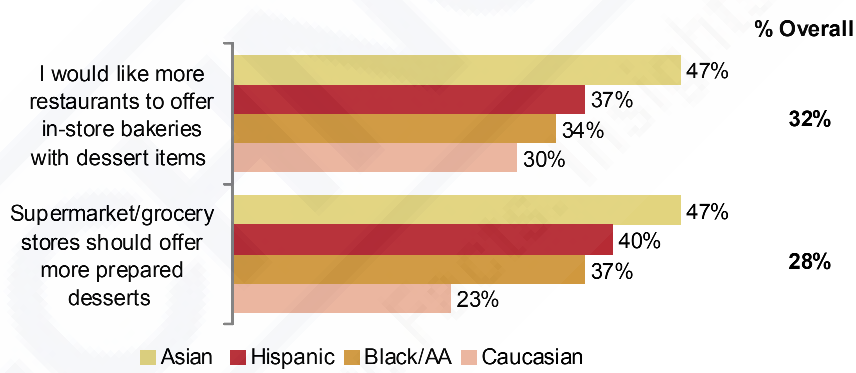
Key Finding
Restaurants with in-store bakeries have a strong advantage where dessert is concerned because these amenities greatly improve the perceived quality and freshness of desserts offerings.

As previously discussed in Exhibit 66, quality and freshness are important factors in the dessert purchasing decision for most consumers. Considering these findings, it is not surprising to see that many consumers prefer in-store bakery amenities that enhance the quality and freshness of prepared dessert items. Overall, roughly a third of consumers (32%) indicate that they would like more restaurants to offer in-store bakeries that prepare dessert items onsite. Examples of chains with in-store bakeries include Bakers Square, Cheesecake Factory, Perkins Restaurant & Bakery and Marie Callender's Restaurant & Bakery, to name a few.

More than a quarter of consumers (28%) say that supermarkets and grocery stores should offer more prepared dessert items. This again plays into the importance of freshness and quality.

Interest in both in-store bakeries at restaurants and prepared offerings at supermarkets and grocery stores skew heavily toward Asian consumers. Nearly half of these consumers (47% for both) report that they find these options to be highly appealing.

Exhibit 89:
Please indicate how much you agree with the following.
(by ethnicity, top two box = 5 and 6)



Base: 1,500 consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6 = agree completely and 1 = disagree completely

Opportunities:

- In-store bakeries can help improve the value proposition by enhancing the quality and freshness of menued dessert offerings and may offer restaurants the opportunity to expand their carryout business and offer an option to consumers who say they are too full to order dessert shortly after their meal. Additionally, in-store bakeries can also probably help elicit consumer cravings, both through the aroma of fresh-baked desserts and by keeping fresh-baked offering in display cases.
- The fact that agreement is higher among Asian and Hispanic consumers for each of these statements could mean that there is more room for fresh-baked ethnic desserts at supermarkets and restaurants. Restaurant operators and retailers alike may want to consider offering freshly baked ethnic desserts such as churros, tiramisu or tres leches cake.

Influence of Dining Party on Dessert Orders

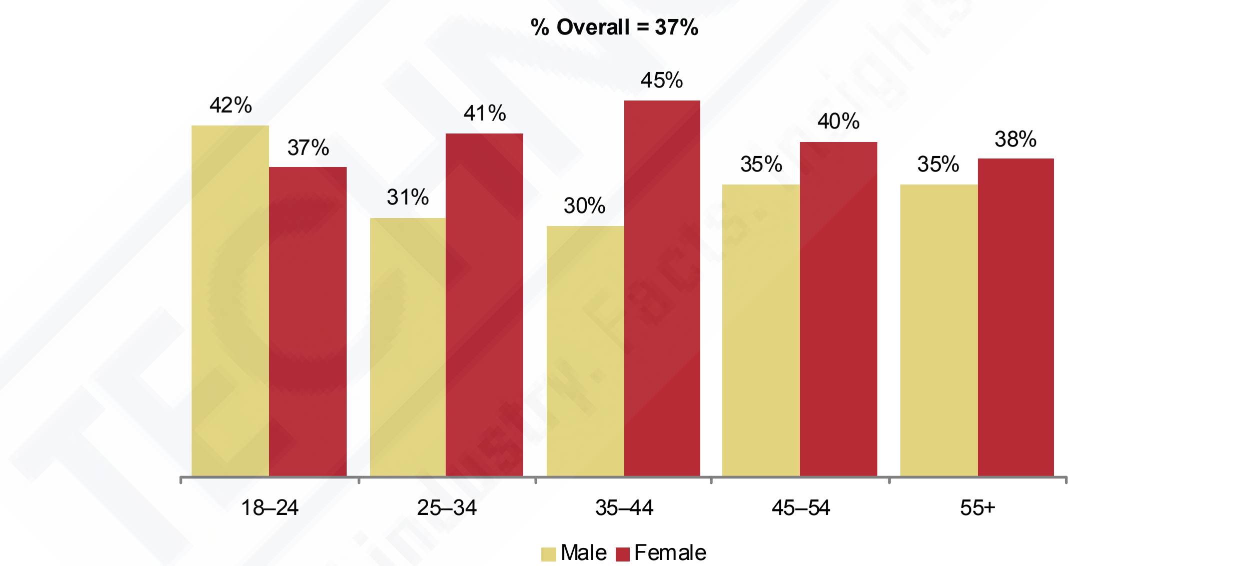
Key Finding
Because many consumers prefer to order dessert only when others do too, operators will likely want to offer a wide variety of desserts in order to avoid the veto vote.

Consumers seem to be less inclined to order dessert if they are the only member of their dining party interested in doing so. Many seem to be able to resist the temptation because they don't want to be the only one indulging. In fact, nearly two out of five consumers (37%) say that they only eat desserts at restaurants if others in their dining party order them too.

Moreover, more females (40%) than males (34%) say that their dessert consumption depends on others in the dining party. The fact that females are more strongly influenced by this for their dessert orders suggests the importance of health considerations. Consumers may feel more comfortable ordering dessert when others do too because then they do not consider themselves to be indulging alone but rather enjoying a treat with other members of their dining party.

Males aged 18–24 (42%) are the only group of men that report strong agreement that they will only eat desserts at restaurants if others order them too. This suggests that younger males are less likely to purchase desserts on their own.

Exhibit 90:
I only eat desserts at restaurants if others in the party will order too.
(by age and gender, top two box = 5 and 6)



Base: 1,500 consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6 = agree completely and 1 = disagree completely

Opportunity:

- Considering that health concerns are likely at play here, operators may want to develop some better-for-you dessert options that consumers could feel comfortable ordering by themselves. A line of more healthful dessert options such as seasonal fruit offerings, smoothies or cheese platters may be an effective tool for encouraging more consumers to not shy away from ordering dessert. Mini desserts and sampler platters may also get others in the dining party interested in ordering dessert.

Sharing

Key Finding
Although many consumers still prefer to share desserts, today's consumers seem more open to eating a full dessert on their own.

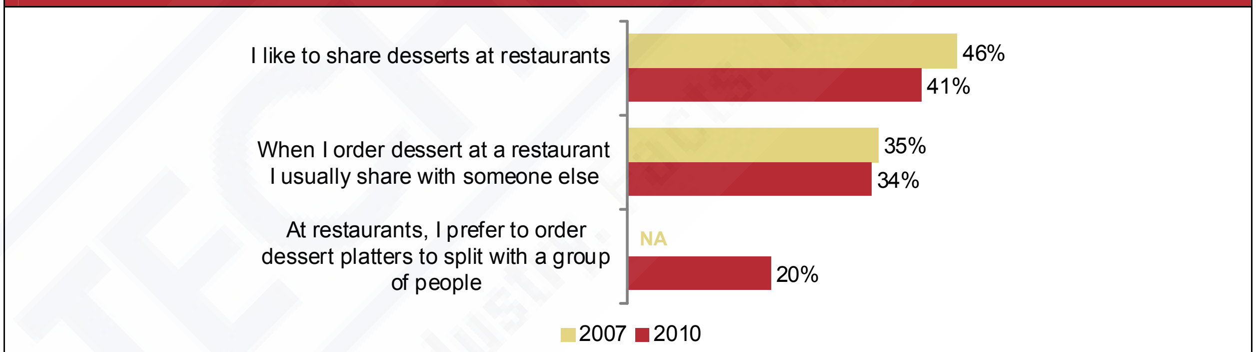
Consumers are often too full after meals and don't want to eat dessert alone, instead preferring to share with other members of the dining party. Sharing desserts is likely also motivated by interest in saving money and eating healthier. Overall, roughly two out of five consumers polled in 2010 (41%) indicate that they like to share desserts at restaurants. However, this percentage is down since 2007, when 46% of consumers reported an interest in sharing dessert, suggesting that now, more consumers are interested in ordering dessert for themselves.

Additionally, although not shown, interest in sharing dessert skews heavily toward females with half of these consumers (49%) compared to just 32% of males saying that they like to share restaurant desserts. This finding reiterates the role that health considerations play in the decision to share dessert.

However, despite the reported appeal of sharing desserts, when it comes to what consumers say they actually do, just a third of those polled in 2007 (35%) and 2010 (34%) say that they usually share dessert at restaurants. Technomic often finds a discrepancy between consumer attitudes around healthy dining and in what their actual behavior is.

Dessert platters that allow a group of consumers to choose from many different dessert items may be particularly appealing for these less-intimate dining occasions. Overall, one fifth of today's consumers (20%) report that they prefer to order dessert platters at restaurants.

Exhibit 91:
Please indicate how much you agree with the following.
(by year, top two box = 5 and 6)



Base: 1,501 (2007) 1,500 (2010) consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6 = agree completely and 1 = disagree completely

Opportunity:

- Data in Exhibit 91 indicates that there is likely room for more restaurants to offer dessert platters or samplers that can be shared among a group of people. Operators offering such options include Bravo! Cucina Italiana with their Tre Dolce dessert platter, including miniature portions of tiramisu, chocolate cake, bread pudding among other items; McCormick and Schmick's with their Mini Dessert Trio consisting of small portions of crème brulée, berry crisp and bread pudding; and Outback Steakhouse with their Sweet Adventure Sampler Trio, featuring a choice of three mini versions of their most popular dessert offerings.

Impact of In-Store Marketing

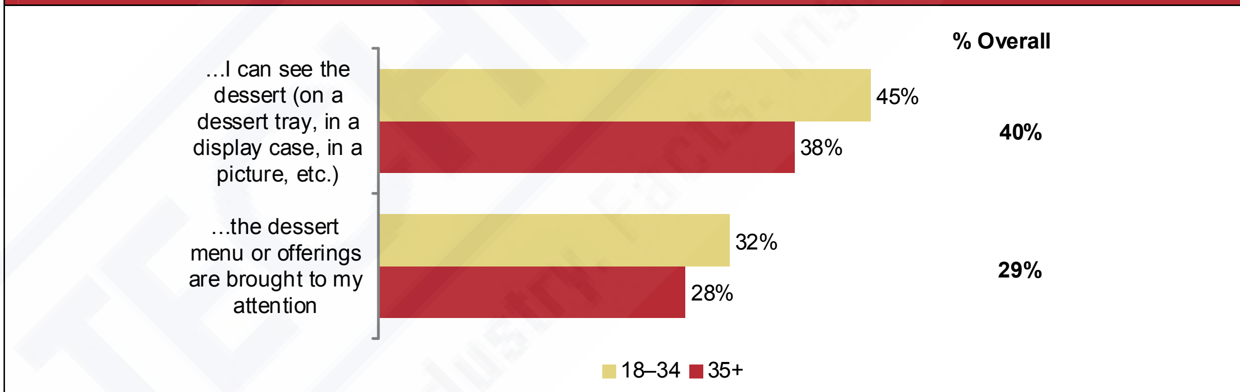
Key Finding
When it comes to dessert, consumers indicate that visual cues are very important, with many strongly agreeing that they are more likely to order dessert if they can see the menued dessert items.

In-store marketing can be a strong purchase driver for desserts. Two in five consumers polled (40%) say that they are considerably more likely to order dessert if they can actually see dessert options. Operators can show off their dessert offerings in a variety of ways including presenting them on a tray or cart, in a display case or as pictures in the menu or on menu boards. As previously discussed, cravings seem to play a strong role in consumers' decision to purchase dessert. The data suggests that these cravings appear to be driven, at least in part, by visual cues.

Server suggestions can also influence consumers to purchase dessert. Nearly three in 10 consumers (29%) report that they are more likely to order off of the dessert menu if dessert offerings are brought to their attention. Consumers could also be thinking about in-store marketing, such as table inserts or table tents that promote dessert menus. Some may also be considering the influence of television and print advertisements as well as Internet marketing efforts on their dessert purchases.

Both visual cues and other ways in which dessert offerings are promoted seem to have a stronger impact on younger consumers. Forty-five percent of consumers aged 18–34 say that they are more likely to order dessert if they can actually see the options available to them. Further, a third of these consumers (32%) indicate that they are more likely to purchase dessert when it is brought to their attention. These findings suggest that in-store marketing, dessert appearance and server suggestions resonate particularly strongly with younger consumers.

Exhibit 92:
I'm more likely to order dessert if… (by age, top two box = 5 and 6)



Base: 1,500 consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6 = agree completely and 1 = disagree completely

Opportunity:

- Operators can employ a variety of in-store marketing efforts to encourage more consumers to purchase dessert. Strategies that highlight the appearance of dessert offerings seem to be especially effective tools for building interest in dessert menus. Further, these efforts don't have to consist of a large scale operation and can be as simple as placing desserts on a tray near the entrance.

Trade-off between Dessert and Other Mealparts

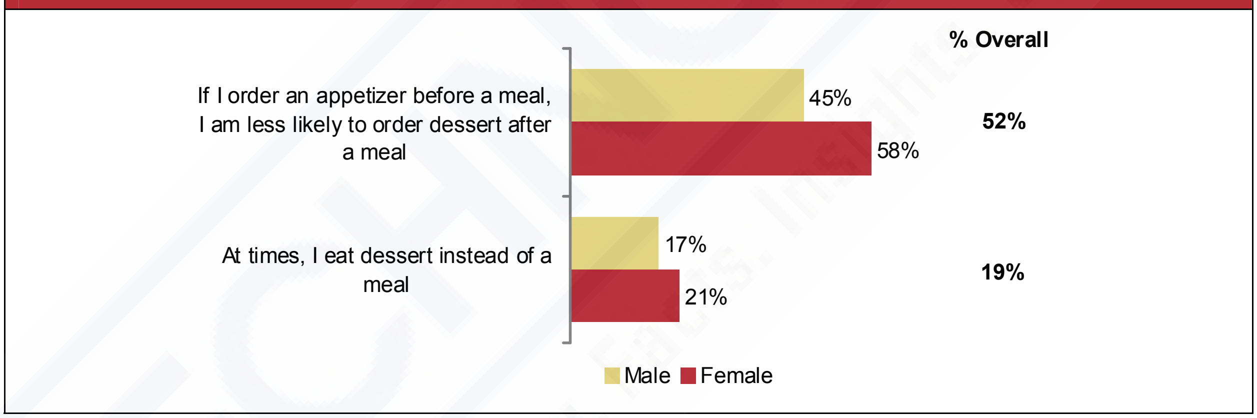
Key Finding
Operators may want to consider strategies such as bundling or mini dessert offerings to overcome the tendency for consumers to order an appetizer instead of a dessert.

When dining at restaurants, consumers often choose not to order dessert because they are too full. Depending on the occasion, consuming an appetizer, an entrée and a dessert may simply be too much food. For many consumers it likely comes down to a trade-off between appetizer and dessert. In fact, slightly more than half of consumers polled (52%) indicate that if they order an appetizer they will be less likely to purchase dessert after the meal.

These results also seem to relate to health and price considerations. Many consumers likely feel that it is not very healthy to regularly eat both an appetizer and a dessert. Furthermore, purchasing an appetizer and a dessert to accompany their meal is also probably too expensive for most consumers to do regularly.

Additionally, one fifth of consumers (19%) say that they occasionally eat dessert instead of a meal. These results suggest that their may be room for larger portion, meal-replacing desserts.

Exhibit 93:
Please indicate how much you agree with the following on a scale.
(by gender, top two box = 5 and 6)



Base: 1,500 consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6 = agree completely and 1 = disagree completely

Opportunity:

- In order to overcome the tendency for consumers to order an appetizer instead of a dessert, operators can consider several strategies. For example, offering smaller-portioned or mini desserts may appeal to consumers who are swayed from ordering dessert because they are too full. Additionally, bundled meals that include an appetizer, an entrée and a dessert for a flat rate can help reduce missed dessert opportunities due to concerns about spending too much money. Operators can also suggest that guests take the dessert to go.

Health and Wellness

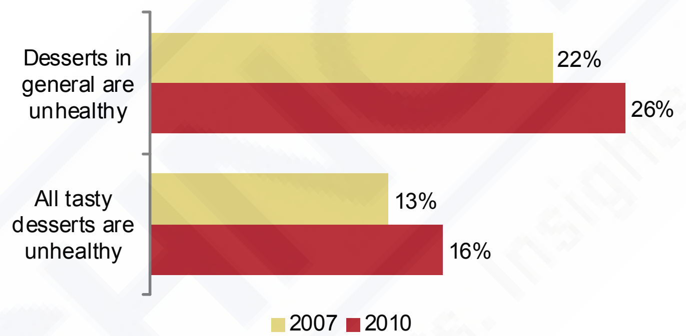
Perception of Dessert as Unhealthy

Key Finding
Many consumers consider dessert to be unhealthy by definition, indicating that operators and suppliers may want to proceed with caution when positioning better-for-you dessert options.

Roughly one quarter of consumers (26%) say that they think dessert is, on the whole, unhealthy. This percentage is up slightly since 2007, when 22% of consumers were in strong agreement that desserts were generally unhealthy. Despite this growth, this still leaves the vast majority of consumers saying that they are not sure that the "unhealthy" designation fits all desserts.

Furthermore, only 16% of consumers report that they consider all tasty desserts to be unhealthy suggesting that many consumers not only think that desserts can be healthful, but also agree that better-for-you options can be highly appealing in terms of taste and flavor.

Exhibit 94:
Please indicate how much you agree with the following.
(by year, top two box = 5 and 6)



Base: 1,501 (2007) 1,500 (2010) consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6 = agree completely and 1 = disagree completely

Opportunity:

- The exhibit above shows that consumers are increasingly interested in dessert offerings that go beyond traditional, indulgent options. In turn, operators likely have opportunities to roll out more of these options. The challenge for those aligned with the foodservice will be to convince consumers to rethink their established perceptions of dessert as unhealthy. Examples of operators setting the standard for healthful dessert innovations include the following:
  - Tasti D-Lite recently rolled out a line of "super fruit" smoothies including pomegranate, açaí, goji berry and mangosteen flavors.
  - Full-service buffet concept Souplantation offers chocolate and vanilla fat-free frozen yogurt as well as a variety of low-calorie options such as sugar-free gelatin and fat-free pudding.

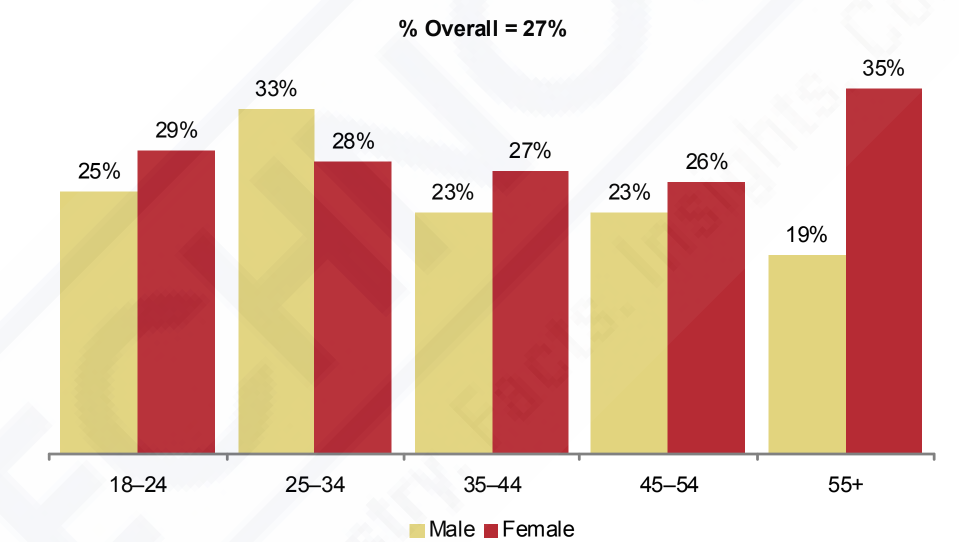
Healthy Dessert Consumption

Key Finding
Males aged 25–34 and females aged 55+ are most likely to say they are eating healthier dessert options now.

Data in the exhibit below shows that about a quarter of consumers polled (27%) report that they are eating healthful desserts more now than they used to. Agreement is stronger among females (29%) than males (24%) reiterating the importance females place on health considerations for dessert.

However, the gender discrepancy for healthful dessert consumption is not consistent across all age groups. In fact, more males aged 25–34 (33%) than females the same age (28%) indicate that they are eating healthful desserts more than they used to. On the other end of the spectrum, more than one third of females aged 55 and older (35% compared to just 19% of males the same age) report that they are eating healthful desserts now more than they used to. These findings indicate that while older females have been increasingly consuming healthful desserts, older males are significantly less interested in these options.

Exhibit 95:
I eat healthier desserts now more than I used to.
(by age and gender, top two box = 5 and 6)



Base: 1,500 consumers aged 18+
Consumers indicated their opinion on a scale of 1–6 where 6 = agree completely and 1 = disagree completely

Nutritional Information

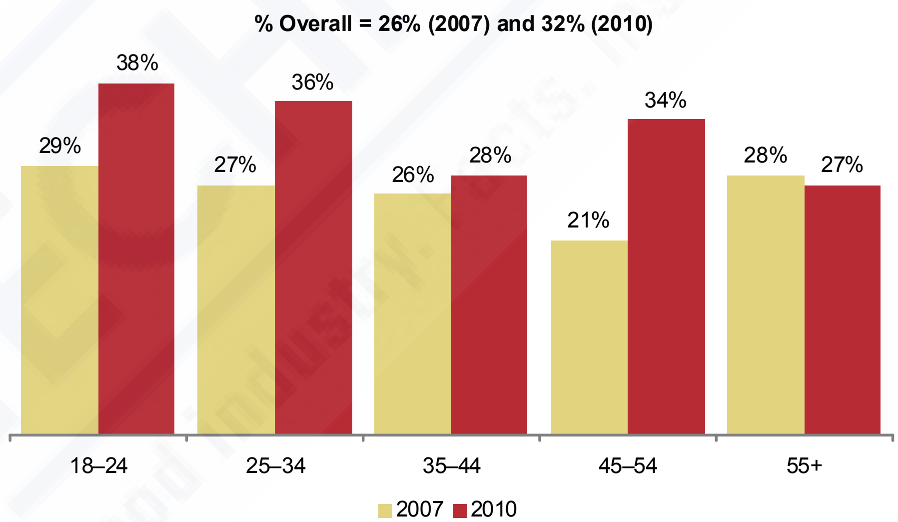
Key Finding
Technomic's findings indicate that consumers, and particularly younger consumers, increasingly want nutritional information for the desserts they consume.

The recently passed Health Care Reform Act requires chains to post calorie count information for their menu items. When it comes to dessert menus, many consumers seem to find this new regulation to be highly appealing. Nearly a third of consumers polled (32%) report that they would like to see nutritional information for desserts listed on the menu. Furthermore, it seems that having access to this information is becoming increasingly appealing. When polled in 2007, just a quarter of consumers (26%) were in strong agreement that they would like see this information for dessert menus.

These results may have a deeper meaning than just showing that many consumers want to know nutritional information about the desserts they order. According to Technomic's recent 2010 *Generational Consumer Trend Report,* 36% of consumers say that seeing calorie-count information has a strong impact on what they order at restaurants and 30% say it affects what restaurants they visit. Considering these findings, nutritional information could impact where consumers purchase dessert and which items they choose to order.

Additionally, consumers aged 18–34 report greater interest than older consumers in nutritional information for desserts on the menu. This may be because younger consumers are more reliant than older consumers on away-from-home dining and therefore are more interested in nutritional information at restaurants in general.

Exhibit 96:
I would like to see nutritional information for desserts listed on the menu.
(by age and year, top two box = 5 and 6)



Base: 1,501 (2007) 1,500 (2010) consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6 = agree completely and 1 = disagree completely

Opportunity:

- Considering that nearly a third of consumers (32%) say they would like to see nutritional information on dessert menus, operators, if they are not already doing so, may want to think about offering the option of several low-calorie or otherwise healthful dessert options. As nutritional labeling becomes a reality across the restaurant industry, operators can likely improve the perception of their brand as healthy by rolling out more nutritious dessert options.

Nutritional Attributes

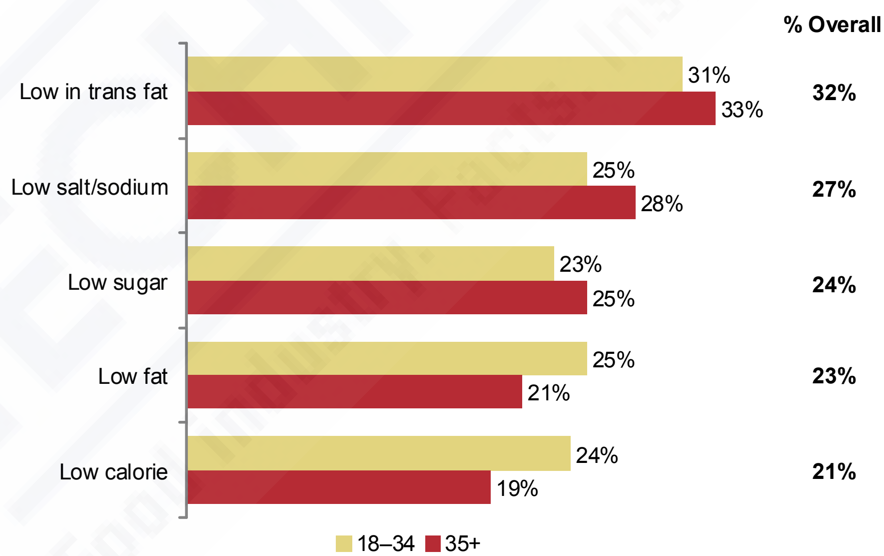
Key Finding
Operators and suppliers will likely want to look to overall industry trends when positioning dessert as healthful; consumers are most interested in trans fat and sodium content of their dessert even though information about sugar, fat and calories is likely more relevant to the category.

As discussed previously in Exhibit 95 and 96, some consumers interest is healthy dessert consumption seems to be on the rise. Data shown below illustrates which nutritional attributes consumers say are most important for the dessert category. Leading all other options listed on the consumer survey, nearly a third of consumers (32%) indicate that it is highly important that the desserts they eat are low in trans fat. Following this, about a quarter of consumers (27%) report that they also place significant importance on the salt or sodium content in the desserts they eat. Interestingly, concerns over trans fat and salt or sodium contents are on-trend in the industry. However, fat/salt levels typically are more relevant to processed and packaged foods than desserts, suggesting that consumers are highly influenced by trends when it comes to specific nutritional information.

Nutritional attributes that are more relevant to desserts are considered to be important by fewer consumers. Less than a quarter indicate that they it is very important that the desserts they eat are low in sugar (24%) and fat (23%).

Breaking down these results by age reveals that more consumers aged 35 and older than those aged 18–34 tend to view limiting trans fats (33% vs. 31%), salt or sodium (28% vs. 25%) and sugar (25% vs. 23%) to be especially important for desserts. In contrast, younger consumers place greater importance on lowfat and low-calorie desserts.

Exhibit 97:
How important is it that the desserts you eat are…
(by age, top two box = 5 and 6)



Base: 1,500 consumers aged 18+
Consumers indicated their opinion on a scale of 1–6 where 6 = extremely important and 1 = not important at all

Opportunity:

- Operators and suppliers will want to take prevailing health trends into account for their better-for-you dessert offerings. This seems to be true even when these attributes may not be as relevant for dessert. For instance, desserts that are marketed as low in trans fat or sodium—attributes that relate primarily to processed foods—may be more appealing than lowfat or low-calorie options.

Health-Halo Attributes

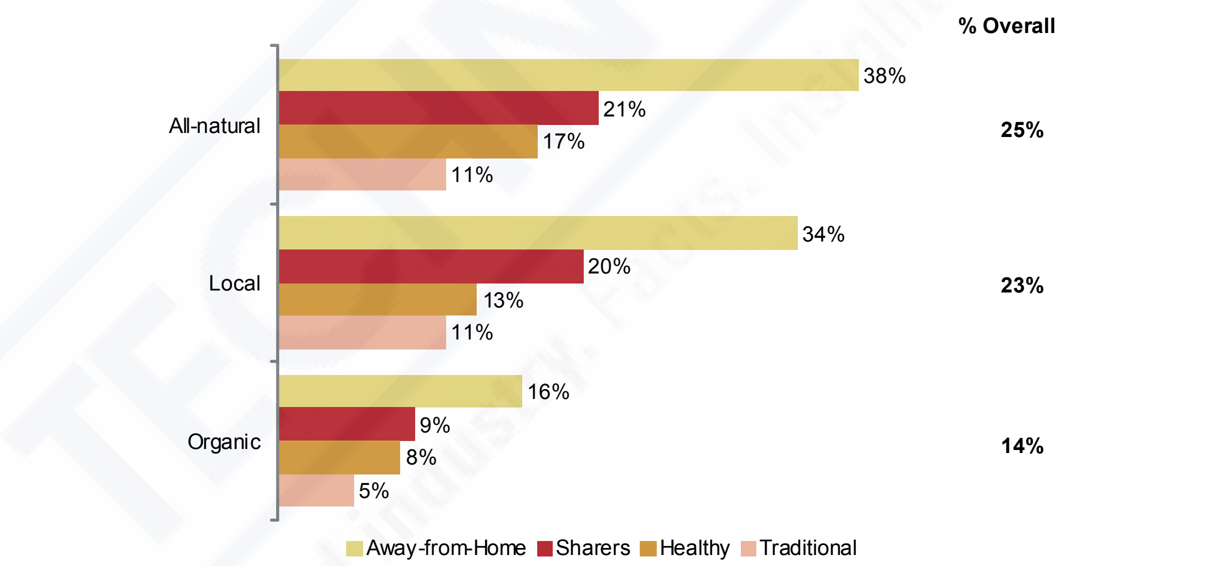
Key Finding
Natural and local ingredients resonate strongly with consumers for desserts, and can likely be used by operators and suppliers to create a healthy positioning without detracting from the taste of the item.

In addition to asking consumers about their attitudes surrounding specific nutritional content in desserts, Technomic also asked consumers about health-halo attributes, such as all-natural or locally sourced. These characteristics may not necessarily ensure that food is actually healthful but they often impact consumers' overall perceptions of healthfulness.

Results indicate that consumers place the most importance on desserts being all-natural and locally sourced. Roughly a quarter of consumers indicate that it is highly important that the desserts they eat are all-natural (25%) and just slightly fewer consumers say the same about desserts sourced locally (23%). Following these, just 14% of consumers say that it is important that their desserts are produced organically.

Furthermore, these health-halo attributes are an especially strong priority for Away-from-Home Dessert consumers. Nearly two-fifths of these consumers (38%) compared to just 25% overall, say that it is highly important that the desserts they eat are all-natural. About a third of Away-from-Home Dessert consumers (34%) place importance on locally sourced desserts as well.

Exhibit 98:
How important is it that the desserts you eat are…
(by cluster, top two box = 5 and 6)



Base: 1,500 consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6 = extremely important and 1 = not important at all

Opportunities:

- Comparing data in this exhibit with data in the previous exhibit reveals that health-halo attributes seem to be as important as of greater importance than many traditional health attributes for dessert. Operators may want to consider using health-halo call-outs to promote healthfulness rather than actual healthy claims—considering that most consumers purchase dessert for an indulgent treat and may be less inclined to purchase a nutritious dessert.
- The fact that more Away-from-Home Dessert consumers indicate the importance of eating all-natural and local desserts suggests that these attributes may be particularly appealing to consumers in a restaurant setting. Operators may be able to build incremental dessert sales by developing several dessert offerings that highlight all-natural or local ingredients. Operators can experiment with this idea and gauge consumer interest by offering seasonal desserts and limited-time-only offerings.

Craveability

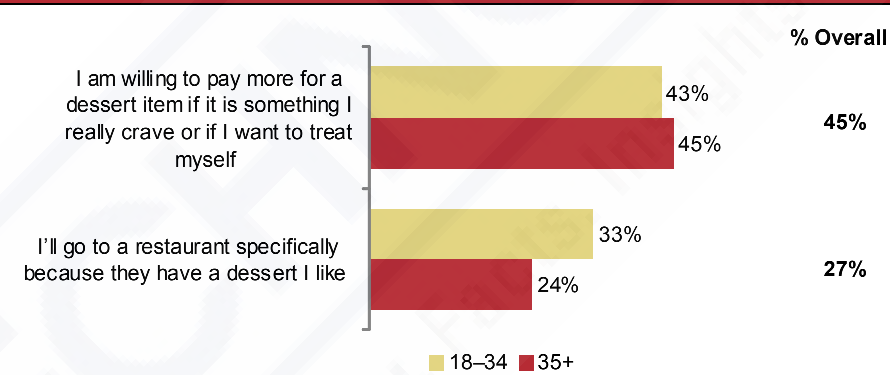
Key Finding
Craveability is an extremely important factor in dessert purchases, heavily influencing consumer price thresholds and restaurant visitation.

Cravings are extremely important to the dessert category. As discussed previously in Exhibit 77, more than half of consumers polled (51%) said that the last time they purchased a dessert they did it to satisfy a craving. Furthermore, a third of consumers (32%) cited “it is my favorite and I couldn’t pass it up” as their reason for purchasing their most recent dessert.

Data in the exhibit below suggests that dessert cravings can also impact consumer price thresholds. More than two out of five consumers polled (45%) report that interest in a specific item or the desire to treat oneself is motivation enough to pay a higher price for desserts.

Technomic’s research also suggests that cravings can play a significant role in driving traffic. About a quarter of consumers (27%) and a third of those aged 18–34 (33%) indicate that they will go to a restaurant specifically because the establishment has a favorite or highly appealing dessert item. The fact that this percentage is higher among consumers aged 18–34 aligns with previous findings that younger consumers are particularly interested in highly appealing and craveable dessert items.

Exhibit 99:
Please indicate how much you agree with the following.
(by age, top two box = 5 and 6)



Base: 1,500 consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6 = agree completely and 1 = disagree completely

Opportunity:

- Consumer cravings clearly have a strong impact on dessert purchases and many consumers are willing to spend more on unique options that will satisfy their cravings. Operators and suppliers will want to consider what they can do to elicit these cravings through their menu offerings and marketing message. Differentiations through desserts that feature unique flavors and flavor combinations that consumers cannot purchase elsewhere or make at home will likely help support this effort.

Bundles and Combo Meals

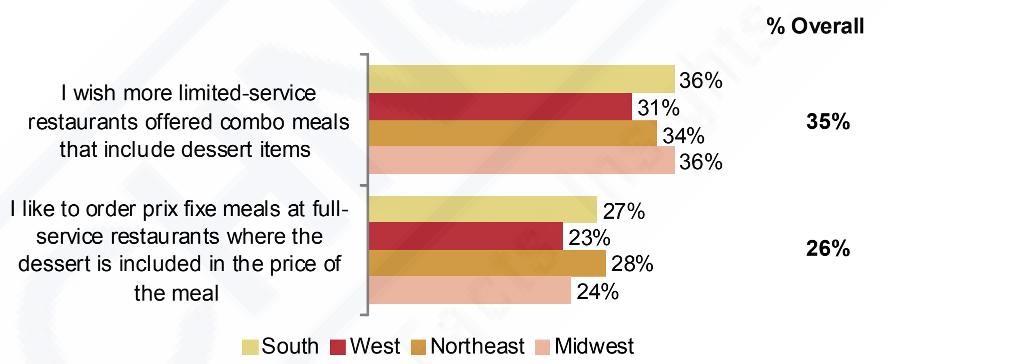
Key Finding
Operators may be able to build interest in dessert offerings and boost dinner traffic by offering bundled meals that include dessert.

At limited-service restaurants, combo meals typically include an entrée, a side and a beverage. Nevertheless, some limited-service restaurants also offer meals that include a small dessert item. At participating Quiznos locations for example, customers can add on a cookie and a soft drink to any sandwich order for just $1.99. When polled about such options, more than a third of consumers (35%) indicate that they wish more limited-service restaurants offered combo meals with dessert included.

Similarly, more full-service restaurants have been bundling dessert items into fixed price meals. For instance, recently T.G.I. Friday's introduced an appetizer-entrée-dessert bundled meal for the price of $12.99. Offerings such as these appeal to about a quarter of consumers (26%).

It is also interesting to note that bundling options that include dessert at limited-service restaurants are considered to be more appealing among consumers in the South (36%) and in the Midwest (36%). Additionally, interest in prix fixe offerings at full-service restaurants skews slightly toward consumers in the Northeast (28%) and in the South (27%).

Exhibit 100:
Please indicate how much you agree with the following.
(by region, top two box = 5 and 6)



Base: 1,500 consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6 = agree completely and 1 =disagree completely

Opportunities:

- Limited-service operators with units in the South and the Midwest likely have the most room to offer combo meals that include dessert. For full-service operators, opportunities for bundled meals that include a dessert are likely highest in the South and Northeast.
- Heavy Dessert Users are especially interested in combo meals that include dessert. Forty-three percent of these consumers are in strong agreement that limited-service restaurants should include dessert in their combo meals and 34% say the same about full-service restaurants. These consumers already order dessert often, so offering it as part of the bundle likely makes the order easier for them and offers a better value. Offering these options, especially at full-service restaurants, can likely encourage these consumers to order dessert even more frequently
- Sharers also indicate that they enjoy dessert offered as part of bundled meals. Operators might want to consider how they can integrate shareable desserts into bundled meals. One option could be to offer two entrées and one shareable dessert as a dinner for two or to offer family-style meals that include a larger dessert to share.

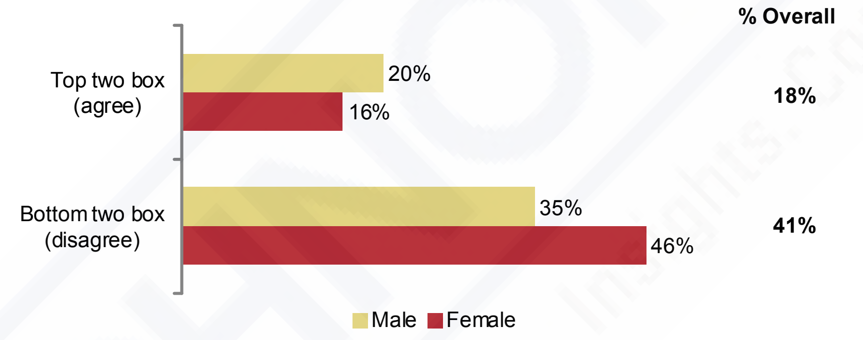
Unique vs. Familiar Desserts

Key Finding
Consumers appear to be highly adventurous in their dessert preferences—more than two-fifths (41%) strongly disagree that it is best to order familiar desserts rather than try new or different options.

Although many consumers likely consider traditional, familiar desserts like apple pie and ice cream to be highly appealing, consumers generally agree that they enjoy trying new or unique desserts as well. Overall, just one fifth of consumers polled (18%) choose a top two box response (5 or 6 rating), indicating that they think it is better to stick to familiar desserts rather than trying new or different dessert offerings. On the other end of the spectrum, roughly two in five consumers (41%) selected a bottom two box response (1 or 2 rating), indicating that they strongly oppose this viewpoint, preferring instead the more adventurous strategy of frequently ordering new or different desserts away from home.

Additionally, females (46%) seem to be more open to new or unique desserts than males (35%).

Exhibit 101:
It is better to stick to familiar desserts than to order something new or different.
(by gender, top two box = 5 and 6)



Base: 1,500 consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6 = agree completely and 1 = disagree completely

Opportunities:

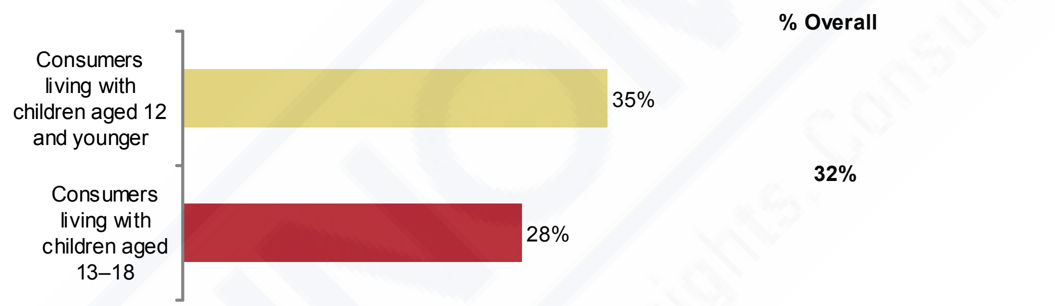
- Because consumers seem very open to trying new or unique desserts, operators likely have room to experiment with innovative dessert offerings and flavors on the menu. To do so, operators can consider seasonal offerings, ethnically inspired fare and chef-specialty or signature dishes.
- Despite the fact that consumers say they enjoy trying new or different desserts, many are likely still very interested in familiar, more traditional dessert items. With this in mind, operators experimenting with new dessert offerings may want to be careful not to lose sight of classic, widely accepted dessert items, as consumers will most likely expect them to be offered.

Influence of Children

Key Finding
Children typically have a strong preference for dessert and can significantly impact the dessert purchases of their parents or caregivers.

Roughly a third of these consumers (32%) who live with children are in strong agreement that the children they live with have an impact on their personal dessert purchases. This influence likes comes in the form of a preference for a particular dessert item or a suggestion of a dessert-specific restaurant to visit. Moreover, consumers living with children aged 12 and younger (35%) are slightly more likely than consumers living with children aged 13–18 (28%) to say that their children influence their dessert purchases. Younger children may have a stronger interest than their older counterparts in ordering dessert and therefore could have a more significant influence on the dessert purchases of their parents or caregivers.

Exhibit 102:
Children influence my dessert purchases. (Top two box = 5 and 6)



Base: 545 consumers aged 18+ living with children aged 18 and younger

Consumers indicated their opinion on a scale of 1–6 where 6 = agree completely and 1 = disagree completely.

Opportunity:

- Children seem to hold substantial influence over away-from-home dessert purchases. Operators, depending on their positioning, may be able to cater to these needs and in turn, build incremental dessert sales among families and consumers living with children by offering a kid-specific dessert menu. Examples of chains that provide kids' dessert menus include: Applebee's with two types of sundaes and a milkshake for kids, Coco's Bakery Restaurant with the option of a cookie or a fruit and whipped-cream dessert item, and Hardeee's with an apple turnover and a cookie.

Dessert Preferences

Preferences by Occasion: Lunch vs. Dinner

Key Finding
Consumers agree that cakes and pies are most appropriate for dinner likely because these desserts are heavier and more formal than most other options.

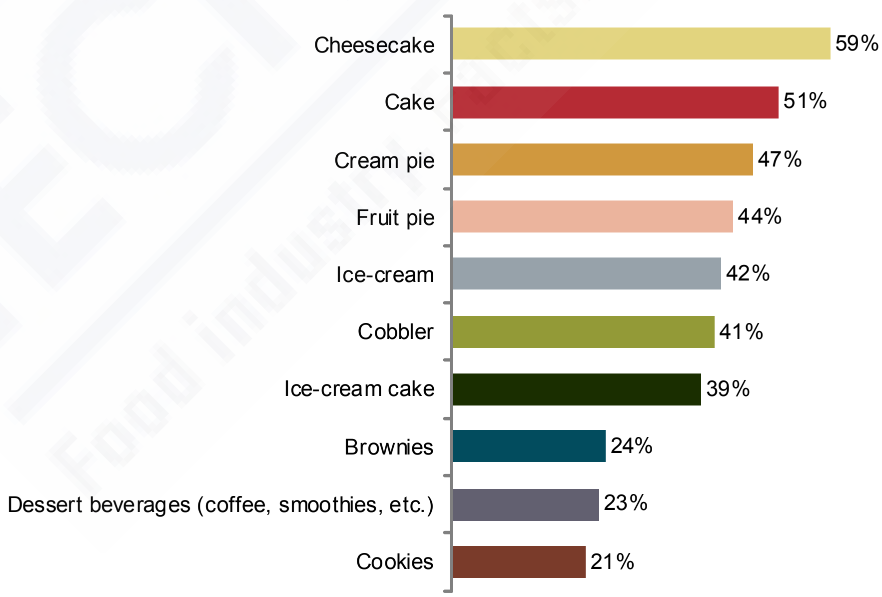
In order to gain a deeper understanding of how dessert preferences differ by daypart, Technomic asked consumers if they think that certain desserts are more appropriate for dinner than for lunch. Although not shown below, the majority of consumers (61%) does indeed think that specific desserts are a better choice for after dinner than after lunch.

In terms of which dessert items are better suited for dinner than for lunch, cakes top the list, with more than half of consumers polled indicating that they believe cheesecake (59%) and regular cake (51%) are most appropriate after dinner. About two in five consumers (39%) say the same about ice-cream cake. Many consumers probably think cake is more appropriate for dinner because it is a heavier, more traditional dessert item that typically and is often served at special occasions.

Beyond cake, two types of pie round out the top four desserts that consumers consider to be more appropriate as a dessert after dinner than after lunch. Cream-based pies, such as coconut, banana and Key lime, are thought to be better suited for dinner than for lunch by 47% of consumers. Nearly as many consumers (44%) say the same about fruit pies, such as apple, blueberry and peach.

Fewer consumers selected lighter, more portable options, such as brownies (24%), dessert beverages (23%) and cookies (21%), as being more appropriate for after dinner, suggesting that these items seem to be especially well-positioned for lunch.

Exhibit 103:
Which desserts are better for after dinner than after lunch? Select all that apply.



Base: 1,144 consumers aged 18+ who say certain desserts are better after dinner than after lunch

Opportunity:

- Data in the exhibit above indicates that consumer dessert preferences are heavily influenced by daypart. At dinner, when consumes are more likely to be sitting down and enjoying a leisurely meal, consumers tend to prefer more traditional, substantial desserts, such as cake and pie. On the other hand, lighter, portable desserts seem to be most appropriate for dessert after lunch when consumers may have less time to eat. Operators will want to make sure they are keeping these needstates in mind during menu development as consider them as a way to potentially drive dessert traffic for specific dayparts.

Special Occasions

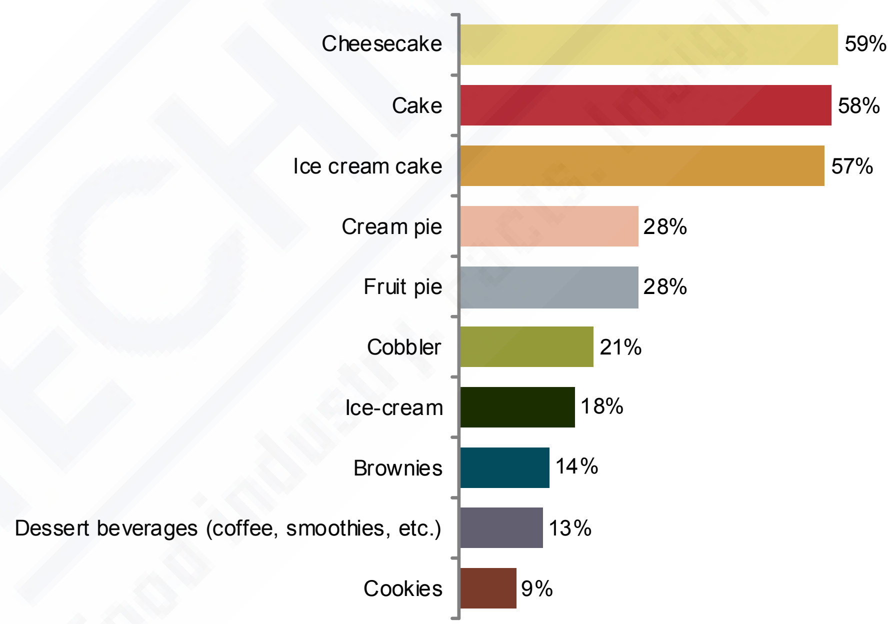
Key Finding
Because of their association with weddings, birthdays and other celebrations, cakes and pies also top the list of desserts that consumers consider to be most appropriate for special occasions.

Technomic also asked consumers if certain desserts are top of mind for special occasions. Overall, roughly three in five consumers (62%) indicated that they do believe that specific desserts are particularly well-suited for special events.

Cakes top the list of desserts that consumers say are most appropriate for special occasions. Roughly three out of five consumers polled say that cheesecake (59%), regular cake (58%) and ice-cream cake (57%) are the most suitable desserts for special events. As discussed in the previous exhibit, this is not altogether surprising, considering that cakes are traditionally associated with birthdays, weddings and other special events. Additionally, some consumers may think cakes are best for special occasions because they are typically larger than most other desserts and therefore can easily accommodate larger dining groups.

Beyond cake, several varieties of pie also seem to be relatively well-suited for special occasions. More than a quarter of consumers polled say that cream pies (28%) and fruit pies (28%) are very appropriate for special occasions. While pies may not be as commonly associated with familial ceremonies such as birthdays and weddings, they are frequently served at holidays like Thanksgiving and Christmas.

Exhibit 104:
Which desserts are better for special occasions? Select all that apply.



Base: 1,204 consumers aged 18+ who say certain desserts are better for special occasions

Opportunity:

- Consumers generally rely on cake as a dessert for special occasions; other dessert options don't seem to be nearly as appealing. As such, operators that tend to accommodate a high volume of special occasions or parties will likely want to offer an assortment of cake varieties to satisfy these consumers.

Portion Size

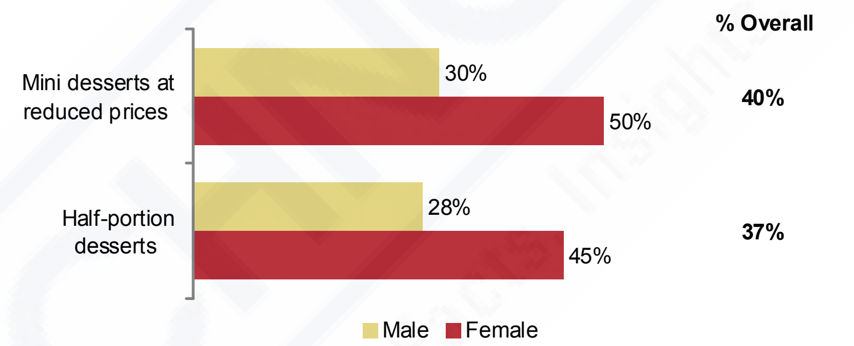
Key Finding
The consumer data suggests that mini desserts are on-trend because of lower price points and inherent portion control.

Minis and small plates are on-trend throughout the foodservice industry. These items have been popping up on menus because of the increased importance of low absolute prices paired with growing interest in healthier eating. This may be especially true for dessert offerings.

According to Technomic's research, about two out of five consumers say that they strongly prefer the option of ordering mini desserts at a reduced price (40%) and half-portion desserts (37%) at a restaurant. Furthermore, many more females than males indicate a preference for mini desserts (50% vs. 30% of males) and half-portion (45% vs. 28% of males) desserts. This likely relates to health considerations, as females tend to be considerably more health-conscious.

Additionally, interest in mini desserts is likely linked to the tendency for consumers to share desserts because they are too full. As previously discussed in Exhibit 91, 41% of consumers say they like to share desserts at restaurants. Minis offer another option for consumers who may be too full to eat a full-sized dessert but are still interested in something sweet after their meal.

Exhibit 105:
I prefer restaurants to offer the option of… (by gender, top two box = 5 and 6)



Base: 1,500 consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6 = agree completely and 1 = disagree completely.

Name Brands

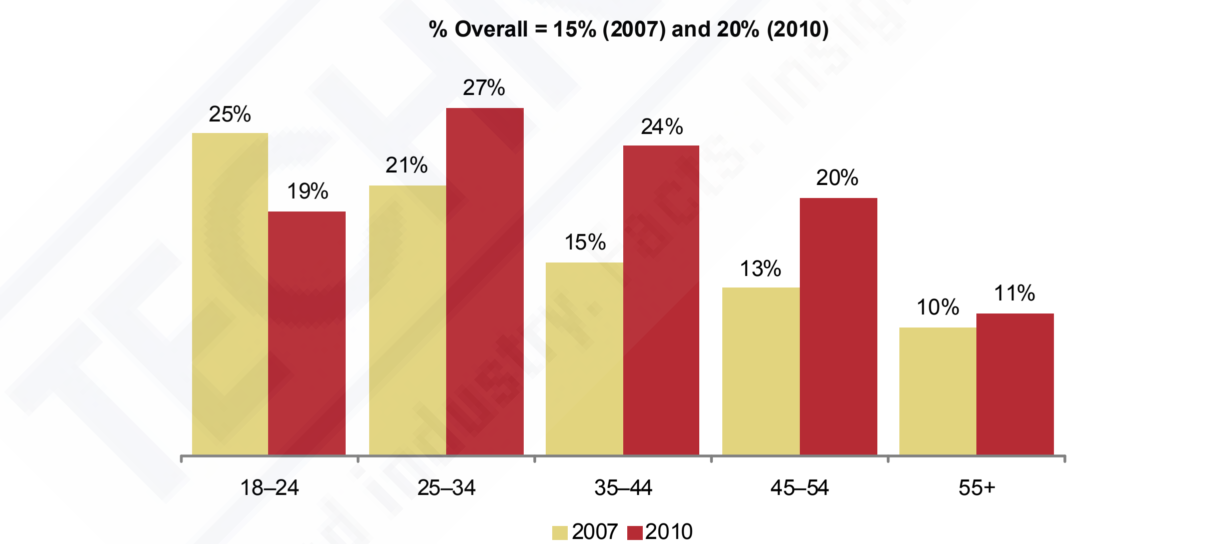
Key Finding
Some consumers prefer desserts with name-brand ingredients, likely because they associate these options with quality and an appealing, familiar flavor.

According to Technomic's 2009 *Status and Future of Fast Foods Consumer Trend Report*, one in four consumers (25%) strongly agree that name-brand foods and beverages are higher in quality than other items. Data shown in the exhibit below indicates that these quality perceptions seem to extend to dessert. Overall, a fifth of today's consumers (20%) indicate that they enjoy desserts prepared with name-brand ingredients, such as Oreo cookies or Hershey's chocolate syrup.

With the exception of consumers aged 18–24, the appeal of name brand desserts at restaurants tends to wane as consumers age. Interest is highest among those aged 25–34, with 27% indicating that they like to purchase desserts with name-brand ingredients at restaurants. On the other end of the spectrum, just one out of 10 consumers aged 55 and older (11%) report a preference for purchasing these dessert offerings. These age differences may be related to the sugary nature of many of these toppings and the fact that interest in sugary desserts tends to decrease as consumers get older.

Although the presence of name-brand options doesn't seem to be extremely influential in the purchasing decision, interest in these offerings has grown over the last three years. When polled in 2007, just 15% of consumers said that they liked to purchase desserts with leading name-brand ingredients.

Exhibit 106:
At restaurants, I like to purchase desserts made with name-brand ingredients (i.e. Oreo, Hershey's, etc.) (by age and year, top two box = 5 and 6)



Base: 1,501 (2007) and 1,500 (2010) consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6 = agree completely and 1 = disagree completely

Seasonality

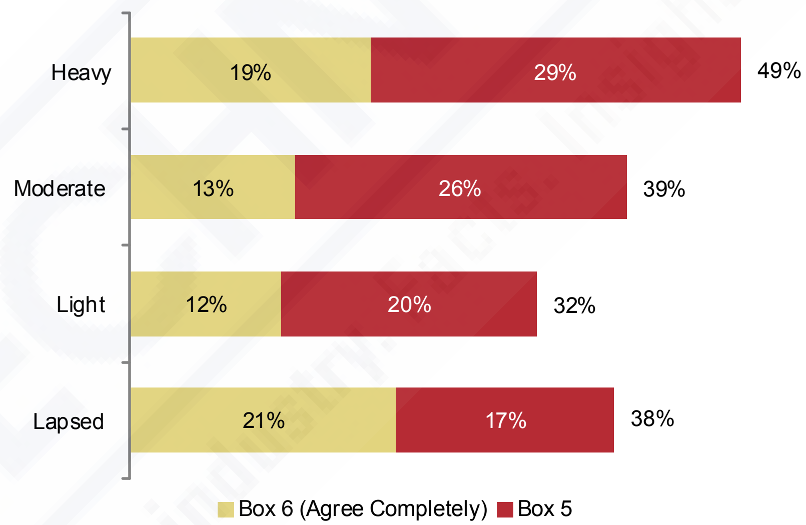
Key Finding
Heavy dessert consumers are strongly influenced by seasonality, with a near majority of these consumers (49%) saying that their preferences differ depending on the season or the time of year.

Two in five consumers polled (41%) strongly agree that their dessert preferences change depending on the season or the time of the year. Although not shown below, more females (45%) than males (36%) are in strong agreement that their preferences vary. When considering the question, consumers likely thought of their overall preferences, which for the most part will be relatively stable regardless of season.

However, it is likely that certain desserts such as ice cream or frozen yogurt are more appealing to consumers in the summer. Seasonality can also impact flavor preferences. For instance, most consumers would probably agree that they are more likely to purchase a pumpkin pie in the fall than in the summer.

Seasonality is most influential for Heavy Dessert Users with nearly half (49%) reporting that they prefer different desserts for different times of the year. These consumers likely eat dessert so often that they just want more variety and seasonal offerings provide more choices for them. On the other end of the spectrum, about two-fifths of Lapsed Dessert Users (38%) say that seasonality affects their dessert preferences as well. In contrast to Heavy Dessert Users, these consumers may have a strong preference for certain desserts that are only available during certain seasons, but generally tend to avoid eating dessert.

Exhibit 107:
My dessert preferences tend to change depending on the season/time of year.
(by user group, top two box = 5 and 6)



Base: 1,500 consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6 = agree completely and 1 = disagree completely.

Opportunities:

- Operators and suppliers can take advantage of shifting consumer dessert preferences by offering new or limited-time-only offerings based on the types of desserts and flavors that are more appealing to consumers at certain times of the year. These periodic offerings may help drive business and keep consumers coming through the door.
- Additionally, the fact that females are in the strongest agreement with the statement suggests that these types of offerings, such as seasonal varieties of pie like pumpkin, cherry, blueberry and apple, or high-quality frozen desserts such as sorbets and gelatos, could be targeted to women.

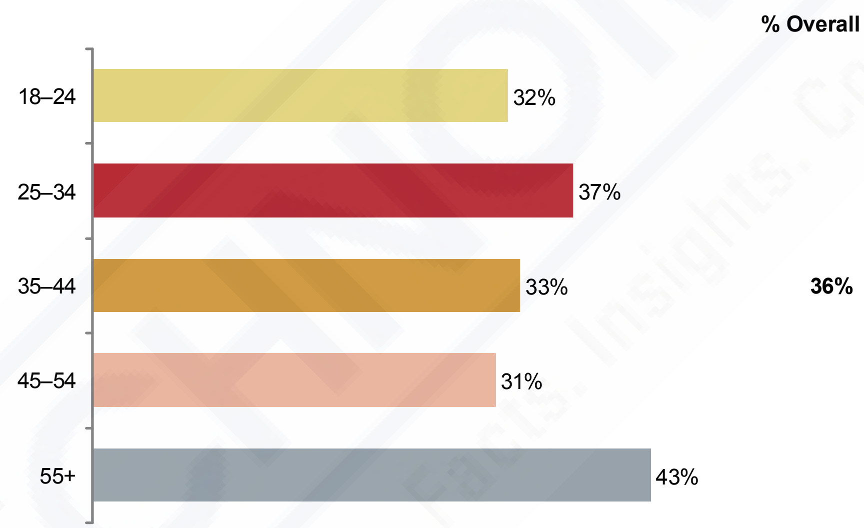
Ice Cream Preferences

Key Finding
Traditional hand-dipped ice cream is most appealing to older consumers, likely because they are more familiar with this type of ice cream.

More than a third of consumers polled (36%) indicate that they favor hand-dipped ice cream over soft serve ice cream. Hand-dipped ice cream may appeal to consumers because of its association with tradition and the fact that some consumers may consider it to be more natural and less processed than soft-serve ice cream.

Additionally, hand-dipped ice cream is more highly favored by consumers aged 55 and older (43% compared to 36% overall). There may be a nostalgia factor in play here, as older consumers likely grew up eating this type of ice cream rather than soft-serve ice cream.

Exhibit 108:
I prefer hand-dipped ice cream (scooped from a tub) over soft-serve ice cream.
(by age, top two box = 5 and 6)



Base: 1,500 consumers aged 18+

Consumers indicated their opinion on a scale of 1–6 where 6 = agree completely and 1 = disagree completely.

Dessert Toppings

Key Finding
While toppings are appealing for several different dessert varieties, they are clearly most strongly associated with ice cream.

Desserts are commonly topped with a wide variety of additives, ranging from whipped cream to peanuts to gummy worms. In order to get a more exact idea of topping preferences, Technomic asked consumers to consider which desserts they like to enhance with toppings.

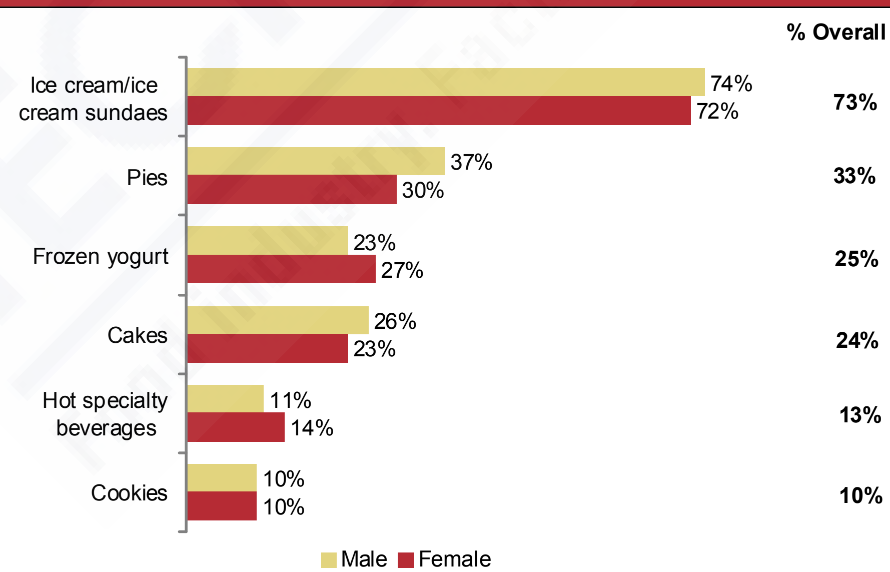
Results indicate that toppings are most widely used on top of ice cream or ice-cream sundaes. Nearly three out of four consumers (73%) report that they enjoy toppings on ice cream and ice-cream sundaes. These findings are likely related to the fact that ice cream has a malleable consistency that is conducive to toppings and other additives. Furthermore, ice cream and sundaes in particular, are often served in a large bowl or cup with ample room for toppings.

Beyond ice cream, just a third of consumers say they put toppings on pie (33%) and about a quarter say they use toppings on frozen yogurt (25%) and cakes (24%). Additionally, just one-tenth of consumers (10%) say they put toppings on cookies. Consumers likely use toppings on desserts other than ice cream less often because it may be less familiar to them. Furthermore, toppings for desserts other than ice cream may not be as commonly offered at restaurants.

Although relatively small, there are several gender differences in terms of topping usage. More males (37%) than females (30%) say that they put toppings on pie. On the other hand, more females than females indicate pairing frozen yogurt (27% vs. 23% of males) and hot specialty beverage (14% vs. 10% of males) with toppings.

The next set of slides will examine consumer preferences for specific toppings by dessert type.

Exhibit 109:
Which of the following desserts do you put toppings on?
Select all that apply. (by gender)



Base: 1,500 consumers aged 18+

Ice Cream and Frozen Yogurt

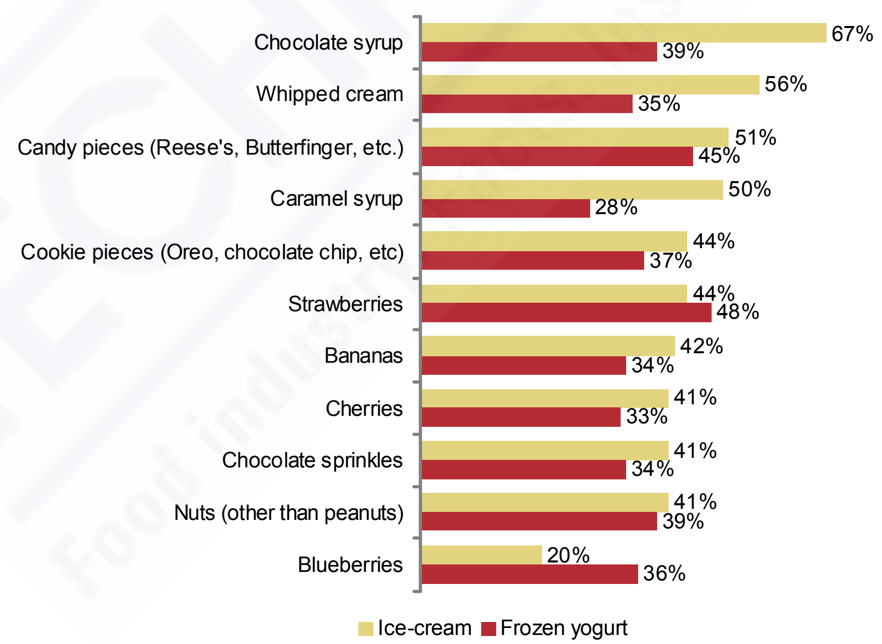
Key Finding
Consumers prefer sweet, indulgent options to top on ice cream and favor better-for-you toppings such as fruit and nuts on frozen yogurt.

Topping preferences for ice cream tend to revolve around sugary options such as syrups, candies and cookies. At least half of consumers polled say they enjoy chocolate syrup (67%), candy pieces such as Reese's and Butterfinger (51%) and caramel syrup (50%) on ice cream. Further, more than two-fifths of consumers (44%) also indicate that cookie pieces such as Oreo or chocolate chip are appealing on ice cream. The popularity of candy and cookie pieces likely also relates to the appeal of name-brand toppings on ice cream.

In contrast, frozen yogurt topping preferences seem to be more health-oriented, including more fruit- and nut-based options. On frozen yogurt, many consumers say that they prefer strawberries (48%), nuts other than peanuts (39%) and blueberries (36%). Despite the popularity of these healthful options, more indulgent toppings are also highly favored. For instance, roughly two out of five consumers say they like to put chocolate syrup (39%) and cookie pieces (37%) on their frozen yogurt.

Looking at these two frozen desserts together, in addition to the previously discussed fact that many more consumers prefer toppings on ice cream than frozen yogurt, there are also several large discrepancies between specific topping preferences. For instance, caramel syrup appeals to 50% of consumers on ice cream and just 28% of consumers on frozen yogurt. On the other hand, blueberries appeal to 36% of consumers on frozen yogurt and but satisfy just a fifth of consumers (20%) as a topping on ice cream.

Exhibit 110:
Which toppings do you like on ice cream and frozen yogurt? Select all that apply.



Base: 1,097 (ice-cream) and 380 (frozen yogurt) consumers aged 18+

Opportunities:

- Because many consumers prefer sugary toppings on ice cream, operators will likely want to align their ice-cream toppings with a generally indulgent positioning. On the other hand, for frozen yogurt, consumers show a significantly higher preference for healthful toppings. However, some consumers likely also sometimes prefer to integrate healthful and indulgent ingredients in their dessert. Overall, operators may want to consider offering a variety of better-for-you and indulgent toppings to provide room for consumers to go in either direction with their dessert.
- Many frozen-yogurt concepts offer an extensive array of toppings for consumers to pick from. In fact, the availability of new or unique toppings has become a strong point of differentiation for many of these brands. Chains that are breaking the mold with innovative toppings include: Menchies with toppings ranging from granola to Thin Mints to cheesecake bits to mango; USwirl Frozen Yogurt offering crushed graham crackers, rice cakes and chocolate-covered raisins; and Yogurtini with their signature specialty toppings including jalapeños, espresso beans and sriracha hot sauce.

Baked Goods

Key Finding
Creamy, sugary toppings such as frosting, whipped cream and ice cream are especially appealing toppings for pies, cakes and cookies.

Whipped cream appeals to 73% of consumers polled, as a topping for pie. In comparison, it is favored by just half as many consumers (37%) on cakes and a quarter as many (18%) for cookies. Whipped cream may be especially popular as a topping on pie because consumers are likely familiar with this pairing and may think that the consistency of whipped cream is an appealing complement to pie.

On the other hand, frosting is highly favored for cake (62%) and cookies (41%) and viewed to be only moderately appealing on pies (13%). Consumers are probably used to seeing cakes and cookies with frosting and may also enjoy the sugary flavors that frosting adds to cake and cookies.

The final cream-based topping, ice cream, seems to be particularly appropriate for cake (67%) and pie (50%) and considerably less appealing with cookies (21%). Consumers may think that ice cream is a better complement to cake and pie than cookies because they are less familiar with this pairing and because adding ice cream to a highly portable item like a cookie will likely make it considerably harder to eat without making a mess.

Beyond these creamy toppings, many consumers also say that fruits such as cherries and strawberries are appealing on cake and pie. These toppings are likely popular on cake and pie because consumers think that they provide complementary flavors to these desserts. Other preferred toppings for cookies were quite different, ranging from candy pieces to sprinkles to nuts.

Exhibit 111:
Which toppings do you like on these desserts? Select all that apply for each type.

Type of Dessert	Toppings	%
Pie (n=495)	Whipped cream	73%
	Ice cream	67
	Cherries	23
	Strawberries	23
	Blueberries	20
Cake (n=363)	Frosting	62
	Ice cream	50
	Whipped cream	37
	Strawberries	36
	Shredded coconuts	29
	Cherries	27
	Chocolate sprinkles	26
	Multi colored sprinkles	23
	Nuts (other than peanuts)	23
Cookies (n=151)	Frosting	41
	Chocolate candy	35
	Candy pieces (Reeses, Butterfinger, etc.)	32
	Chocolate sprinkles	29
	Multi colored sprinkles	29
	Cookie pieces (Oreo, chocolate chip, etc)	24
	Nuts (other than peanuts)	23
	Ice cream	21

Base varies by type of dessert, showing all options ≥20%

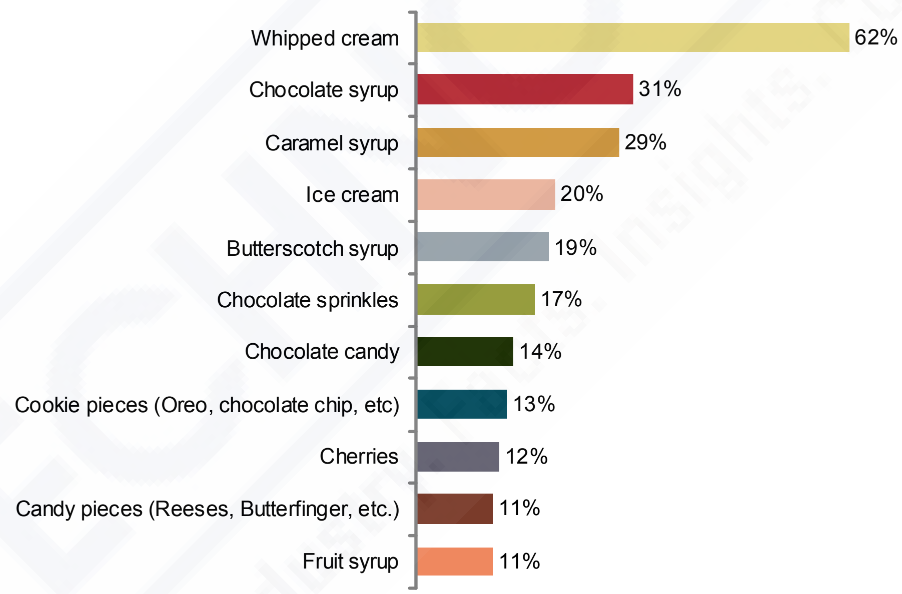
Hot Specialty Beverages

Key Finding
Consumers say that indulgent toppings, such as sugary creams and syrups, are most appropriate for hot specialty dessert beverages.

Hot specialty beverages are often offered with the option of several toppings. This is especially true when these items are positioned as dessert beverages as these additives are frequently very sweet. Of these options, consumers say that whipped cream, which often comes as a standard option on some specialty hot drinks such as coffee- and chocolate-based beverages, is the most appealing. More than three in five consumers (62%) say that enjoy whipped cream on hot specialty beverages.

Following whipped cream, about three in 10 consumers report that they also enjoy chocolate (31%) and caramel (29%) syrup while one in five prefer ice cream (20%) and butterscotch syrup (19%) with these desserts. These consumers may find sugary syrup toppings to be appealing because they are often drizzled over hot beverages as to provide a subtle but sweet garnish, rather than a flavor additive that impacts the entire beverage.

Exhibit 112:
Which toppings do you like on hot specialty beverages? Select all that apply.



Base: 363 consumers aged 18+ who put toppings on hot specialty beverages

Opportunities:

- Operators interested in building their dessert business may want to consider offering several hot specialty beverages on the dessert menu. Although these items are highly appealing simply as beverages at any daypart, adding sugary toppings such as whipped cream and chocolate syrup will likely help operators position them as appropriate an a dessert. Operators can also focus on how these toppings are added and the overall appearance of the dessert. For instance, drizzling syrup on top is likely to be more visually appealing than simply mixing it into the beverage.

Outlook: Trends to Watch

Outlook: Trends to Watch

Key Finding
Understanding the trends surrounding concept/menu development and consumer preferences for the dessert category can help operators and suppliers uncover new areas of growth opportunity.

Technomic's consumer and menu research, including mining of secondary data, has identified several trends that continue to define what consumers prefer for desserts.

The following trends will be discussed in this section:

- Niche Dessert Concepts
- Unique Drinkable Desserts
- Adventurous Flavors
- Updates to Classic Desserts
- Nutrition and the Health Halo
- Frozen Yogurt Still Hot

Niche Dessert Concepts

Key Finding
Concepts that focus on a single dessert item, as well as those that offer a dessert-only menu in an upscale setting, are carving out an appealing niche—one that focuses on a very specific craving.

Restaurant concepts with a clear dessert focus have been making their mark on the industry landscape for some time now; consider the success of brands like Sprinkles Cupcakes, which specializes in one thing: cupcakes. Or the rapid growth of frozen yogurt concepts like Pinkberry, which took a single item—frozen yogurt, swirled and topped with a customer's choice of ingredients—and spawned an industrywide trend and an entire cluster of imitators.

The popularity of certain niche dessert concepts is driven by their ability to satisfy a very specific craving, in a way that assures their customer of the quality and overall value of their offerings. Many consumers are in search of such a concept when sourcing dessert; Technomic's consumer research found that when dining out at a restaurant, 16% of consumers are more likely to seek out a dessert from another location after their meal.

Flavor and ingredient differentiation, artisan/gourmet preparations and an on-trend positioning set these types of concepts apart. Typically found as a limited-service operation, single-item dessert concepts can excel as snack destinations, where guests can easily pick up the sweet they're craving to go. Additionally, niche dessert chains with an emphasis on a particular ethnic specialty carry a stronger perception of authenticity for many consumers.

Examples of the niche trend include:

- Beard Papa's—as profiled in Appendix A, the menu at Beard Papa's is anchored by its selection of Asian-style freshly prepared cream puffs, made with all-natural ingredients with no preservatives. Its cream puffs are available in several rotating flavors, including a number of seasonal varieties that are only on offer during fall and winter months.
- Churro Station—a six-unit California-based chain, Churro Station specializes in plain or filled Mexican-style churros. Fillings are available in several flavors, including chocolate, vanilla, Nutella, strawberry and pineapple. Churro Station has four new units set to launch soon and is actively franchising.
- Cookie Bar—a trendy independent located on Chicago's North Side, Cookie Bar specializes in inventive cookie varieties baked fresh onsite every day. A rotating selection includes vegan and gluten-free cookie varieties. Additionally, Cookie Bar touts its "Ice Cream-o-Licious" ice-cream sandwiches, made with the customer's choice of two cookies and a generous scoop of Italian gelato in the middle.
- Hoosier Mama Pie Company—the Chicago-based pie concept describes itself as an "artisanal bakery striving to become a great old pie company." Hoosier Mama prepares all of its homestyle pies from scratch with the best ingredients it can procure.
- Popbar—another hip big-city dessert concept, popbar's menu specialty is "handcrafted gelato on a stick." Its gelato bars are made daily with authentic Italian gelato that is flown in from Italy. There are no artificial colors or flavors at popbar, and each bar can be customized by dipping into a number of sauces, nuts, candies and other ingredients. Other varieties of all-natural frozen bars-on-a-stick include sorbetto and frozen-yogurt pops.

Rather than specializing in a single item, other niche concepts are developing whole menus around dessert. But rather than serve up sweet offerings in a quick-serve setting, these operators are creating a more upscale dining experience, with a full-service format, fine-dining-style ambiance and an artisan focus.

Higher-end niche dessert concepts include:

- ChikaLicious—Founded in 2003, ChikaLicious Dessert Bar features fun, innovative individual desserts. Its intimate, 20-seat eatery is built around an open kitchen where the chefs and sommelier work and serve customers directly.
- Finale Desserterie—as profiled in Appendix A, Finale describes its desserts as “super-premium.” The menu centers around innovative plated desserts that are prepared with high-quality gourmet ingredients. The plated dessert menu is available daily, during evening hours only.

Unique Drinkable Desserts

Key Finding
Creative drinkable desserts, such as hot chocolate, specialty coffee, adult beverages and milkshakes, provide consumers with a sweet, out-of-the-ordinary indulgence with an emphasis on uniqueness.

Drinkable desserts are a trend worth watching, as they provide consumers with a craveable option prepared and presented in a new way. And while these types of desserts may be just as decadent (or even more) as a traditional dessert, they may be less filling and easier for guests to consume after a full meal. Half of consumers surveyed by Technomic said that “feeling too full from my meal” is a deterrent to their eating dessert; it is the top reason why consumers “never” eat dessert. Desserts that can be sipped as a drink may be more appealing than a conventional dessert item for these consumers.

While the most innovative drinkable desserts tends to be seen in a fine-dining or high-end operation, many of them (particularly adult beverages) are particularly popular in a mainstream casual-dining setting, and likely have even more room to grow in this segment. Additionally, blended smoothies that feature craveable chocolate, fruit and yogurt flavors are well-positioned as convenient, handheld dessert offerings in an LSR setting. These types of drinkable desserts can also be bundled with entrées and sides as part of a value-oriented combo meal promotion.

Milkshakes, chocolate beverages, specialty coffee, and dessert-like adult beverages are among the drinkable sweet endings to a meal that are gathering notice. The following are some interesting examples as seen on recent menus nationwide:

Milkshakes

- Campfire Marshmallow—shake made with vanilla ice cream and roasted marshmallows; garnished with two roasted marshmallows (*BLT Burger*)
- BB Twinkie—concoction made with Hostess Twinkies and vanilla ice cream (*Burger Bar*)
- Cap’n Crunch—milk, ice cream and Cap’n Crunch brand cereal; topped with whipped cream and Cap’n Crunch (*KGB at Harrah’s, Las Vegas*)

Chocolate Drinks and Specialty Coffee

- Brazilian Frost—coffee, vanilla ice cream, coffee sprinkles and signature cream; topped with whipped cream (*Bern’s Steak House*)
- Valrhona Hot Chocolate—served with gingersnap mallomars (*Blue Fin*)
- Frrrozen Hot Chocolate—signature drink made with a rich chocolate base and blended with crushed ice (*Serendipity, New York and Las Vegas*)

Adult Beverages as Dessert

- Peppermint Pattie—hazelnut liqueur, crème de menthe and chocolate (*54th Street Grill & Bar*)
- S’mores Martini—Absolut vodka, Godiva Chocolate Liqueur, Monin toasted marshmallow syrup, cream, mini marshmallows, chocolate syrup and a graham-cracker rim (*Bar Louie*)
- Toasted Almond Mudslide—with Disaronno amaretto, Bailey’s Irish Cream, Kahlua and ice cream (*Ninety-Nine Restaurants*)

Adventurous Flavors

Key Finding
A more complex depth of flavor for dessert is seen on fine-dining menus. Experimentation with salty, smoky, savory and herbal flavor combinations can pique the interest of certain consumers.

Uniqueness is a draw when it comes to desserts. Perhaps not as big a draw as flavors, quality or price, but when ordering a dessert in a restaurant, a significant portion of the consumers we talked to did indicate that signature, unique dessert items are an important factor driving their purchase decision.

So what makes a dessert unique? It starts with presenting a customer with a flavor or preparation that they can't easily replicate in their own kitchen; 38% of consumers said that it's an important factor. Signature desserts can also mark uniqueness on the menu; take Chili's Grill & Bar: its notoriously indulgent Chocolate Chip Paradise Pie is a decadent offering that is arguably the chain's most well-known menu item. In fact, more than a third (35%) agree that they take signature items into account when choosing a dessert.

Nearly a third (31%) of consumers also told Technomic that a dessert that is "something new or unique that I have never tried before" sparks their interest in making a purchase. Additionally, 40% of consumers strongly disagree that it's best to stick with traditional desserts rather than trying something new—meaning that consumer curiosity about new dessert flavors is high. It stands to reason that interesting flavor combinations could be at the forefront in presenting customers with something absolutely different. Complementary flavor profiles prepared in imaginative ways could capture the attention of consumers—particularly those who frequent fine-dining restaurants and have a more advanced palate.

Salty, peppery, herbal and smoky (bacon, etc.) accents are seen below, in examples gathered from MenuMonitor. Rosemary and thyme appear to be top ingredients for ice cream, yogurt and gelato, while cardamom pairs with chocolate, sea salt adds a kick to caramel and cilantro lends pungency to sorbet. These desserts all illustrate activity currently seen in the fine-dining sector, a segment wherein culinary innovation takes root, before finding acceptance on a wider, mainstream level.

Some adventurous flavors for desserts include:

- New York Cheesecake—featuring a black pepper tuille (*21 Club*)
- Candied Fennel Tart—with Sambuca ice cream and chocolate sauce (*Alfredo the Original of Rome*)
- Ligurian Lemon Cake—with rosemary gelato (*Bartolotta Ristorante di Mare*)
- Creamy Chocolate Heart—with chocolate and cardamom (*The Bazaar by Jose Andres*)
- Apple Tasting—apple tartin served with apple-rosemary ice cream (*George's Modern*)
- Warm Brioche Bread Pudding—with vanilla gelato and sea-salt caramel (*Napa Valley Grille*)
- Black Goma Sponge—featuring a lime-cilantro sorbet (*Nobu*)
- Lemon Pound Cake—with yogurt and thyme (*The Publican*)
- Rosemary-Citrus Crème Brulee—with anise and ginger-poached pear (*Ray's Boathouse*)
- Fat Elvis—warm chocolate, bacon and banana spring rolls (*RM Seafood*)
- Crushed White Chocolate and Yuzu Pavlova—with Thai basil syrup (*Spice Market*)

Opportunity:

- While the fine-dining sector and its customer base are leading this trend and have a comfort level with such adventurous flavor/ingredient combinations, that doesn't mean that more mainstream-level operations can't adopt some variation of sweet and salty/savory/herbal dessert preparations. It's likely that most consumers are already familiar with certain interesting combinations—particularly sweet/salty pairings like chocolate-covered pretzels. Operators could perhaps develop a new dessert offering that plays up this pairing, or incorporate it in some way to an adaptable platform, like ice cream.

Updates to Classic Desserts

Key Finding
Everything old is new again, as traditional desserts are reinterpreted in new preparations, marking differentiation and classic appeal on the menu at the same time.

While there's always plenty of buzz about the next hot thing or the latest culinary trend on the menu, there's much to be said for food that is classic and traditional. Consumers have long-held preferences for the familiar, and attach nostalgic qualities to certain foods—including desserts.

Uniqueness and menu differentiation are always central to helping a restaurant's offerings stand out amidst competition from other foodservice sources; however, consumers still do prefer that within this menu mix, the classics are also represented. Additionally, in a tough economic climate, many consumers find themselves gravitating toward food that is comforting, simple and reminiscent of a homestyle favorite. In fact, 74% of consumers told Technomic that their definition of dessert is a traditional offering, such as cookies, cakes or pies—indicating that the consumer preference for comfort foods remains strong today.

However, while we know that traditional desserts win out with consumers, we also found, as previously discussed in this section, that consumers take the uniqueness of a dessert item into account when considering a purchase. Therefore, traditional desserts with a contemporary flavor or preparation tweak may be most appealing to many consumers, allowing them a low-risk way to try their favorite desserts with a slightly different and interesting twist.

Some recent dessert preparations that illustrate this trend are:

- Red velvet cake—once solely a staple of Southern eateries, soul-food restaurants and barbecue concepts, red velvet cake has moved from a regional specialty to one that has achieved nationwide acceptance—and not just in its original presentation. As reported in *Nation's Restaurant News*, red velvet cake is popping up on countless menus in the form of cupcakes, cake donuts, puddings, truffles and even as an ice cream flavor, as seen at MaggieMoo's Ice Cream and Treatery.
- Ice cream sandwiches—beyond the familiar option of vanilla ice cream between two thin chocolate wafers, ice cream sandwiches are now taking on artisanal qualities. Housemade cookies and wafers feature flavors beyond chocolate, while ice cream is made onsite and has expanded beyond vanilla. An example is The Golf Club in Newcastle, WA, which in 2009 featured a port beer and vanilla ice cream, sandwiches between two peanut-butter wafer cookies.
- Sodas, Shakes and Floats—The Food Channel calls updated ice-cream sodas and floats one of the year's top 10 dessert trends, and with good reason. Imported sodas put a high-end, gourmet spin on this simple offering; housemade root beer and ice cream adds a gourmet characteristic. On the mainstream level, a milkshake can be updated in a fairly simple way: Shari's Restaurants infuses its Black Forest milkshakes with cherry as a complement to chocolate.
- Soft-serve ice cream with an ethnic twist—tart frozen yogurt, an Asian import, has solidified itself as a dessert or snack favorite with consumers, especially in big-city markets. Beyond this, soft-serve ice cream can also take on globally inspired preparations and ingredients, from Mexican to Vietnamese. Chef Rick Bayless is mapping out the launch of Red O in Los Angeles; on offer will be Mexican-vanilla soft serve topped with Mexican hot fudge and crushed malt balls. Baoguette in New York City offers soft-serve ice cream in Southeast Asian flavors, such as durian and pandan.

Nutrition and the Health Halo

Key Finding
Consumers have shifting ideas about health and nutrition today. Menus that play up both conventional health indicators and "health halo" attributes for desserts can convey health in a highly relevant way.

Dessert, almost by definition, is typically a highly indulgent menu choice for consumers. In fact, 26% of consumers overall told Technomic that desserts in general are unhealthy, and 16% said that all tasty desserts are unhealthy. When we asked consumers who say that they never eat dessert to tell us why, nearly a quarter (22%) said that they rejected sweets for diet and health reasons.

There will always be some consumers for whom dessert will never be an option, for certain concrete health reasons. But for others, the perception of poor nutritional value is what is vetoing the choice of dessert for them—and operators can work to change that perception.

But first what must be defined is what health and nutrition mean to today's consumer, and it's an evolving definition. For many consumers, traditional, steadfast indicators of good nutrition call for low/non-fat, low-calorie, low-sugar or low-carb descriptions. But for a growing number of consumers—especially younger Generation X and Millennial restaurant goers—"health-halo" attributes, such as all-natural, local and organic also go a long way toward conveying a health message on the menu. For these consumers, it may be less about conventional ideas about nutrition and more about wellness, a "better-for-you" positioning.

Consumer responses to our questions about health indicated that both traditional and newly adopted ideas about nutrition/health resonate with them:

- Desserts that are low in trans fat are important to 32% of consumers overall;
- Desserts that are low in sodium (27%), sugar (24%), fat (23%) and calories (21%) are also cited as being important to consumers;
- Twenty-five percent of consumers say that all-natural desserts are important, while 23% overall say the same about desserts made with local ingredients;

These findings reveal how strongly all-natural and local-ingredient characteristics are resonating with consumers in a way that is comparable to traditional health/nutritional characteristics. However, the importance placed on organic desserts is lower (14%), likely because many consumers still do not fully understand the definition of organic.

Opportunity:

- Many consumers don't believe that a great-tasting dessert can be healthful, but taking the above consumer responses into consideration, there are new ways to position a dessert as healthful even if it does not feature low sugar, fat or calorie contents. All-natural and local attributes effectively convey wellness and a better-for-you food option to today's consumer; therefore, an indulgent dessert with all-natural or local ingredients could appeal to this consumer, and work to remove the negative perception that a tasty dessert cannot be healthful. Any all-natural or local/seasonal/organic/functional components of a dessert (particularly local and seasonal ingredients for fruit pies and ice cream, etc.) could be promoted on the menu in an effort to bolster the item as healthful.

Frozen Yogurt is Still Hot

Key Finding
The appeal behind tart frozen yogurt shows no sign of slowing down, as more operators continue to develop concepts that tout health, nutrition, flavor, uniqueness and customization on the menu.

Yogurt has long been a highly adaptable food. Whether blended with other ingredients and juices in a smoothie, or as part of a fruit-and-yogurt parfait, yogurt is well-positioned as a flavorful, healthful, better-for-you dessert or snack. Today, its most popular application is arguably frozen yogurt. A reinvigorated trend that sprouted off from the first frozen-yogurt craze of the 1980s, today's frozen yogurt is an Asian import—tart in flavor, touted as all-natural and packed with probiotics, and promoted as customizable.

Los Angeles-based Pinkberry (profiled in Appendix A of this report) was a mid-2000s niche concept that kicked off what has become a nationwide trend revolving around frozen yogurt. While most industry trends gradually fade, however, Asian-style frozen yogurt has achieved widespread acceptance and still remains a development to watch. Larger trends around customization, health-halo attributes for food, and an interest in snacking are helping to keep frozen yogurt at the forefront. Many of the industry's hottest dessert concepts specialize in frozen yogurt, and the reason behind these chains' success is found in their ability to stand out amidst a sea of competitors

Today's frozen-yogurt concepts are differentiating through toppings. Since the basic frozen-yogurt product tends to be an "original" or plain flavor, coupled with a green tea and/or chocolate variety, the real interest is built off the uniqueness of the toppings that are available. For example, in addition to offering standard fruit, cereal and nut toppings, Yogurtini (profiled in Appendix A) differentiates itself with unusual toppings, billed as specialty items, which are not generally associated with frozen yogurt. Examples include jalapeños, lychee, espresso beans and even sriracha hot sauce. With a franchising program recently put into place, the concept is positioned for growth.

How the toppings are presented is also important. The customization factor grows more appealing as concepts install toppings bars or dispenser machines that allow guests to add toppings themselves; the old model called for staff to customize the yogurt. This format figures in a higher interactivity element for customers, and works to set the concept apart from others in the category.

Additionally, newer frozen-yogurt concepts are repositioning their stores to include more seating, so that guests don't necessarily have to take the dessert to go. Brands like Nubi Yogurt (also profiled in Appendix A) are an example of a new development approach that gives more of a nod to contemporary, comfortable ambiance touches and dine-in traffic. Other frozen-yogurt concepts, such as Spoon Me, an emerging Utah-based brand, focus on capturing a particular demographic; Spoon Me is a "green" concept that uses recycled and biodegradable materials in each unit, and draws a younger crowd. Its high-energy, lively and loud environment suits its core customer.

What's next for frozen yogurt? Several happenings are worth watching:

- Custom-blended yogurt—Yogen Fruz allows customers to put their choice of any yogurt flavor and toppings into a proprietary machine, where the concoction is blended together and served swirled in a cup.
- Variety in frozen-yogurt flavors—tons of toppings can complement a wider array of base flavors for frozen-yogurt desserts beyond original, chocolate or green tea. For example, Simply Frozen Yogurt, an independent LSR in central Florida, offers Cake Batter, Cookies and Cream, Red Velvet Cake and Reese's Peanut Butter yogurt flavors in addition to its original tart variety.
- Health-halo characteristics for menu offerings—independent upstarts in the frozen-yogurt category are promoting the organic, all-natural, local and seasonal qualities of their yogurt and/or fruit ingredients for toppings.

Appendix A: Emerging & Innovative Dessert Concepts

Introduction

This Appendix features 20 concepts that have gained notice as either as an emerging or innovative chain within the dessert category. Emerging chains are defined by Technomic as those that have demonstrated a clear plan for expansion, and are poised to break out nationally. Other dessert concepts are noted in this Appendix particularly for their creative approach in terms of both service format and menu positioning. Technomic has marked the progress of a number of these concepts over the years, while others have only recently grabbed our attention.

A number of these chains reflect the continuing popularity of certain niche desserts, such as tart frozen yogurt and cupcakes. Others have taken a unique, ethnic dessert idea from international markets, and have expanded into the U.S., establishing a new customer following. Some of the most distinctive brands have gained notice for a menu that emphasizes gourmet preparations/presentations, a concept that touts an upscale ambiance, or a service style that relies on guests' customization of ingredients.

This Appendix features concept/menu positioning profiles on the following 20 dessert concepts:

- Beard Papa's
- Cefiore
- CRUMBS Bake Shop
- Finale Desserterie
- FreshBerry Frozen Yogurt Café
- Ghirardelli Soda Fountain & Chocolate Shops
- Maggie Moo's Ice Cream and Treatery
- Marble Slab Creamery
- Melt Gelato & Crepe Café
- Menchie's Frozen Yogurt
- Nestle Toll House Café
- Nubi Yogurt
- Oberweis Dairy
- Paciugo
- Pinkberry
- Red Mango Yogurt & Smoothies
- Sheridan's Lattes & Frozen Custard
- Sprinkles Cupcakes
- U-SWIRL Frozen Yogurt
- Yogurtini

Beard Papa's

Concept Positioning

Asian-style cream puffs are a sweet, affordable and portable snack item making inroads on menus at growing Chinese, Vietnamese and Korean concepts. More widely known as delimanjoo, the sweet treat originated in South Korea and has made its way onto dessert menus in the U.S. Japan-based Beard Papa's is widely known for its signature dish—all-natural cream puffs, filled with rich, whipped cream custard. Based in Osaka, Japan, Beard Papa's operates hundreds of stores around the world.

Beard Papa's stores are small, mostly inline structures that average an estimated 1,000 square feet and focus on carryout orders. An open-kitchen design is a focal point of each unit; customers can watch as cream puffs and other specialties are prepared in full view.

Beard Papa's was founded in 1999 by Yuji Hirota, who opened the first unit in Osaka, Japan. Since then, the franchise has grown throughout Asia; other markets include Australia, the U.K., Russia and Canada. Beard Papa's first U.S.-based unit opened in March 2004. The company is currently targeting major U.S. cities for expansion.

Parent company and franchisor Muginoho International Inc. announced plans to expand the chain throughout Central America. It signed a master franchise agreement with CAP S.A., a Panamanian company. The franchisee's first store is set to open in 2010 in the Plaza Madero in San Salvador, El Salvador. The chain has also inked a master franchise agreement that will take the brand into Italy. An agreement between Beard Papa's parent company Muginoho International Inc. and Kamata Inc., a specialty desserts retailer, calls for at least 10 cafés to open throughout Italy, starting with an outpost in Milan.

Menu Positioning

The menu at Beard Papa's is anchored by its selection of freshly prepared cream puffs, made with all-natural ingredients with no preservatives. Cream puffs are available in several rotating flavors, including a number of seasonal varieties that are only on offer during fall and winter months. Some of Beard Papa's most popular cream-puff varieties include vanilla, chocolate, strawberry, espresso, green tea, Earl Grey Tea, pumpkin and éclair. Beyond cream puffs, guests can choose from among Beard Papa's other offerings, such as:

- Mochi Ice Cream—rice cake balls with Beard Papa's premium ice cream inside; flavors include vanilla, strawberry, green tea and espresso.
- Fondant au Chocolate—an individually sized chocolate cake, filled with a center of melted Belgian chocolate.
- Mango Ice Shower—shaved ice with chunks of fresh mango and a natural sauce.

Cefiore

Concept Positioning

Two distinguishing factors set Céfiore apart from the rest of the froyo pack: a product that it calls Italian fro-yo, as well as an expanded menu. With a successful franchising program already in place, Céfiore is likely to experience further growth in the future.

The company operates inline units that range from 700–1,200 sq. ft. with seating for 10–12 patrons. Décor at Céfiore stores is hip and modern, with a mix of European-style chairs in unusual textures and fabrics, bright red and light wood tables, and circular cut-out windows to provide a unique and eye-catching design scheme. The exterior of some units, like the one in Los Angeles' Little Tokyo, reflect an Asian influence with sloping, tile roofs and Japanese silk screens. Most units offer free Wi-Fi, and the company is making a concerted effort to offer the service at all stores in the near future. The fact that Wi-Fi is offered makes the chain popular with students.

Céfiore's story dates to 2006, when the management at Todai SSB, Inc., the operator of Todai, the seafood and sushi buffet, began to develop an interest in opening a concept in the frozen dessert category. The team began to research concepts and locations and realized the potential for a new kind of fro-yo chain. Soon after the opening of its first unit, the company received hundreds of franchising inquiries, to which it responded favorably. Céfiore's primary vehicle for growth from the beginning has been its franchising program.

Menu Positioning

Céfiore's fro-yo is called “Italian” due to the fact that its formula comes from Italy, a point of differentiation for the chain. The tart fro-yo comes in six flavors with a choice of more than 20 toppings. The fro-yo menu centers on:

- Italian non-fat fro-yo—in Original, Açaiberry, Acerola Cherry, Chocolate, Green Tea and Raspberry-Pomegranate flavors
- Fruit Toppings—blueberries, blackberries, bananas, pineapple, pomegranate, mangos, kiwi, cantaloupe, raspberries, watermelon, coconut and strawberries
- Nut Toppings—almonds, mixed nuts and walnuts
- Miscellaneous Toppings—chocolate chips, Oreo cookies, M&M's, mochi (sweet, sticky rice), granola, Gummy Bears, Fruity Pebbles and yogurt chips

Unlike some of the other new fro-yo concepts, Céfiore offers more than just fro-yo. Although it is certainly the main attraction, it's hardly the only one. The chain also menus a variety of snacks, desserts and organic beverages in an effort to appeal to a broad cross-section of customers. Coffee and tea served at Céfiore are entirely organic, a fact that reiterates the chain's healthy positioning. The whole-leaf teas come from Treleela. Coffee beans are from GroundWorks, a roaster in Santa Monica, CA.

CRUMBS Bake Shop

Concept Positioning

Since 2003, Crumbs Bake Shop has been satisfying the cravings of New Yorkers and tourists alike for elegant, artistic baked goods, particularly its craveable signature cupcakes. Crumbs has expanded outside the Empire State, opening stores in California, Connecticut and New Jersey, and plans are under way to add even more stores. The company's resolution to remain company-owned enables each store to maintain the same level of quality and consistency of its products.

Crumbs Bake Shop units are mostly situated in inline buildings in high-traffic urban areas. Most stores are small carryout-only operations that are estimated to range from 500 to 1,500 sq. ft. Most offer no seating, although some stores offer a limited number of seats. Stores vary somewhat in their exterior appearance. Some units feature bright orange awnings above the front entrance as well as floor-to-ceiling windows and front-window seating. Inside, some stores are decorated in light woods and a neutral color palette. The focal point is the large glass display case showcasing row after row of freshly baked cupcakes and cakes. Other baked goods typically sit on top of the case behind a transparent partition. A large chalkboard behind the display case lists the hot and cold beverages available.

Husband-wife duo Mia and Jason Bauer launched Crumbs Bake Shop in Manhattan's Upper West side in early 2003. Additional stores followed throughout New York City before the chain branched into Connecticut and New Jersey as well as California. Now that it's a bi-coastal chain, Crumbs has no less than seven new store openings on the horizon. Future units are planned for Calabasas and Malibu, CA; New Canaan and Westport, CT; Hoboken, NJ; and New York City. All current and future units will be company-owned; the chain has no current plans to franchise.

Menu Positioning

Crumbs Bake Shop's specialty is gourmet cupcakes. The chain menus about 25 cupcakes, ranging from standard, simple options such as Vanilla/Vanilla and Vanilla/Chocolate to more unusual (and pricier) varieties such as Peanut Butter Cup and Caramel Chew. All cupcakes come in a variety of sizes and are sold individually or in create-your-own six- or 12-packs. Although cupcakes may be the main draw at Crumbs, the menu also includes a variety of other baked goods: cookies, brownies, rugelach, muffins and scones. Cookies are available in three sizes: three-inch, large and mini. Brownies and muffins both comes in packs of six, and scones are sold in packs of 10.

Crumbs also menus customized cakes, ranging from six-inch round cakes designed to feed between six and eight people to 18-inch round cakes made to feed 100–125 people to full sheet cakes that can also feed up to 125. Four types of sponge cake are available: chocolate, vanilla, carrot and checkerboard. As a complement to its array of baked goods, Crumbs also menus beverages, including specialty coffee drinks. Crumbs Bake Shop is open daily for breakfast, lunch and dinner.

Finale Desserterie

Concept Positioning

With its decadent and varied menu, Finale Desserterie lifts dessert into fine dining. Boston-based Finale is a chic, full-service, "dessert-focused" concept. First launched in July 1998, the three-unit chain was the first of its kind; since then, fine-dining dessert eateries in major cities across the US have followed suit. Finale is winning with a commitment to unique flavor profiles and sophisticated presentation.

Finale seats 70 guests in a small yet stylish dining room with red carpeting flooring, earthy ochre walls, black tables and red velvet banquettes. Jazz, swing and big band music is played in the background. Finale's restaurants have an upscale positioning; the company will continue to seek freestanding sites in high-end retail or downtown areas.

In July 1998, the first Finale Desserterie and Bakery was opened in Boston's theatre district. Co-founded by Paul Conforti and Kim Moore, the concept was launched to provide patrons with an after-dinner and after-theatre destination. The debut was successful, and Finale's second location opened in the city's Harvard Square area in October 2002. Also in 2002, the company opened a centralized Pastry Kitchen to create all of the desserts. The third Desserterie opened in Brookline's Coolidge Corner in July 2006. More locations are under consideration throughout the region.

Menu Positioning

Finale describes its desserts as "super-premium". The menu centers around innovative plated desserts that are prepared with high-quality gourmet ingredients. The plated dessert menu is available daily, during evening hours only. Several tasting platter selections allow couples to sample several small portions for a set price. Highlights of this menu include Molten Chocolate, Crème Brulee, Caramel Apple Cheesecake and Boston Cream. Other signature items are:

- Magnanimous Molten—larger portion of the Molten Chocolate, served with a trio of ice creams
- Seasonal Sampler—tasting plate features a roasted pear wedge with peach sauce, lemon bundt cake with blood orange sauce, and a milk chocolate tower filled with whole almonds and butterscotch sauce
- Temptation for Two—chocolate sampler plate featuring five varieties of Valrhona chocolate. Includes Molten Chocolate cake; Dark Chocolate Decadence with honey caramel gelato and nougat mousse in a white chocolate Florentine cup; and assorted miniature cookies with a cup of milk for dipping

Finale's in-house bakery prepares cakes, cookies, cupcakes, tarts and pastries for sale, as well as a daily lunch and starter menu. The starter—or Prelude—menu appeals to customers either looking for a bite for lunch, or as a light meal before indulging in the more decadent plated dessert menu. Some non-dessert favorites are spinach salads, quesadillas, Fig & Prosciutto Pizza, and antipasto or cheese plates for two.

FreshBerry Frozen Yogurt Café

Concept Positioning

FreshBerry Frozen Yogurt Café is the third concept from Beautiful Brands International, parent company of national chain Camille's Sidewalk Café, among other concepts. FreshBerry's menu offers all-natural frozen yogurt that is low in fat and sugar, enhanced by fruit toppings and an assortment of mix-ins. Initially, Beautiful Brands planned to add the proprietary yogurt as a menu item at its other two chains, but later decided to develop FreshBerry as its own concept.

FreshBerry units are small, inline sites averaging about 1,000 sq. ft. with seating for 20 customers. Brightly lit, colorful interiors feature a vibrant décor in cool green, purple and other fruit-themed shades. A long toppings bar where customers create their own frozen yogurt treat is a focal point of each unit.

Since its launch in 2007 in Tulsa, OK, FreshBerry has grown to 14 units. under the ownership of multiconcept operator Beautiful Brands International (BBI). According to BBI, more than 710 FreshBerry stores are either planned or in development in nearly a dozen U.S. states as well as eight Middle Eastern countries. Franchising is a growth vehicle for the chain.

Menu Positioning

FreshBerry promotes the all-natural quality of its frozen yogurt, which is the foundation of its menu offerings—from cups of swirled yogurt, to smoothies and its signature Fresh Pops. Yogurt flavors include FreshBerry Tart, Decadent Dark Chocolate, Vanilla No Sugar Added, Acai Berry, Classic Strawberry, Mango and Pomegranate. Yogurt is served in small, medium and large sizes; the price of each item includes up to three toppings. Topping choices include granola, toasted almonds, coconut and chocolate chips.

Smoothies feature the chain’s all-natural yogurt and fresh fruit. Fruit choices include strawberry, pineapple, mango, banana, blueberry, raspberry, kiwi, blackberry and Mandarin orange. Fresh Pops are handheld frozen treats on a stick, and contain a mix of all-natural yogurt and fresh fruit. Fresh Pops are under 100 calories each.

Ghirardelli Soda Fountain & Chocolate Shops

Concept Positioning

Ghirardelli Soda Fountain & Chocolate Shops is a limited-service chain specializing in chocolate desserts. The family-friendly chain serves a decadent selection of desserts and beverages to spotlight its signature, world-class Ghirardelli-brand chocolate. The chain is operated by Ghirardelli Chocolate Company.

Units are freestanding or in strip malls near shopping centers and tourist destinations such as Disneyworld and the Las Vegas Strip. Décor is meant to resemble the whimsical feel of early 20th century soda shops. Interiors feature a long ordering bar, checkered floors and ceiling fans. High bar tables with stools as well as regular table seating are available for roughly 150–200 guests. Restaurant gift shops sell packaged chocolates. Guests can enjoy their treats in stores or take their dessert to go.

Domenico Domingo Ghirardelli founded what would become the Ghirardelli Chocolate Company in 1852 in San Francisco. The company changed hands several times over the next several years, and in 1998 it was acquired by present owner Lindt and Sprüngli of Switzerland.

Menu Positioning

Ghirardelli Soda Fountain & Chocolate Shops makes wide use of the brand's signature chocolates. Store menus reflect this specialty by offering an array of ice creams, brownies and cookies featuring Ghirardelli chocolate. Signature desserts include a range of specialty hot-fudge sundaes as well as banana splits, hand-scooped shakes and malts, and chocolate-dipped waffle cones. The menu also features a popular family-sized banana split with eight scoops of ice cream and eight classic toppings.

A full line of signature chocolate bars, including flavors such as dark chocolate with raspberry, milk chocolate with peanut butter, dark chocolate mint, and milk chocolate with caramel are also available. Beverages include soft drinks, coffees, espresso drinks and teas. Hot Ghirardelli chocolate and other chocolate-inspired drinks are also menued. A kids' menu lists sundaes and ice-cream cups and cones.

Maggie Moo’s Ice Cream and Treatery

Concept Positioning

MaggieMoo’s Ice Cream and Treatery is a limited-service dessert chain with a fun and casual atmosphere that appeals to people of all ages. Each of the chain’s parlors makes its own high-quality ice creams onsite. In addition to the signature offering, the menu offers frozen ice-cream treats, shakes, ice-cream cakes, all-natural frozen beverages, cupcakes, specialty sundaes and smoothies. MaggieMoo's Ice Cream and Treatery is owned and franchised by Global Franchise Group LLC.

Units are freestanding or inline structures that are primarily located in suburban areas. Shops average 1,200 square feet and can accommodate up to 30 guests, where seating is available. Interiors feature teal blue, magenta and marigold colors, supported with MaggieMoo cartoons relating the “Tail of MaggieMoo” on the walls. Ice cream and additional items such as chocolate chips or berries are combined on a cold slab in view of the customer. Stores can also operate as co-brands with other Global Franchise Group concepts, mainly Great American Cookies.

MaggieMoo's Ice Cream and Treatery debuted in 1989 in Kansas City, KS. Franchising began in 1997. A group led by chairman Stuart Olsten bought a controlling interest in the company in 2001. In 2007, NexCen Brands acquired the chain along with the assets of Marble Slab Creamery. The operator opened its first MaggieMoo’s co-brand in 2008. In 2010, Global Franchise Group, an affiliate of Levine Leichtman Capital Partners, acquired the chain for $112.5 million.

Menu Positioning

MaggieMoo's Ice Cream and Treatery is open daily for snacks and desserts. The menu features house-made ice cream, sundaes, shakes and floats, smoothies and ice-cream cakes. MaggieMoo’s boasts some 40-plus flavors of premium ice creams from which to choose. Flavors and mix-ins run the gamut from fruit flavors to chocolate variations as well as other nontraditional tastes. Other menu items include custom-made ice-cream cakes, milkshakes, non-fat fruit smoothies, sundaes, splits and floats. A healthy menu features lowfat, no-sugar-added and lactose-free ice creams and non-dairy sorbets. Beverages include soft drinks, fruit smoothies and coffee creations. A kids’ menu is available, offering small cups of ice cream.

Marble Slab Creamery

Concept Positioning

Marble Slab Creamery is a quick-service frozen-dessert concept that specializes in premium ice cream and other treats. Customers can choose from a list of pre-determined “Tasty Creations” or may create their own ice-cream dessert by choosing from a variety of ice creams—made in-store daily—and candy, nuts and fruit. The creation is then combined on a cold slab and served in a freshly baked waffle cone or bowl. Global Franchise Group LLC, a private company, is the franchisor of Marble Slab Creamery.

Units are located in both suburban and urban settings and are primarily situated in freestanding or inline units in strip centers, enclosed shopping centers or regional shopping malls. Stores typically range from 650–1,500 square feet with seating for 20–50 patrons. Marble Slab Creamery interiors incorporate photographs of ice cream and messages that convey concepts of freshness and quality. In addition, colorful bunches of helium balloons float behind the counter and contribute to the fun feel of the store. Customers place orders and pay at a counter. Up to three types of catering services are offered at select locations: a Sundae Bar, Portable Slab and Ice Cream Social.

Sigmund Penn and Tom LePage founded Marble Slab Creamery in Houston in 1983. Franchising began a year later. Until recently, the family of CEO Ronald Hankamer owned Marble Slab. In 2007, NexCen Brands acquired the chain. The parent company also owns Pretzelmaker, MaggieMoo’s, Pretzel Time and Great American Cookie Company. NexCen began co- and tri-branding its concepts in early 2008. Also in 2008, the franchisor inked a co-branding deal with Freshëns Quality Brands. In 2010, Marble Slab completed a major brand revamp that included a new store design, new product packaging and new point-of-purchase materials. Also in 2010, parent NexCen Brands Inc. was purchased by Global Franchise Group LLC, an affiliate of Levine Leichtman Capital Partners.

Menu Positioning

Marble Slab Creamery is primarily open during afternoon and evening hours, offering homemade premium ice cream, soft-serve frozen yogurt, fruit smoothies, frozen ice-cream beverages, ice-cream sundaes, banana splits, strawberry shortcake, ice-cream pies and cakes, bakery goods, espresso beverages, latte shakes and assorted soft drinks. A variety of freshly baked waffle cones are also offered plain or dipped in chocolate and rolled in a variety of nut or candy pieces.

About 50 ice-cream flavors are used to make customized creations or Marble Slab’s signature “Tasty Creations.” Popular flavors include sweet cream, peanut butter banana, chocolate Swiss, blueberry, Key lime and pistachio. “Mixins” include sprinkles, strawberries, granola, candy bar pieces, cookie dough, marshmallows and pecans. Marble Slab also offers nonfat frozen yogurt and fruit smoothies for the health-conscious customer. Sodas and bottled water are other beverage options. Kid-sized options are available.

Melt Gelato & Crepe Café

Concept Positioning

Melt Gelato Café & Crêpe is a limited-service concept that brings the flavors of France and Italy to America. The chain offers up to 32 flavors of gelato as well as savory and sweet crêpes, smoothies and specialty coffees. Melt Franchising LLC oversees the chain.

Units range from 150-square-foot kiosks to 2,000-square-foot freestanding gelaterias. Interiors are decorated in soft blues and whites, accented by dark woods. Gelato combinations are displayed in front of the ordering counter for guests to view and sample. Larger units feature large scenes of Italian cityscapes and offer table seating.

The first Melt Gelato Café & Crêpe debuted in 2003, and the first franchise store debuted in 2005.

Menu Positioning

Melt Gelato Café & Crêpe offers a variety of frozen dessert, crêpes and coffees throughout the day. Gelato is the chain's signature offering. Flavors include white-chocolate raspberry, butter pecan, fresh strawberry, roasted pistachio, double espresso, toasted-coconut almond fudge, hazelnut, mint chip, tiramisu and banana caramel praline, to name a few. Sorbettos, made with real fruit, are available in strawberry-banana, fresh mango, lemon, tequila lime, pink guava, mojito and pomegranate flavors.

Crêpes are another popular menu item. Savory crêpe combinations include ham, eggs, cheese and mushrooms; chicken, mushrooms, cheese, red onion and black beans; and smoked salmon, dill cream cheese, red onion and capers. Sweet crêpes are filled with Nutella, chocolate, fresh strawberries, caramel, cinnamon, sugar and apple compote. For kids, the chain offers a peanut butter and jelly crêpe. Made-to-order specialty coffee drinks include cappuccino, café mocha, café latte, caramel latte and java chocolate chip. Smoothies feature berry, mango, pineapple and strawberry flavors. Other beverage options are hot and iced teas, bottled water, orange juice and Italian soda.

Menchie's Frozen Yogurt

Concept Positioning

Menchie's Frozen Yogurt, a 19-unit Southern California-based chain, playfully tells its customers to "get mixing" with its simple, straightforward motto of "Mix, Weigh and Pay!" The chain offers a robust list of nearly 80 fro-yo flavors, many of which are acceptable for customers watching their sugar, carbohydrate and dairy intake. In addition to being health-conscious, Menchie's is also a socially minded chain and is actively involved in its local communities. Stores routinely partner with local schools for fundraising activities and education-incentive programs. In addition, each unit makes an annual donation to nearby schools to support student-geared programs.

Units operate primarily in inline and endcap sites that are estimated to average 2,000 square feet. They are typically found in heavily trafficked strip malls and other retail areas. Seating options vary by store but are generally either white plastic chairs or aluminum chairs with light wood seats. Seating is typically provided for at least 30 guests indoors, with some outlets also providing a handful of outdoor tables. Exteriors feature bright pink-and-green signage, which includes the chain's mascot, Menchie, a character made of swirly pink, green and white frozen yogurt.

Husband-wife team Adam and Danna Caldwell established Menchie's Frozen Yogurt in Valley Village, CA, in mid-2008. The couple named their concept after Adam's pet name for his wife. A franchising program was launched the year of its founding. Additional locations followed in Southern California before the chain began expanding outside of its home state. Today, 19 units operate in six states: California, Florida, Hawaii, Louisiana, Tennessee and Texas.

Menu Positioning

Menchie's offers a rotating list of no less than 78 fro-yo flavors, with every store carrying 10 or more distinct flavors daily. The chain prides itself on its efforts to satisfy the diverse dietary requirements of its customers, namely its menuing of regular, no-sugar-added, low-carb and dairy-free products. The array of toppings also rotates and often incorporates fresh, seasonal fruits or customer-requested favorites. Some menu selections include:

- Yogurt Flavors—Regular, Blueberry Tart, Boysenberry, Cable Car Chocolate, Café Latte, Chai Tea, Chocolate, Chocolate Cake, Coconut, Country Vanilla, Georgia Peach, Green Apple Tart, Island Banana, Mango Tart, New York Cheesecake, Peanut Butter, Piña Colada Tart, Pistachio, Raspberry Tart, Strawberry, Strawberry Shortcake, Vanilla Latte, Watermelon Tart, among many others.
- Toppings—"Snackage" Bar, featuring almonds, carob chips, Cocoa Pebbles, Jelly Bellies, Peanut M&M's, Nestlé Crunch, non-fat granola, pecans, chocolate sprinkles, Thin Mint cookies, walnuts, etc.; and the "Chill" Bar—with strawberries, blueberries, mango, kiwi, cookie dough, fudge brownies, cheesecake bits, etc.

Nestle Toll House Café

Concept Positioning

Nestlé Toll House Café is a national chain of treateries offering a wide selection of fresh-baked signature cookies, along with frozen desserts, smoothies and assorted beverages. Due to the company's established national operation and recognizable brand name, Nestlé Toll House Café has garnered a large customer following. The chain is licensed and franchised by Crest Foods Inc.

The chain operates in three distinct formats: Street Cafés, Kiosk Cafés and Inline Cafés. Street Cafés are generally situated in outdoor lifestyle centers, usually offer a mix of indoor and outdoor seating, and range in size from 800–1,250 square feet. Kiosk Cafés are most often found in indoor shopping centers and airports, offer limited or no seating, and range from 250–400 square feet. Inline Cafés are found in heavy traffic areas of shopping centers, range in size from 500–800 square feet and offer limited seating. Each store is decked out in Nestlé's signature colors and sports large display cases and brightly lit menu boards. Restaurants offer counter service for snacks and light meals. Catering service is available at select locations.

Ziad S. Dalal and Doyle P. Liesenfelt founded Nestlé Toll House Café in 2000 to serve branded cookies and a variety of other Nestlé products. Operator Crest Foods Inc. has grown the chain nationally through license and franchise agreements.

Menu Positioning

It's no surprise that cookies are at the heart of the Nestlé Toll House Café menu. Leveraging the recipe of a modern American classic, the chain boasts more than a dozen baked treats, including the signature Toll House chocolate chip cookie. Aside from cookies, other baked goods include brownies, muffins, cinnamon rolls and croissants.

Rounding out the snackable menu, Nestlé Toll House Café offers a variety of beverages and frozen treats such as malts and shakes, sundaes and ice-cream sandwiches. Cookies cakes are also available. Beverage selections include soft drinks, Nestea, Juicy Juice, bottled Nesquik, water, tea and milk. Blended smoothies are also menued as a healthier alternative.

Nubi Yogurt

Concept Positioning

Nubi Yogurt, a growing Southern California-based chain, takes its name from the Italian word for clouds, calling its signature frozen yogurt light, fluffy and cloud-like. Instead of offering just one type of frozen yogurt (either entirely tart or entirely sweet), the chain offers a menu that is roughly evenly divided between tart, Pinkberry-like fro-yo and sweeter, ice cream-like fro-yo. The chain markets its fro-yo as a healthy alternative to ice cream, boasting that it is a good source of protein, minerals and vitamins such as A, D and B complex.

The chain serves it signature product in what it calls a “hip” setting, complete with amenities such as free Wi-Fi access and pulsing radio hits broadcasted on speakers. The tan-and-taupe endcap buildings feature stone accents, taupe columns and floor-to-ceiling windows. Inside, the color scheme is bright, with lime-green, orange and ice-blue shades. Seating is provided at the front of the store at orange tables and dark-blue armless chairs. The fro-yo dispensers and the island-style toppings bar are located toward the back of the store. Focal point of wall décor is a large color photo montage featuring the chain’s fruit toppings. Floor-to-ceiling windows flood stores with natural light.

Nubi Yogurt launched in Apple Valley, CA, in early 2008. Three months later a second location opened in San Gabriel, CA, followed by a third Southern California location in Redlands and then the first Northern California outlet in Millbrae. Additional stores have since been added in both Southern and Northern California. Nubi Yogurt is in the process of completing documentation required by the Federal Trade Commission in order to launch a franchising program. It is presently accepting requests from individuals wishing to join its list of potential franchisees.

Menu Positioning

Nubi offers a rotating menu of 15+ frozen yogurt flavors. The chain’s signature flavor, Plain Tart, is always available, as are other classic flavors such as Vanilla and Chocolate. Most of the flavors are fat-free. Also on offer are sugar-free and dairy-free varieties. Toppings can vary by location and are often seasonal. The menu showcases:

- Yogurt Flavors—Plain Tart, Coconut, Vanilla, Cheesecake, Banana Cream Pie, Peanut Butter, Café Latte, Chocolate, Pineapple, Georgia Peach, Blueberry Tart, Pistachio, Strawberry, Raspberry and Green Tea
- Toppings—candy, nuts, cereals and fresh fruit, including banana, blackberry, blueberry, pomegranate, kiwi, mango, orange, lychee, pineapple, raspberry, strawberry and watermelon; Butterfingers, Gummy Bears, Jelly Belly, M&M, Peanut Butter Cups, Kit Kat and Snickers; almonds and walnuts; Captain Crunch, Fruity Pebbles and Rice Crispys
- Other toppings—carob chips, chocolate chips, coconut flakes, cookies & cream, cookie dough, granola, mochi, sprinkles and yogurt chips

Oberweis Dairy

Concept Positioning

Oberweis Ice Cream and Dairy Store is a chain of dairy stores that sell products such as milk, cheese and butter as well as fountain products, namely ice cream prepared the "old-fashioned soda fountain way." The chain's self-described "super premium ice cream" offers a higher content of butterfat, creating a richer, creamier taste. Oberweis Franchise Systems LLC is the parent company.

The company operates a mix of endcap and freestanding units that range from 2,500–2,800 square feet with seating for 20–30 guests. The exteriors of Oberweis units are noted for their block red lettering and red-and-white striped awnings. Interior décor varies from store to store; however, all stores feature a prominent menu board and large ordering counter, as well as a handful of transparent refrigerated cases that contain dairy products for purchase. Some units feature large, vintage black-and-white photographs of people and farm animals. Dine-in, carryout and delivery options are available at most locations. Drive-thru service may also be available.

Oberweis Dairy was the brainchild of Peter J. Oberweis, who began selling extra milk to his neighbors in 1915 in Aurora, IL. In 1927, Oberweis purchased half of Big Woods Dairy, and a few years later he bought the entire company and renamed it Oberweis Dairy. It wasn't until 1951 that Peter's son Joe built a new dairy locale in Aurora that also included a retail store. There Oberweis dairy products and creations from an ice-cream fountain were sold. Today, Oberweis stores still feature the fountain treats that Joe Oberweis created more than 50 years ago.

Menu Positioning

The main attraction at Oberweis is the chain's rich and creamy premium ice cream, which is produced with fresh milk and cream delivered from the family-owned dairy farms that produce exclusively for Oberweis. It is made with at least 18% butterfat, a fact that lends its rich taste. It comes in 31 different flavors. Sundaes, including a hot-fudge brownie sundae and turtle candy sundae, are offered. In addition, smoothies come in flavors such as strawberry-banana and mango.

The chain also offers the "world's best shakes" in six flavors: vanilla, strawberry, chocolate, caramel, banana and pineapple. Blended mixtures of premium vanilla soft-serve and candy mix-ins allow guests to customize their frozen desserts. Soft-serve cones, sundaes and shakes are found on the kids' menu. Flavored hot, iced and frozen lattés are also featured. The chain also sells a variety of Oberweis-brand dairy products, primarily ice cream by the quart, milk, cheeses, butter, yogurt and eggs.

Paciugo

Concept Positioning

Paciugo is a limited-service frozen-dessert chain that specializes in gelato crafted in the Italian artisanal tradition. Gelato is made by hand in small batches daily at each unit. The chain points to the fact that its signature product is free of trans fats and preservatives and high in protein, calcium and vitamins as evidence of its healthfulness. In true Italian tradition, gelato is complemented by coffee, which is made with 100% Arabica beans and grown using fair-trade and environmentally friendly practices. The chain says that it targets discerning, well-educated customers in the 25–44 age range. Food and drink is served in a relaxing and welcoming atmosphere. Paciugo Franchising, LP is a privately held company.

Units operate using a number of prototypes and can be found in both traditional and nontraditional sites. Traditional stores are generally found in inline storefronts in retail-driven areas with heavy foot and automobile traffic. The chain also operates a large number of stores in shopping malls, some in food-court kiosks. Full-size stores are estimated to range from 1,000–1,400 square feet. The original store at Lovers Lane in Dallas features tiled floors and contemporary seating in both navy blue and pale yellow colors. Units offer complimentary Wi-Fi access to paying customers. Most stores are open daily from 11 a.m. until 9 p.m., with non-shopping-mall units tending to stay open slightly longer. Most locations offer dine-in, takeout and catering services.

Husband-wife team Ugo and Cristiana Ginatta, along with their son Vincenzo, emigrated to the U.S. from Turin, Italy in 2000. They brought with them Cristiana's skill at making gelato, which she had acquired as an apprentice at a Turin gelateria. Eventually, the Ginatta family settled in Dallas, where they launched Paciugo on West Lovers Lane in 2000. By the end of 2001, the Ginattas had opened two additional stores in Dallas. Franchising began in 2004. Since its inception, the chain has expanded across the U.S. from coast to coast. It has also expanded internationally, opening units in Mexico.

Menu Positioning

Gelato is naturally the main attraction of Paciugo. Stores offer a rotating selection of 30–38 gelato flavors on any given day. These flavors are pulled from an inventory of 200-plus flavors in four categories: milk-based, water-based, soy-based and no-sugar-added. Flavor highlights include black raspberry, coconut-chocolate chip, green tea cheesecake, pistachio, peanut butter-raspberry swirl, peach-apricot and pineapple-ginger. Gelato is available in a cone or cup as well as in sundaes, milkshakes and "sparkling" milkshakes made with San Pellegrino sparkling water or soda. Some units also serve gelato cakes. Gelato is complemented by fair-trade coffee made with 100% Arabica beans.

Pinkberry

Concept Positioning

Pinkberry is a trendy limited-service chain famous for its tart frozen yogurt. Pinkberry's unique flavor has achieved wide-spread notoriety and has spread to major markets on both coasts. The chain's signature offering is made with real yogurt from fermented milk to create a creamy and tangy "swirly goodness," which is served plain or complemented with any number of toppings. Pinkberry Inc. is a private company.

Shops are generally inline stores located in heavily trafficked areas of major cities. Units range from 900–1,300 square feet and seat a limited number of patrons. Interiors sport a chic, lounge-like atmosphere with designer furniture and lighting. Pastel walls and peach, green and blue signage is used to create an inviting and vibrant ambiance. The chain's friendly décor, accented with its natural pebbled flooring, creates a haven for frozen-yogurt enthusiasts to enjoy their treats. Dine-in and takeout services are offered.

Shelly Hwang and Young Lee founded Pinkberry in 2005 in West Hollywood, CA. In late 2007, Pinkberry received a $27.5 million investment from Maveron, a venture fund created by Starbucks founder Howard Schultz. In 2009, Pinkberry announced that it had signed franchise agreements for domestic and international expansion; Pinkberry's first international location debuted in Kuwait in late 2009.

Menu Positioning

Pinkberry specializes in tart frozen yogurt that can be topped with a number of goodies for lunch and dinner. The healthier treat is made with fermented real non-fat milk and yogurt that is certified as carrying live and active cultures. Pinkberry's frozen yogurt is served via cup or cone, and customers can choose from the original flavor or a seasonal option such as coconut, pomegranate and passion fruit. Guests can also customize their treats with a wide variety of toppings, including chocolate chips, kiwi, pineapple, yogurt chips, cookies n' cream, blackberries, coconut shavings, granola, almonds and lychee. Liquid toppings include Italian caramel, honey and pomegranate juice.

Other offerings include green tea and mixed-berry smoothies, and fruit and granola yogurt parfaits. Beverages include bottled spring water and juices.

Red Mango Yogurt & Smoothies

Concept Positioning

Red Mango Yogurt & Smoothies is a growing chain of limited-service frozen-yogurt shops. Red Mango serves frozen yogurt that is all natural, non-fat and certified gluten free. The cool treat contains probiotics, live and active cultures that provide a healthier alternative to traditional ice cream and frozen yogurts. Customers are able to top their treats with a wide array of add-ons, which range from cereal to cut fruit to candy. Frozen-yogurt smoothies and parfaits are also available. The concept offers its tart frozen yogurt in an ultra-modern and trendy boutique environment that is both family-friendly and well-suited for both on-the-go consumers and those who wish to sit and relax. The chain is operated and franchised domestically by Red Mango USA.

Traditional units are inline shops located in high-traffic urban areas, shopping malls and lifestyle centers. These shops range from 1,000–1,200 square feet and seat about 20 guests. The chain also operates out of full-size units and kiosks at universities, airports, shopping malls and food courts. Interiors feature an eye-catching, upscale design with red and white as the primary colors. Larger units feature high-backed booths with red-striped upholstery; a mix of red leather chaise lounge chairs and red plastic chairs; white tables; and dark wooden floors and counters. Red-and-white floral art hangs on red walls. Dine-in and takeaway services are offered.

Daniel Kim founded Red Mango in 2002 in Seoul, South Korea. Kim brought the concept to the U.S. in the summer of 2007. Since coming to the U.S., Red Mango has grown steadily in major markets and urban areas. The company's investors include CIC Advantage Holdings LLC, a holding company formed by CIC Partners. In late 2009, Red Mango introduced three new restaurant models for franchise development: kiosks, co-branded shops and self-service stores. In early 2010, Red Mango signed a deal with The Grove Inc. to begin developing units for airport terminals. In mid-2010, the company rebranded as Red Mango Yogurt & Smoothies to better represent its product portfolio.

Menu Positioning

Red Mango Yogurt & Smoothies offers a menu of probiotic-packed tart frozen yogurts along with toppings and drinks. The chain's yogurt is all natural, non-fat, gluten-free and sweetened with Purevia, extracted from the leaves of the stevia plant; the concept is also certified by the National Yogurt Association to use the live and active culture seal. Flavors are original tart, green tea, pomegranate and tangerine-mango. Topping choices include fruit such as mango, blackberries and pineapple, as well as cereal, nuts, granola, graham crackers and chocolate pieces.

Also available are "sippable" blended drinks prepared with frozen yogurt and choice of toppings. Frozen-yogurt smoothies include strawberry banana, tropical mango and açai berry. Made-to-order parfaits, made with organic flaxseed granola, list mixed berry, blueberry, and strawberry and banana. Probiotic iced teas complete the menu. The drinks are a blend of natural probiotics and teas in flavors of vanilla black tea, wildberry hibiscus tea and lemonade green tea.

Sheridan's Lattes & Frozen Custard

Concept Positioning

Sheridan's Lattes & Frozen Custard is a quick-service frozen-dessert concept that differentiates itself from its competitors with its roughly equal emphasis on hot and cold drinks, including its namesake lattes and other specialty coffee drinks, as well as frozen custard. The chain prides itself on its attention to detail, including small things such as the use of authentic Carvel custard machines from the '50s and '60s and imported ingredients such as roasted pecans from a specialized supplier, chocolate from Africa's Ivory Coast and coffee from Nicaragua, Mexico and Ethiopia. The chain is privately held.

Units can be walkup counter-service operations in endcap or inline strip-mall sites that have no dining rooms but offer limited outdoor seating, or they can operate in larger freestanding sites with dine-in seating. Exteriors feature eye-catching neon signage, on either side of which are under-lit 3-D frozen-custard cones. A large multicolored menu board guides customers through the menu offerings. Most stores are open daily from late morning or early afternoon until 11 p.m. or later, offering onsite dining and takeout services. Most units also offer catering services.

Jim Sheridan opened the first Sheridan's Lattes & Frozen Custard in Missouri in 1998. Additional units have since followed across the country.

Menu Positioning

Sheridan's Lattes & Frozen Custard reveals its dual menu focus right in its name. Unlike many competing frozen-custard concepts, Sheridan's focuses almost equally on lattes and other specialty drinks and its signature frozen custard. Lattes come in a choice of three sizes in regular, vanilla and turtle (with caramel and hazelnut syrup) varieties. Other specialty coffee drinks include café mocha, caramel macchiato and a line of Wowieccino drinks, or espresso-based drinks blended with various syrups, ice and vanilla frozen custard. Other beverage options are smoothies and fountain drinks.

The rest of the menu is devoted to frozen custard, which is available in a choice of vanilla or chocolate flavors. Frozen custard can be ordered as part of signature or build-your-own sundaes; concretes; two-, three- or four-scoop cups or cones, takeaway pints and quarts, and pies. A popular signature sundae pairs vanilla frozen custard with strawberries, sliced bananas and hot fudge. A favorite concrete marries chocolate frozen custard with espresso and almonds. Customers can elect to create their own sundae or concrete by choosing from nearly 30 premium toppings and about eight super-premium toppings. Examples of toppings include pineapple, pretzels, wild cherries, M&Ms, rainbow sprinkles, roasted pecans and macadamia nuts. A small selection of frozen-custard pies includes cookie dough and butter pecan.

Sprinkles Cupcakes

Concept Positioning

Over the past several years, cupcake concepts have been popping up all over the country, taking after popular stores like New York City's Magnolia Bakery. Sprinkles Cupcakes was among the first concepts to capitalize on this notable trend, first creating buzz with its hip Beverly Hills-based store before branching out into other major cities across the country. Featuring its small, portable dessert in many flavors, Sprinkles established a loyal following shortly after launching its first unit.

Sprinkles' original unit is freestanding and measures 600 square feet. The sleek interior décor is minimalist is its approach, and includes dark cocoa-colored walls, white-oak cabinetry, a few wire chairs for seating and a glass-topped display case for the baked goods. Design elements, from the lighting fixtures to the food's packaging, signify a clean and modern aesthetic.

Husband-and-wife team Charles and Candace Nelson, two former investment bankers, opened Sprinkles Cupcakes in Beverly Hills, CA in spring 2005. Their cupcake bakery has experienced rapid success and growth, and today the company has seven sites in operation in cities across the U.S. Three new units are slated for the Washington, DC, area, San Diego/La Jolla metro area, and New York City through early 2011. The company has no plans to franchise its concept.

Menu Positioning

Sprinkles Cupcakes is building its concept around a simple, nostalgic product prepared with the finest ingredients, such as pure Nielsen-Massey Madagascar bourbon vanilla extract, Callebaut chocolate, all-natural fruit and rich buttermilk. Cupcakes are baked onsite every 3-4 hours. The company estimates that it sells 3,000 of its cupcakes a day. The most popular flavor and biggest seller is Red Velvet. Sprinkles also sells "shots" of their buttercream frosting. There are a total of 20 flavors, ten of which are available everyday. Select flavors are only baked on a particular day of the week. Among the assorted flavors are:

- Vanilla—Madagascar Bourbon vanilla cake, topped with creamy vanilla frosting and vanilla sprinkles
- Black & White—Belgian dark chocolate cake, topped with creamy vanilla frosting and dark chocolate sprinkles
- Strawberry—natural strawberry cake, topped with sweet strawberry frosting
- Peanut Butter Chip—chocolate chip-studded peanut butter cake, topped with peanut butter frosting and milk chocolate sprinkles
- Lemon Coconut—Madagascar Bourbon vanilla cake, topped with lemon-coconut cream cheese frosting and sweetened coconut flakes

U-SWIRL Frozen Yogurt

Concept Positioning

U-SWIRL Frozen Yogurt, in welcoming customers to its stores, tells guests that "it is up to you to swirl your ultimate creation." The chain offers a constantly changing selection of more than 16 varieties of non-fat frozen yogurt, served in a colorful, contemporary space that encourages customers to mingle and take their time. The chain bills itself as a "healthier alternative to a coffee shop hang out." With U-SWIRL International, Inc., a wholly owned subsidiary of Healthy Fast Food, Inc., at its helm, U-SWIRL Frozen Yogurt is well-suited for expansion.

U-SWIRL's design package features a mostly lime-green and periwinkle-blue color scheme with bursts of orange. Seating is provided at long, L-shaped lime-green leather booths and green-and-white chairs. Customers are invited to eat at circular orange-and-silver tables or square metal tables.

U-SWIRL Frozen Yogurt debuted in Henderson, NV, in April 2008. The company has stated its goal of having 10 stores in operation by the end of 2010. Short-term expansion plans call for three franchised stores to open in Reno, NV, in 2009 and 2010. Those stores will be operated by franchise group Galena Frozen Yogurt Company, which opened the first unit in late October 2009 and hopes to have the second operating by spring. Galena also plans to open the chain's first out-of-state unit in Sacramento, CA, in 2010, and intends to focus its expansion efforts in Western states. The chain is currently seeking other franchisees to take the concept into select states where it is qualified to sell franchises.

Menu Positioning

To offer its customers the most variety, U-SWIRL rotates its fro-yo flavors daily from a list of more than 16 varieties. Its non-fat fro-yo is also available in sugar-free and tart varieties. Guests can customize their fro-yo with an array of toppings that run the gamut from seasonal fruit and candy to cereal and nuts. Specialty toppings such as mochi rice cake are also on offer for guests with more adventurous tastes. Offerings include:

- Yogurt Flavors—Vanilla, Chocolate, Strawberry, Raspberry, Island Banana, Peach, Cookies & Cream, NY Cheese Cake, Irish Mint, Pistachio, English Toffee, Cappuccino, No Sugar Vanilla, No Sugar Chocolate, Original Tart, Mango Tart
- Fresh seasonal fruit—strawberries, blueberries, kiwi, mango, pineapple, mixed berries, etc.
- Candy—Snow Caps, Butterfinger, Snickers, Gummy Bears, etc.
- Cereal—Fruity Pebbles, Cocoa Pebbles, Captain Crunch, etc.
- Nuts—walnuts, pecans, almonds, etc.
- Miscellaneous—chocolate chips, peanut-butter chips, carob chips, brownies, rainbow sprinkles, chocolate sprinkles, mochi rice cake, coconut flakes, chocolate-covered raisins, chocolate-chip cookie dough, Oreo cookie pieces, crushed graham crackers, etc.

Yogurtini

Concept Positioning

Yogurtini is a Tempe, AZ-based fro-yo store that likens its concept to a posh martini lounge, both in name and atmosphere. In addition to offering standard fruit, cereal and nut toppings, Yogurtini differentiates itself with unusual toppings, billed as specialty items, which are not generally associated with frozen yogurt. Examples include jalapeños, lychee, espresso beans and even sriracha hot sauce. With a franchising program recently put into place, the concept is positioned for growth.

The Tempe unit operates in an endcap space in a high-traffic shopping center. Inside, the store follows a pale green color scheme. Upon entry, customers see the cups and fro-yo machines off to the left. The stainless-steel fro-yo dispensers are on a multi-colored, mosaic-style tiled wall. Along the back of the store is a lengthy toppings bar where customers fashion their fro-yo to their exact specifications. The concept features an upscale design package, complete with stenciled glass partitions and high-end light fixtures. Seating is provided via sea-foam green plastic stools and chairs at circular white tables. Limited outdoor seating is also provided. The wall space above the front entrance features the words, "SWIRL IT. TOP IT. WEIGH IT. PAY IT." The space is brightly lit by numerous windows as well as track lighting and modern suspended light fixtures.

Sisters Natasha and Chelsey Nelson established Yogurtini in their native Tempe, AZ, in late 2008. They selected the name "Yogurtini" because their concept allows customers to mix their favorite flavors, "just like a fine martini." The flagship store is located a block away from the Arizona State University Tempe campus, the school from which Chelsey graduated in 2007.

Menu Positioning

Yogurtini offers non-fat fro-yo that is gluten-free, low in sugar and low in calories. In addition, Yogurtini says that its fro-yo contains 10 times the amount of live and active cultures required by the National Yogurt Association (NYA) for certification. On top of the healthfulness of its product, the concept also prides itself on its wide array of flavors and toppings. Yogurtini usually rotates its flavors on a weekly basis (10–16 choices are offered daily), with the menu often reflecting newly created flavors, seasonal items and/or what is being requested by customers. Flavor and topping choices (totaling more than 65 different items) include the following:

- Flavors—Yogurtini Tart "The House," Vanilla, Chocolate, North Shore Pineapple, Butter Brickle, Snickerdoodle, Kahlúa, Rootbeer Float, Green Tea Tart, Lemon Sorbet, Lychee, Pistachio, Pumpkin, etc.
- Candy—Gummy Bears, Oreo cookies, Heath bars, Reese's Cups, Reese's Pieces, Snickers, Butterfingers, M&M's, Nestlé Crunch, jelly beans, Gummy Worms, Nerds, etc.
- Cereal—Fruity Pebbles, Captain Crunch, Cocoa Pebbles, Rice Krispies, corn flakes, etc.
- Fruit—strawberries, mango, raspberries, kiwi, pineapples, peaches, blackberries, etc
- Specialty/Misc. Items—jalapeños, lychee, espresso beans, sriracha hot sauce, rainbow sprinkles, chocolate chips, yogurt chips, granola, toasted almond slices, diced walnuts, Nilla Wafers, etc.

Appendix B:
Operator-Specific Demographic Profiles & Purchases

Introduction

As part of the consumer questionnaire, respondents were asked to identify which leading limited-and full-service restaurants they have purchased dessert from in the past 60 days. Appendix B provides detailed demographic profiles of those who purchase dessert at these chains to provide operators with valuable information regarding their customer base. Restaurants were chosen based on their size and their offerings.

After selected which restaurants they have visited for dessert, consumers were then asked to indicate which desserts they purchase at up to four of the chains they visit. The profiles will also show the top five desserts that consumers purchase at each restaurant.

The following restaurants are included in this Appendix:

- Applebee's Neighborhood Grill & Bar
- Baskin-Robbins
- Bob Evans
- Burger King
- Caribou Coffee
- Carl's Jr.
- Carvel Ice Cream
- Chili's Grill & bar
- Cold Stone Creamery
- Cracker Barrel
- Dairy Queen
- Denny's
- Dunkin' Donuts
- Friendly's
- Hardee's
- IHOP
- Jack in the Box
- Jamba Juice
- Krispy Kreme
- McDonald's
- Perkins
- Ruby Tuesday
- Sonic Drive-Ins
- Starbucks
- TCBY
- T.G.I. Friday's
- Tim Hortons
- Waffle House
- Wendy's

Freshëns was also included as part of Technomic's survey. However, due to a low base, Freshëns is not included in this Appendix.

Exhibit B-1:
Applebee's

Demographic Profile Skew		Overall % Purchasing Dessert
Gender	-	
Age	Females aged 18–34	
Ethnicity	Caucasian	27%
Income	-	
Region	Northeast and Midwest	

Gender and Age

Male (48%)	50%	Female (52%)	50%
18-24 (14%)	16	18-24 (12%)	18
25-34 (16%)	18	25-34 (21%)	30
35-44 (30%)	32	35-44 (20%)	18
45-54 (15%)	17	45-54 (24%)	21
55+ (25%)	17	55+ (23%)	14

Region		Income	
South (37%)	31%	<$25,000 (20%)	15%
West (18%)	16	$25,000–$34,999 (13%)	13
Northeast (22%)	27	$35,000–$49.999 (18%)	19
Midwest (23%)	26	$50,000–$74,999 (22%)	24
Ethnicity		$75–99,999 (13%)	14
Caucasian (70%)	76%	$100–$149,999 (10%)	11
African-American (12%)	7	$150k+ (3%)	4
Hispanic (12%)	12		
Asian (4%)	4		

Top Desserts Purchased

Alcoholic Beverage	49%
Cheesecake	44
Brownie	28
Cake (other)	27
Mini dessert	25

Base: 409 consumers who have purchased dessert from Applebee's in the pat 60 days and 331 consumers who were asked which items they purchase from Applebee's

Exhibit B-2:
Baskin-Robbins

Demographic Profile Skew		Overall % Purchasing Dessert
Gender	-	17%
Age	Consumers aged 18–34 and Males aged 35–44	
Ethnicity	Hispanic and Asian	
Income	$100k+	
Region	West	

Gender and Age

Male (48%)	46%	Female (52%)	54%
18-24 (14%)	18	18-24 (12%)	14
25-34 (16%)	23	25-34 (21%)	24
35-44 (30%)	37	35-44 (20%)	22
45-54 (15%)	17	45-54 (24%)	22
55+ (25%)	5	55+ (23%)	18

Region		Income	
South (37%)	29%	<$25,000 (20%)	13%
West (18%)	32	$25,000–$34,999 (13%)	13
Northeast (22%)	20	$35,000–$49.999 (18%)	16
Midwest (23%)	18	$50,000–$74,999 (22%)	21
Ethnicity		$75–99,999 (13%)	14
Caucasian (70%)	67%	$100–$149,999 (10%)	16
African-American (12%)	7	$150k+ (3%)	7
Hispanic (12%)	16		
Asian (4%)	8		

Top Desserts Purchased

Hard ice cream in a cone	62%
Hard ice cream in a bowl	46
Ice-cream cake	38
Sundae	30
Hard ice cream blended with candy	28

Base: 249 consumers who have purchased dessert from Baskin-Robbins in the pat 60 days and 191 consumers who were asked which items they purchase from Baskin-Robbins

Exhibit B-3:
Bob Evans

Demographic Profile Skew

Gender	-
Age	Consumers aged 25–34 and Males aged 35–44
Ethnicity	Caucasian
Income	$75k+
Region	Midwest

Overall % Purchasing Dessert

4%

Gender and Age

Male (48%)	48%	Female (52%)	52%
18-24 (14%)	6	18-24 (12%)	3
25-34 (16%)	38	25-34 (21%)	49
35-44 (30%)	41	35-44 (20%)	20
45-54 (15%)	6	45-54 (24%)	14
55+ (25%)	9	55+ (23%)	14

Region

South (37%)	28%
West (18%)	15
Northeast (22%)	22
Midwest (23%)	34

Ethnicity

Caucasian (70%)	81%
African-American (12%)	3
Hispanic (12%)	13
Asian (4%)	3

Income

<$25,000 (20%)	4%
$25,000–$34,999 (13%)	7
$35,000–$49.999 (18%)	16
$50,000–$74,999 (22%)	18
$75–99,999 (13%)	18
$100–$149,999 (10%)	18
$150k+ (3%)	18

Top Desserts Purchased

Pie	45%
Cake	33
Beverage (e.g. milk, juice, coffee, etc.)	30
Fruit cobbler, crumble or crisp	27
Cheesecake	24
Ice cream	24

Base: 67 consumers who have purchased dessert from Bob Evans in the pat 60 days and 33 consumers who were asked which items they purchase from Bob Evans

Exhibit B-4:
Burger King

Demographic Profile Skew		**Overall % Purchasing Dessert**
Gender	Male	
Age	Consumers aged 18–34 and Males aged 45–54	
Ethnicity	Hispanic	19%
Income	<$34,999	
Region	South	

Gender and Age

Male (48%)	54%	Female (52%)	46%
18-24 (14%)	22	18-24 (12%)	18
25-34 (16%)	24	25-34 (21%)	34
35-44 (30%)	27	35-44 (20%)	15
45-54 (15%)	19	45-54 (24%)	21
55+ (25%)	8	55+ (23%)	12

Region

South (37%)	42%
West (18%)	15
Northeast (22%)	24
Midwest (23%)	20

Ethnicity

Caucasian (70%)	64%
African-American (12%)	12
Hispanic (12%)	18
Asian (4%)	4

Income

<$25,000 (20%)	24%
$25,000–$34,999 (13%)	16
$35,000–$49.999 (18%)	19
$50,000–$74,999 (22%)	19
$75–99,999 (13%)	10
$100–$149,999 (10%)	10
$150k+ (3%)	3

Top Desserts Purchased

Milkshake/Malt/Frosty	40%
Pie	39
Cheesecake	24
Cookie	24
Slushie	15

Base: 289 consumers who have purchased dessert from Burger King in the pat 60 days and 215 consumers who were asked which items they purchase from Burger King

Exhibit B-5:
Caribou Coffee

Demographic Profile Skew		Overall % Purchasing Dessert
Gender	-	3%
Age	Consumers aged 25–34	
Ethnicity	Caucasian and Hispanic	
Income	$75k+	
Region	Midwest	

Gender and Age

Male (48%)	51%	Female (52%)	49%
18-24 (14%)	14	18-24 (12%)	14
25-34 (16%)	50	25-34 (21%)	48
35-44 (30%)	32	35-44 (20%)	14
45-54 (15%)	-	45-54 (24%)	19
55+ (25%)	5	55+ (23%)	5

Region

South (37%)	28%
West (18%)	19
Northeast (22%)	23
Midwest (23%)	30

Ethnicity

Caucasian (70%)	79%
African-American (12%)	2
Hispanic (12%)	16
Asian (4%)	2

Income

<$25,000 (20%)	9%
$25,000–$34,999 (13%)	5
$35,000–$49.999 (18%)	12
$50,000–$74,999 (22%)	16
$75–99,999 (13%)	16
$100–$149,999 (10%)	28
$150k+ (3%)	14

Top Desserts Purchased

Cappuccino, mocha or latte (cold)	54%
Cappuccino, mocha or latte (hot)	50
Brownie	50
Cookie	50
Donut	43

Base: 43 consumers who have purchased dessert from Caribou Coffee in the pat 60 days and 28 consumers who were asked which items they purchase from Caribou Coffee

Exhibit B-6:
Carl's Jr.

Demographic Profile Skew

Gender	Male
Age	Consumers aged 18–34 and Males aged 35–44
Ethnicity	Hispanic
Income	$100k+
Region	West

Overall % Purchasing Dessert

4%

Gender and Age

Male (48%)	58%	Female (52%)	42%
18-24 (14%)	18	18-24 (12%)	16
25-34 (16%)	26	25-34 (21%)	52
35-44 (30%)	35	35-44 (20%)	12
45-54 (15%)	12	45-54 (24%)	12
55+ (25%)	9	55+ (23%)	8

Region

South (37%)	14%
West (18%)	68
Northeast (22%)	14
Midwest (23%)	5

Ethnicity

Caucasian (70%)	69%
African-American (12%)	2
Hispanic (12%)	24
Asian (4%)	3

Income

<$25,000 (20%)	14%
$25,000–$34,999 (13%)	14
$35,000–$49.999 (18%)	8
$50,000–$74,999 (22%)	20
$75–99,999 (13%)	14
$100–$149,999 (10%)	24
$150k+ (3%)	7

Top Desserts Purchased

Milkshake/Malt/Frosty	52%
Cookie	30
Cheesecake	27
Pie	18
Fruit Smoothie	18

Base: 59 consumers who have purchased dessert from Carl's Jr. in the pat 60 days and 33 consumers who were asked which items they purchase from Carl's Jr.

Exhibit B-7:
Carvel Ice Cream

Demographic Profile Skew | **Overall % Purchasing Dessert**

Gender	-	
Age	Consumers aged 25–34 and Males aged 35–44	
Ethnicity	Caucasian	7%
Income	$25,000–$34,999 and $100k+	
Region	Northeast	

Gender and Age

Male (48%)	46%	Female (52%)	54%
18-24 (14%)	15	18-24 (12%)	11
25-34 (16%)	20	25-34 (21%)	41
35-44 (30%)	46	35-44 (20%)	19
45-54 (15%)	15	45-54 (24%)	15
55+ (25%)	4	55+ (23%)	15

Region

South (37%)	22%
West (18%)	12
Northeast (22%)	61
Midwest (23%)	5

Ethnicity

Caucasian (70%)	73%
African-American (12%)	7
Hispanic (12%)	13
Asian (4%)	6

Income

<$25,000 (20%)	10%
$25,000–$34,999 (13%)	16
$35,000–$49.999 (18%)	12
$50,000–$74,999 (22%)	17
$75–99,999 (13%)	15
$100–$149,999 (10%)	19
$150k+ (3%)	11

Top Desserts Purchased

Ice-cream cake	65%
Sundae	44
Soft serve or frozen yogurt in a cone	41
Hard ice cream in a bowl	39
Ice cream sandwich	36
Soft serve or frozen yogurt in a bowl	36

Base: 100 consumers who have purchased dessert from Carvel Ice Cream in the pat 60 days and 66 consumers who were asked which items they purchase from Carvel Ice Cream

Exhibit B-8:
Chili's Grill & Bar

Demographic Profile Skew

Gender	-	
Age	Consumers aged 25–24, Males aged 35–44 and Females aged 18–24	
Ethnicity	Caucasian	
Income	$50,000–$74,999 and $100–$149,999	
Region	South	

Overall % Purchasing Dessert

15%

Gender and Age

Male (48%)	49%	Female (52%)	51%
18-24 (14%)	12	18-24 (12%)	17
25-34 (16%)	21	25-34 (21%)	38
35-44 (30%)	35	35-44 (20%)	19
45-54 (15%)	13	45-54 (24%)	15
55+ (25%)	19	55+ (23%)	12

Region

South (37%)	42%
West (18%)	20
Northeast (22%)	22
Midwest (23%)	15

Ethnicity

Caucasian (70%)	73%
African-American (12%)	7
Hispanic (12%)	14
Asian (4%)	4

Income

<$25,000 (20%)	13%
$25,000–$34,999 (13%)	13
$35,000–$49.999 (18%)	14
$50,000–$74,999 (22%)	27
$75–99,999 (13%)	13
$100–$149,999 (10%)	16
$150k+ (3%)	5

Top Desserts Purchased

Alcoholic Beverage	50%
Cheesecake	36
Cake (other)	25
Pie	24
Non-alcoholic beverage	23

Base: 230 consumers who have purchased dessert from Chili's Grill & Bar in the pat 60 days and165 consumers who were asked which items they purchase from Chili's Grill & Bar

Exhibit B-9:
Cold Stone Creamery

Demographic Profile Skew

Gender	-
Age	Consumers aged 18–34
Ethnicity	Caucasian and Asian
Income	$100–$149,999
Region	West and Midwest

Overall % Purchasing Dessert

13%

Gender and Age

Male (48%)	50%	Female (52%)	50%
18-24 (14%)	25	18-24 (12%)	24
25-34 (16%)	25	25-34 (21%)	29
35-44 (30%)	30	35-44 (20%)	15
45-54 (15%)	15	45-54 (24%)	17
55+ (25%)	4	55+ (23%)	14

Region

South (37%)	25%
West (18%)	25
Northeast (22%)	23
Midwest (23%)	27

Ethnicity

Caucasian (70%)	74%
African-American (12%)	5
Hispanic (12%)	12
Asian (4%)	7

Income

<$25,000 (20%)	14%
$25,000–$34,999 (13%)	11
$35,000–$49.999 (18%)	16
$50,000–$74,999 (22%)	22
$75–99,999 (13%)	14
$100–$149,999 (10%)	19
$150k+ (3%)	5

Top Desserts Purchased

Hard ice cream blended with candy	66%
Hard ice cream in a cone	51
Hard ice cream in a bowl	46
Sundae	25
Shake or malt	23

Base: 198 consumers who have purchased dessert from Cold Stone Creamery in the pat 60 days and151 consumers who were asked which items they purchase from Cold Stone Creamery

Exhibit B-10:
Cracker Barrel

Demographic Profile Skew

Gender	Female
Age	Consumers aged 25–34 and Males aged 45–54
Ethnicity	Caucasian
Income	$150k+
Region	Midwest

Overall % Purchasing Dessert

8%

Gender and Age

Male (48%)	45%	Female (52%)	55%
18-24 (14%)	12	18-24 (12%)	13
25-34 (16%)	19	25-34 (21%)	37
35-44 (30%)	29	35-44 (20%)	17
45-54 (15%)	19	45-54 (24%)	11
55+ (25%)	21	55+ (23%)	22

Region

South (37%)	37%
West (18%)	13
Northeast (22%)	23
Midwest (23%)	26

Ethnicity

Caucasian (70%)	77%
African-American (12%)	3
Hispanic (12%)	14
Asian (4%)	5

Income

<$25,000 (20%)	17%
$25,000–$34,999 (13%)	11
$35,000–$49.999 (18%)	16
$50,000–$74,999 (22%)	23
$75–99,999 (13%)	15
$100–$149,999 (10%)	11
$150k+ (3%)	8

Top Desserts Purchased

Fruit cobbler, crumble or crisp	57%
Pie	36
Beverage (e.g. milk, juice, coffee, etc.)	36
Cheesecake	36
Brownie	25

Base: 115 consumers who have purchased dessert from Cracker Barrel in the pat 60 days and77 consumers who were asked which items they purchase from Cracker Barrel

Exhibit B-11:
Dairy Queen

Demographic Profile Skew

Gender	-
Age	Males aged 35–54 and Females aged 18–24 and 45–54
Ethnicity	Caucasian
Income	$100–$149,999
Region	Midwest

Overall % Purchasing Dessert

35%

Gender and Age

Male (48%)	47%	Female (52%)	53%
18-24 (14%)	16	18-24 (12%)	17
25-34 (16%)	17	25-34 (21%)	22
35-44 (30%)	33	35-44 (20%)	17
45-54 (15%)	19	45-54 (24%)	27
55+ (25%)	16	55+ (23%)	17

Region

South (37%)	36%
West (18%)	15
Northeast (22%)	17
Midwest (23%)	32

Ethnicity

Caucasian (70%)	76%
African-American (12%)	7
Hispanic (12%)	13
Asian (4%)	3

Income

<$25,000 (20%)	17%
$25,000–$34,999 (13%)	13
$35,000–$49.999 (18%)	17
$50,000–$74,999 (22%)	24
$75–99,999 (13%)	12
$100–$149,999 (10%)	15
$150k+ (3%)	3

Top Desserts Purchased

Sundae	50%
Shake or malt	39
Hard ice cream blended with candy	31
Soft serve or frozen yogurt blended with candy	29
Soft serve or frozen yogurt in a cone	29

Base: 519 consumers who have purchased dessert from Dairy Queen in the pat 60 days and424 consumers who were asked which items they purchase from Dairy Queen

Exhibit B-12:
Denny's

Demographic Profile Skew

Gender	Male
Age	Consumers aged 25–34 and Females aged 18–24
Ethnicity	Asian and Hispanic
Income	$100–$149,999
Region	West

Overall % Purchasing Dessert

11%

Gender and Age

Male (48%)	52%	Female (52%)	48%
18-24 (14%)	14	18-24 (12%)	17
25-34 (16%)	26	25-34 (21%)	36
35-44 (30%)	29	35-44 (20%)	12
45-54 (15%)	17	45-54 (24%)	15
55+ (25%)	14	55+ (23%)	21

Region

South (37%)	36%
West (18%)	26
Northeast (22%)	18
Midwest (23%)	20

Ethnicity

Caucasian (70%)	61%
African-American (12%)	8
Hispanic (12%)	20
Asian (4%)	9

Income

<$25,000 (20%)	22%
$25,000–$34,999 (13%)	15
$35,000–$49.999 (18%)	18
$50,000–$74,999 (22%)	16
$75–99,999 (13%)	11
$100–$149,999 (10%)	14
$150k+ (3%)	4

Top Desserts Purchased

Beverage (e.g. milk, juice, coffee, etc.)	45%
Pie	39
Cake	38
Banana Split	29
Ice cream	28
Milkshake/Malt	28

Base: 164 consumers who have purchased dessert from Denny's in the pat 60 days an 114 consumers who were asked which items they purchase from Denny's

Exhibit B-13:
Dunkin' Donuts

Demographic Profile Skew

Gender	Male
Age	Consumers aged 25–34 and Males aged 45–24
Ethnicity	Hispanic
Income	$25,000–$34,999 and $100–$149,999
Region	Northeast

Overall % Purchasing Dessert

22%

Gender and Age

Male (48%)	53%	Female (52%)	47%
18-24 (14%)	11	18-24 (12%)	13
25-34 (16%)	22	25-34 (21%)	29
35-44 (30%)	30	35-44 (20%)	21
45-54 (15%)	19	45-54 (24%)	19
55+ (25%)	18	55+ (23%)	18

Region

South (37%)	31%
West (18%)	11
Northeast (22%)	41
Midwest (23%)	18

Ethnicity

Caucasian (70%)	71%
African-American (12%)	8
Hispanic (12%)	15
Asian (4%)	4

Income

<$25,000 (20%)	14%
$25,000–$34,999 (13%)	17
$35,000–$49.999 (18%)	17
$50,000–$74,999 (22%)	22
$75–99,999 (13%)	12
$100–$149,999 (10%)	13
$150k+ (3%)	5

Top Desserts Purchased

Donut	81%
Hot coffee	40
Muffin	33
Iced coffee	20
Hot chocolate	19
Cappuccino, mocha or latte (cold)	19

Base: 334 consumers who have purchased dessert from Dunkin' Donuts in the pat 60 days and 270 consumers who were asked which items they purchase from Dunkin' Donuts

Exhibit B-14:
Friendly's

Demographic Profile Skew		Overall % Purchasing Dessert
Gender	-	
Age	Consumers aged 25–34 and Males aged 35–54	
Ethnicity	Caucasian	9%
Income	$50k+	
Region	Northeast	

Gender and Age

Male (48%)	50%	Female (52%)	50%
18-24 (14%)	8	18-24 (12%)	14
25-34 (16%)	19	25-34 (21%)	29
35-44 (30%)	36	35-44 (20%)	18
45-54 (15%)	23	45-54 (24%)	18
55+ (25%)	14	55+ (23%)	20

Region

South (37%)	18%
West (18%)	8
Northeast (22%)	71
Midwest (23%)	3

Ethnicity

Caucasian (70%)	84%
African-American (12%)	5
Hispanic (12%)	6
Asian (4%)	5

Income

<$25,000 (20%)	9%
$25,000–$34,999 (13%)	9
$35,000–$49.999 (18%)	13
$50,000–$74,999 (22%)	26
$75–99,999 (13%)	18
$100–$149,999 (10%)	16
$150k+ (3%)	10

Top Desserts Purchased

Sundae	50%
Ice Cream	47
Milkshake/Malt	39
Banana Split	34
Hard ice cream in a bowl	31

Base: 129 consumers who have purchased dessert from Friendly's in the pat 60 days and 96 consumers who were asked which items hey purchase from Friendly's

Exhibit B-15:
Hardee's

Demographic Profile Skew

Gender	-
Age	Consumers aged 25–34 and Males aged 35–44
Ethnicity	Caucasian
Income	$100k+
Region	South

Overall % Purchasing Dessert

4%

Gender and Age

Male (48%)	48%	Female (52%)	52%
18-24 (14%)	14	18-24 (12%)	6
25-34 (16%)	28	25-34 (21%)	39
35-44 (30%)	41	35-44 (20%)	19
45-54 (15%)	10	45-54 (24%)	19
55+ (25%)	7	55+ (23%)	16

Region

South (37%)	45%
West (18%)	12
Northeast (22%)	22
Midwest (23%)	22

Ethnicity

Caucasian (70%)	77%
African-American (12%)	12
Hispanic (12%)	7
Asian (4%)	5

Income

<$25,000 (20%)	20%
$25,000–$34,999 (13%)	10
$35,000–$49.999 (18%)	18
$50,000–$74,999 (22%)	20
$75–99,999 (13%)	10
$100–$149,999 (10%)	15
$150k+ (3%)	7

Top Desserts Purchased

Milkshake/Malt/Frosty	53%
Cookie	44
Hard ice cream cone	38
Smoothie	35
Pie	32

Base: 60 consumers who have purchased dessert from Hardee's at 60 days and 34 consumers who were asked which items they purchase from Hardee's

Exhibit B-16:
IHOP

Demographic Profile Skew		Overall % Purchasing Dessert
Gender	-	
Age	Consumers aged 25–34 and Males aged 18–24	
Ethnicity	Asian and Hispanic	11%
Income	\$25,000–\$34,999 and \$75–99,999	
Region	South and West	

Gender and Age

Male (48%)	49%	Female (52%)	51%
18-24 (14%)	19	18-24 (12%)	13
25-34 (16%)	25	25-34 (21%)	27
35-44 (30%)	26	35-44 (20%)	22
45-54 (15%)	14	45-54 (24%)	16
55+ (25%)	17	55+ (23%)	21

Region		Income	
South (37%)	40%	<\$25,000 (20%)	18%
West (18%)	27	\$25,000–\$34,999 (13%)	17
Northeast (22%)	16	\$35,000–\$49.999 (18%)	19
Midwest (23%)	18	\$50,000–\$74,999 (22%)	18
Ethnicity		\$75–99,999 (13%)	16
Caucasian (70%)	58%	\$100–\$149,999 (10%)	10
African-American (12%)	10	\$150k+ (3%)	2
Hispanic (12%)	25		
Asian (4%)	7		

Top Desserts Purchased

Beverage (e.g. milk, juice, coffee, etc.)	36%
Cheesecake	30
Crêpe	25
Banana split	23
Cinnamon roll	23
Pie	23
Sundae	23

Base: 166 consumers who have purchased dessert from IHOP in the pat 60 days and106 consumers who were asked which items they purchase from IHOP

Exhibit B-17:
Jack in the Box

Demographic Profile Skew

Gender	-
Age	Consumers aged 25–34, Males aged 45–54 and Females aged 18–24
Ethnicity	Hispanic
Income	<$25,000 and $100–$149,999
Region	West

Overall % Purchasing Dessert

6%

Gender and Age

Male (48%)	49%	Female (52%)	51%
18-24 (14%)	12	18-24 (12%)	23
25-34 (16%)	21	25-34 (21%)	37
35-44 (30%)	31	35-44 (20%)	7
45-54 (15%)	24	45-54 (24%)	19
55+ (25%)	12	55+ (23%)	14

Region

South (37%)	34%
West (18%)	48
Northeast (22%)	9
Midwest (23%)	8

Ethnicity

Caucasian (70%)	59%
African-American (12%)	4
Hispanic (12%)	33
Asian (4%)	1

Income

<$25,000 (20%)	29%
$25,000–$34,999 (13%)	12
$35,000–$49.999 (18%)	9
$50,000–$74,999 (22%)	24
$75–99,999 (13%)	7
$100–$149,999 (10%)	16
$150k+ (3%)	2

Top Desserts Purchased

Milkshake/Malt/Frosty	41%
Cheesecake	25
Fruit Smoothie	24
Pie	20
Smoothie	18

Base: 85 consumers who have purchased dessert from Jack in the Box in the pat 60 days and 51 consumers who were asked which items they purchase from Jack in the Box

Exhibit B-18:
Jamba Juice

Demographic Profile Skew

Gender	Female
Age	Consumers aged 18–34 and Males aged 35–44
Ethnicity	Asian and Hispanic
Income	$100k+
Region	West

Overall % Purchasing Dessert

5%

Gender and Age

Male (48%)	39%	Female (52%)	61%
18-24 (14%)	19	18-24 (12%)	19
25-34 (16%)	30	25-34 (21%)	52
35-44 (30%)	37	35-44 (20%)	14
45-54 (15%)	11	45-54 (24%)	10
55+ (25%)	4	55+ (23%)	5

Region

South (37%)	23%
West (18%)	51
Northeast (22%)	14
Midwest (23%)	12

Ethnicity

Caucasian (70%)	55%
African-American (12%)	3
Hispanic (12%)	25
Asian (4%)	16

Income

<$25,000 (20%)	17%
$25,000–$34,999 (13%)	12
$35,000–$49.999 (18%)	4
$50,000–$74,999 (22%)	23
$75–99,999 (13%)	9
$100–$149,999 (10%)	28
$150k+ (3%)	7

Top Desserts Purchased

Smoothie	71%
Juice	41
Frozen/ice-blended coffee beverage	20
Fruit	20
Muffin	17

Base: 69 consumers who have purchased dessert from Jamba juice in the pat 60 days and 41 consumers who were asked which items they purchase from Jamba juice

Exhibit B-19:
Krispy Kreme

Demographic Profile Skew

Gender	-
Age	Males aged 18–44 and Females aged 25–34 and 45–54
Ethnicity	Caucasian
Income	$150k+
Region	South

Overall % Purchasing Dessert

9%

Gender and Age

Male (48%)	49%	Female (52%)	51%
18-24 (14%)	20	18-24 (12%)	10
25-34 (16%)	22	25-34 (21%)	30
35-44 (30%)	35	35-44 (20%)	18
45-54 (15%)	12	45-54 (24%)	27
55+ (25%)	12	55+ (23%)	15

Region

South (37%)	51%
West (18%)	16
Northeast (22%)	16
Midwest (23%)	16

Ethnicity

Caucasian (70%)	73%
African-American (12%)	12
Hispanic (12%)	9
Asian (4%)	4

Income

<$25,000 (20%)	19%
$25,000–$34,999 (13%)	9
$35,000–$49.999 (18%)	19
$50,000–$74,999 (22%)	21
$75–99,999 (13%)	13
$100–$149,999 (10%)	9
$150k+ (3%)	9

Top Desserts Purchased

Donut	90%
Hot coffee	27
Danish	17
Cinnamon roll	15
Muffin	15

Base: 140 consumers who have purchased dessert from Krispy Kreme in the pat 60 days and100 consumers who were asked which items they purchase from Krispy Kreme

Exhibit B-20:
McDonald's

Demographic Profile Skew

		Overall % Purchasing Dessert
Gender	-	
Age	Females aged 18–34 and Males aged 35–44	
Ethnicity	-	45%
Income	-	
Region	-	

Gender and Age

Male (48%)	47%	Female (52%)	53%
18-24 (14%)	16	18-24 (12%)	15
25-34 (16%)	18	25-34 (21%)	27
35-44 (30%)	34	35-44 (20%)	18
45-54 (15%)	15	45-54 (24%)	20
55+ (25%)	15	55+ (23%)	20

Region		Income	
South (37%)	39%	<$25,000 (20%)	18%
West (18%)	16	$25,000–$34,999 (13%)	15
Northeast (22%)	20	$35,000–$49.999 (18%)	17
Midwest (23%)	25	$50,000–$74,999 (22%)	23
Ethnicity		$75–99,999 (13%)	11
Caucasian (70%)	70%	$100–$149,999 (10%)	12
African-American (12%)	10	$150k+ (3%)	4
Hispanic (12%)	14		
Asian (4%)	4		

Top Desserts Purchased

Milkshake/Malt/Frosty	42%
Sundae	37
Soft serve cone	36
Cookie	29
Pie	28

Base: 682 consumers who have purchased dessert from McDonald's in the pat 60 days and 570 consumers who were asked which items they purchase from McDonald's

Exhibit B-21:
Perkins

Demographic Profile Skew

Gender	Female
Age	Consumers aged 25–34 and Females aged 35–44
Ethnicity	Asian and Caucasian
Income	$100k+
Region	Midwest and Northeast

Overall % Purchasing Dessert

3%

Gender and Age

Male (48%)	37%	Female (52%)	63%
18-24 (14%)	16	18-24 (12%)	12
25-34 (16%)	32	25-34 (21%)	41
35-44 (30%)	32	35-44 (20%)	28
45-54 (15%)	5	45-54 (24%)	6
55+ (25%)	16	55+ (23%)	12

Region

South (37%)	27%
West (18%)	18
Northeast (22%)	25
Midwest (23%)	29

Ethnicity

Caucasian (70%)	76%
African-American (12%)	2
Hispanic (12%)	12
Asian (4%)	8

Income

<$25,000 (20%)	10%
$25,000–$34,999 (13%)	12
$35,000–$49.999 (18%)	20
$50,000–$74,999 (22%)	8
$75–99,999 (13%)	14
$100–$149,999 (10%)	22
$150k+ (3%)	16

Top Desserts Purchased

Pie	48%
Beverage (e.g. milk, juice, coffee, etc.)	31
Brownie	31
Cookie	31
Hard ice cream cone	31
Hard ice cream in a bowl	31

Base: 51 consumers who have purchased dessert from Perkins in the pat 60 days and29 consumers who were asked which items they purchase from Perkins

Exhibit B-22:
Ruby Tuesday

Demographic Profile Skew

Gender	Male
Age	Consumers aged 25–34 and Males aged 45–54
Ethnicity	Caucasian
Income	$100k+
Region	Northeast and South

Overall % Purchasing Dessert

8%

Gender and Age

Male (48%)	53%	Female (52%)	47%
18-24 (14%)	9	18-24 (12%)	12
25-34 (16%)	27	25-34 (21%)	29
35-44 (30%)	27	35-44 (20%)	17
45-54 (15%)	20	45-54 (24%)	17
55+ (25%)	17	55+ (23%)	25

Region

South (37%)	41%
West (18%)	10
Northeast (22%)	28
Midwest (23%)	22

Ethnicity

Caucasian (70%)	77%
African-American (12%)	6
Hispanic (12%)	13
Asian (4%)	4

Income

<$25,000 (20%)	11%
$25,000–$34,999 (13%)	10
$35,000–$49.999 (18%)	19
$50,000–$74,999 (22%)	23
$75–99,999 (13%)	13
$100–$149,999 (10%)	15
$150k+ (3%)	9

Top Desserts Purchased

Alcoholic beverage	38%
Cheesecake	32
Cake (other)	32
Pie	30
Non-alcoholic beverage	29

Base: 125 consumers who have purchased dessert from Ruby Tuesday in the pat 60 days and73 consumers who were asked which items they purchase from Ruby Tuesday

Exhibit B-23:
Sonic Drive-Ins

Demographic Profile Skew		Overall % Purchasing Dessert
Gender	-	
Age	Consumers aged 18–34 and Males aged 35–44	
Ethnicity	Caucasian	15%
Income	$35,000–$49.999	
Region	South and West	

Gender and Age

Male (48%)	46%	Female (52%)	54%
18-24 (14%)	18	18-24 (12%)	20
25-34 (16%)	25	25-34 (21%)	34
35-44 (30%)	35	35-44 (20%)	12
45-54 (15%)	12	45-54 (24%)	23
55+ (25%)	10	55+ (23%)	12

Region		Income	
South (37%)	50%	<$25,000 (20%)	17%
West (18%)	22	$25,000–$34,999 (13%)	14
Northeast (22%)	11	$35,000–$49.999 (18%)	22
Midwest (23%)	17	$50,000–$74,999 (22%)	22
Ethnicity		$75–99,999 (13%)	11
Caucasian (70%)	73%	$100–$149,999 (10%)	11
African-American (12%)	9	$150k+ (3%)	4
Hispanic (12%)	14		
Asian (4%)	2		

Top Desserts Purchased

Milkshake/Malt/Frosty	56%
Sundae	41
Float	34
Slushie	32
Fruit smoothie	29

Base: 225 consumers who have purchased dessert from Sonic Drive-Ins in the pat 60 days and171 consumers who were asked which items they purchase from Sonic Drive-Ins

Exhibit B-24:
Starbucks

Demographic Profile Skew

Gender	Female
Age	Consumers aged 25–34 and Females aged 18–24
Ethnicity	Hispanic
Income	$100–$149,999
Region	West

Overall % Purchasing Dessert

17%

Gender and Age

Male (48%)	43%	Female (52%)	57%
18-24 (14%)	13	18-24 (12%)	18
25-34 (16%)	28	25-34 (21%)	37
35-44 (30%)	32	35-44 (20%)	16
45-54 (15%)	17	45-54 (24%)	15
55+ (25%)	10	55+ (23%)	14

Region

South (37%)	35%
West (18%)	27
Northeast (22%)	20
Midwest (23%)	18

Ethnicity

Caucasian (70%)	67%
African-American (12%)	5
Hispanic (12%)	22
Asian (4%)	5

Income

<$25,000 (20%)	17%
$25,000–$34,999 (13%)	13
$35,000–$49.999 (18%)	13
$50,000–$74,999 (22%)	24
$75–99,999 (13%)	11
$100–$149,999 (10%)	17
$150k+ (3%)	5

Top Desserts Purchased

Cappuccino, mocha or latte (cold)	49%
Cappuccino, mocha or latte (hot)	45
Hot coffee	41
Frozen/ice-blended coffee beverage	40
Cookie	37

Base: 254 consumers who have purchased dessert from Starbucks in the pat 60 days and182 consumers who were asked which items they purchase from Starbucks

Exhibit B-25:
T.G.I. Friday's

Demographic Profile Skew

Gender	Male
Age	Males aged 25–44 and Females aged 18–34
Ethnicity	Asian
Income	$50k+
Region	Northeast

Overall % Purchasing Dessert

15%

Gender and Age

Male (48%)	54%	Female (52%)	46%
18-24 (14%)	12	18-24 (12%)	15
25-34 (16%)	19	25-34 (21%)	37
35-44 (30%)	35	35-44 (20%)	16
45-54 (15%)	17	45-54 (24%)	16
55+ (25%)	17	55+ (23%)	16

Region

South (37%)	33%
West (18%)	16
Northeast (22%)	30
Midwest (23%)	21

Ethnicity

Caucasian (70%)	70%
African-American (12%)	8
Hispanic (12%)	14
Asian (4%)	7

Income

<$25,000 (20%)	11%
$25,000–$34,999 (13%)	7
$35,000–$49.999 (18%)	16
$50,000–$74,999 (22%)	26
$75–99,999 (13%)	16
$100–$149,999 (10%)	18
$150k+ (3%)	6

Top Desserts Purchased

Alcoholic beverage	44%
Cheesecake	39
Cake (other)	30
Layer cake	29
Pie	27

Base: 218 consumers who have purchased dessert from T.G.I. Friday's in the pat 60 days and147 consumers who were asked which items they purchase from T.G.I. Friday's

Exhibit B-26:
TCBY

Demographic Profile Skew

Gender	-
Age	Consumers aged 18–34 and Males aged 35–44
Ethnicity	Hispanic
Income	$100k+
Region	Northeast

Overall % Purchasing Dessert

3%

Gender and Age

Male (48%)	47%	Female (52%)	53%
18-24 (14%)	25	18-24 (12%)	17
25-34 (16%)	40	25-34 (21%)	39
35-44 (30%)	35	35-44 (20%)	9
45-54 (15%)	-	45-54 (24%)	13
55+ (25%)	-	55+ (23%)	22

Region

South (37%)	35%
West (18%)	12
Northeast (22%)	30
Midwest (23%)	23

Ethnicity

Caucasian (70%)	70%
African-American (12%)	7
Hispanic (12%)	19
Asian (4%)	5

Income

<$25,000 (20%)	21%
$25,000–$34,999 (13%)	7
$35,000–$49.999 (18%)	9
$50,000–$74,999 (22%)	12
$75–99,999 (13%)	12
$100–$149,999 (10%)	23
$150k+ (3%)	16

Top Desserts Purchased

Soft serve or frozen yogurt in a cone	50%
Soft serve or frozen yogurt in a bowl	40
Lowfat frozen yogurt	40
Hard ice cream in a bowl	35
Baked goods, ice-cream cake, shake or malt, soft serve or frozen yogurt blended with candy and sundae	30

Base: 43 consumers who have purchased dessert from TCBY in the pat 60 days and20 consumers who were asked which items they purchase from TCBY

Exhibit B-27:
Tim Hortons

Demographic Profile Skew		**Overall % Purchasing Dessert**
Gender	Male	
Age	Consumers aged 25–34 and Females aged 45–54	
Ethnicity	Asian	3%
Income	\$35,000–\$49.999 and \$75–149,999	
Region	Midwest and Northeast	

Gender and Age

Male (48%)	53%	Female (52%)	47%
18-24 (14%)	15	18-24 (12%)	11
25-34 (16%)	35	25-34 (21%)	39
35-44 (30%)	30	35-44 (20%)	6
45-54 (15%)	15	45-54 (24%)	33
55+ (25%)	5	55+ (23%)	11

Region		**Income**	
South (37%)	11%	<\$25,000 (20%)	13%
West (18%)	13	\$25,000–\$34,999 (13%)	13
Northeast (22%)	42	\$35,000–\$49.999 (18%)	21
Midwest (23%)	34	\$50,000–\$74,999 (22%)	13
Ethnicity		\$75–99,999 (13%)	16
Caucasian (70%)	71%	\$100–\$149,999 (10%)	18
African-American (12%)	5	\$150k+ (3%)	5
Hispanic (12%)	13		
Asian (4%)	8		

Top Desserts Purchased

Donut	52%
Hot coffee	43
Muffin	39
Hot chocolate	35
Cappuccino, mocha or latte (cold), cinnamon roll, cookie, frozen coffee beverage and yogurt	22

Base: 38 consumers who have purchased dessert from Tim Hortons in the pat 60 days and23 consumers who were asked which items they purchase from Tim Hortons

Exhibit B-28:
Waffle House

Demographic Profile Skew		Overall % Purchasing Dessert
Gender	Male	4%
Age	Consumers aged 18–34	
Ethnicity	Hispanic	
Income	$25,000–$34,999 and $100–$149,999	
Region	Northeast and South	

Gender and Age

Male (48%)	53%	Female (52%)	47%
18-24 (14%)	23	18-24 (12%)	19
25-34 (16%)	33	25-34 (21%)	41
35-44 (30%)	23	35-44 (20%)	4
45-54 (15%)	3	45-54 (24%)	19
55+ (25%)	17	55+ (23%)	19

Region		Income	
South (37%)	42%	<$25,000 (20%)	14%
West (18%)	16	$25,000–$34,999 (13%)	19
Northeast (22%)	26	$35,000–$49.999 (18%)	12
Midwest (23%)	16	$50,000–$74,999 (22%)	16
Ethnicity		$75–99,999 (13%)	11
Caucasian (70%)	70%	$100–$149,999 (10%)	23
African-American (12%)	9	$150k+ (3%)	5
Hispanic (12%)	16		
Asian (4%)	4		

Top Desserts Purchased

Beverage (e.g. milk, juice, coffee, etc.)	50%
Pie	42
Ice cream	35
Fruit cobbler, crumble or crisp	35
Cheesecake	35

Base: 57 consumers who have purchased dessert from Waffle House in the pat 60 days and26 consumers who were asked which items they purchase from Waffle House

Exhibit B-29:
Wendy's

Demographic Profile Skew

Gender	-
Age	Consumer aged 18-24 Males aged 35-44
Ethnicity	-
Income	$100–$149,999
Region	Midwest

Overall % Purchasing Dessert

21%

Gender and Age

Male (48%)	49%	Female (52)	51%
18-24 (14%)	21	18-24 (12%)	18
25-34 (16%)	21	25-34 (21%)	28
35-44 (30%)	36	35-44 (20%)	16
45-54 (15%)	13	45-54 (24%)	22
55+ (25%)	10	55+ (23%)	16

Region

South (37%)	37%
West (18%)	16
Northeast (22%)	19
Midwest (23%)	28

Ethnicity

Caucasian (70%)	70%
African-American (12%)	12
Hispanic (12%)	13
Asian (4%)	3

Income

<$25,000 (20%)	21%
$25,000–$34,999 (13%)	14
$35,000–$49.999 (18%)	16
$50,000–$74,999 (22%)	23
$75–99,999 (13%)	11
$100–$149,999 (10%)	13
$150k+ (3%)	2

Top Desserts Purchased

Milkshake/Malt/Frosty	76%
Float	13
Cookie	12
Hard ice cream cone	11
Soft serve cone	11
Soft serve ice cream mixed with candy	11
Soft serve in a bowl	11

Base: 310 consumers who have purchased dessert from Wendy's in the pat 60 days and 245 consumers who were asked which items they purchase from Wendy's

Appendix C: Consumer Survey

Dessert Consumer Trend Report

Consumer Survey—August 2010

Technomic, a national market research firm specializing in food and restaurants, is conducting this survey. Our survey today covers several topics about the food you eat and restaurants you visit. The questionnaire will take approximately 15-20 minutes to complete. We very much appreciate your willingness to participate.

First, we have just a few questions for classification purposes only…

A. Please indicate your age. _____

B. Please indicate your gender:
- Male
- Female

U.S. Ethnicity

C. Which of the following best describes your ethnic background?
- Asian
- Black/African American
- Caucasian (non-Hispanic)
- Hispanic
- Other

Canada Ethnicity

D. Which of the following best describes your mother tongue, that is, the language you first learned as a child and still understand? Choose one.
- English
- French
- An aboriginal language
- A Chinese language (eg. Cantonese, Mandarin, Taiwanese, other Chinese)
- A South Asian language (eg. Gujrati, Hindi, Punjabi, Urdu, other South Asian)
- Other Asian language (eg. Cambodian, Japanese, Korean, Malaysian, Persian (Farsi), Tagalog (Filipino), Thai, Vietnamese, other Asian)
- Dutch
- German
- Greek
- Italian
- Norwegian
- Polish
- Portuguese
- Russian
- Spanish
- Swedish
- Ukrainian
- Other European
- Arabic
- African languages
- Hebrew

- Other
- Don't Know

E. Do you live in the United States or Canada?
  - United States (GO TO QF)
  - Canada (GO TO QG)

F. In which state do you live?
DROP DOWN MENU OF 50 STATES

G. In which Canadian Province/Territory do you live?
  - Alberta
  - British Columbia
  - Manitoba
  - New Brunswick
  - Newfoundland & Labrador
  - Northwest Territory
  - Nova Scotia
  - Nunavut Territory
  - Ontario
  - P.E.I.
  - Quebec
  - Saskatchewan
  - Yukon Territory

H. What is your zip code?

I. How often do you order food from a restaurant and either eat it at the restaurant, have it delivered or pick it up at the restaurant to eat it elsewhere?
  - Once a day or more often
  - 2–6 days per week
  - Once a week
  - Once every 2-3 weeks
  - Once a month
  - Once every 1–3 months
  - Longer than every 3 months
  - Never (TERMINATE)

1. What is your definition of a "dessert"? (Please select all that you would include in your definition) Desserts include…

   ROTATE

   a. Anything sweet eaten immediately or shortly after either lunch or dinner
   b. A sweet but healthy item, such as fruit, eaten after a meal
   c. Traditional desserts such as cookies, pie, cakes, etc.
   d. Sweet beverages immediately following a meal
   e. Non-sweet beverages immediately following a meal
   f. Non-sweet indulgent items, such as fancy cheeses, consumed immediately or shortly following a meal
   g. Any sweet food item consumed at any time
   h. Any sweet beverage consumed at any time

For the remainder of this survey, please only answer questions based on “dessert” items you consume either immediately or shortly following a meal.

2. I eat desserts after a meal…..
   a. Very frequently (twice a week or more)
   b. Often (at least once a week)
   c. Once in awhile (once every 2-3 weeks)
   d. Rarely (once a month or longer)
   e. Never (TAKE TO NEXT THEN TERMINATE)

IF “E” IN Q3

3. Why do you NEVER eat desserts?
   a. Diet/health reasons
   b. Desserts are unhealthy
   c. Don’t like desserts/sweets
   d. All desserts are poor quality
   e. Desserts cost too much money
   f. Usually too full from my meal
   g. Other (please specify):

TERMINATE

4. How often do consume food or beverage that you consider to be a dessert for the following occasions?

	More than once per week	**Once per week**	**Once every 2–3 weeks**	**Once a month**	**Less often than once/month**	**Never**
As a mid-morning snack (after breakfast but before lunch)						
After lunch						
As a mid-afternoon snack (after lunch but before dinner)						
After dinner						
As a mid-evening snack (later in the evening after dinner)						
As a late-night snack (before bedtime)						

5. How important are each of the following factors when deciding what to order/purchase as a dessert at a restaurant or other foodservice location?

ROTATE

	1 – Not important at all	**2**	**3**	**4**	**5**	**6 – Extremely Important**
It is offered at an affordable price						
It is prepared fresh						
It can be prepared and served quickly						
The place I purchase the item from is in a convenient location						
It is a signature item that I cannot purchase elsewhere						
It is served hot						
It is served cold						

It is high in quality						
It is healthy						
I can share it with other members of my dining party						
It is something new or unique that I have never tried						
I can't easily make it at home						
It has a favorite ingredient						
The portion is just the right size to satisfy my sweet tooth after a meal						

6. Please indicate how often you consume the following cookies, brownies and other baked desserts. This includes all of these items that you either purchase from a restaurant, grocery or other retail store, or make at home.

Cookies/Brownies/Other Baked Desserts					
	Twice a month or more	**Once a month**	**Every 1-3 months**	**Every 3 months or longer**	**Never**
Biscotti					
Brownie (without nuts)					
Brownie with nuts					
Chocolate cookie					
Chocolate chip cookie					
Dessert/cookie bar					
Donuts					
M&M cookie					
Muffin					
Oatmeal chocolate chip cookie					
Oatmeal raisin cookie					
Peanut butter cookie					
Scone					
Shortbread cookie					
Sugar cookie (frosted)					
Sugar cookie (plain)					
White chocolate macadamia nut cookie					

7. Please indicate how often you consume the following cakes. This includes all of these items you either purchase from a restaurant, grocery or other retail store, or make at home.

Cakes					
	Twice a month or more	**Once a month**	**Every 1-3 months**	**Every 3 months or longer**	**Never**
Angel food cake					
Black forest cake					
Carrot cake					

Cheesecake (plain)					
Chocolate cake					
Coconut cake					
Coffee cake					
Cupcake					
Fruit cheesecake (i.e. strawberry)					
Ice-Cream Cake					
Other cheesecake (w/ chocolate, caramel, candies, etc.)					
Pound cake					
Red velvet cake					
Strawberry shortcake					
Torte					
Vanilla cake					

8. Please indicate how often you consume the following pies and cobblers. This includes all of these items you either purchase from a restaurant, grocery or other retail store, or make at home.

Pies/Cobblers					
	Twice a month or more	**Once a month**	**Every 1-3 months**	**Every 3 months or longer**	**Never**
Apple pie					
Banana cream pie					
Blueberry pie					
Cherry pie					
Dessert pizza pie					
Fruit cobbler					
Key lime pie					
Lemon meringue pie					
Peanut butter pie					
Pecan pie					
Pumpkin pie					
Strawberry pie					

9. Please indicate how often you consume the following ice cream, sorbet or frozen yogurt items. This includes all of these items you either purchase from a restaurant, grocery or other retail store, or make at home.

Ice Cream/Sorbet/Frozen Yogurt					
	Twice a month or more	**Once a month**	**Every 1-3 months**	**Every 3 months or longer**	**Never**
Banana split					
Chocolate ice cream					
Cookie dough ice cream					

Gelato (Italian ice cream)					
Traditional/soft serve frozen yogurt					
Korean-style/tart frozen yogurt					
Ice cream with candy (i.e. Oreo, Reeses, etc.)					
Ice cream sundae					
Milkshake/malt					
Mint chocolate chip ice cream					
Sorbet					
Vanilla ice cream					

10. Please indicate how often you consume the following ethnic or other desserts. This includes all of these items you either purchase from a restaurant, grocery or other retail store, or make at home.

Ethnic/Other Desserts					
	Twice a month or more	**Once a month**	**Every 1-3 months**	**Every 3 months or longer**	**Never**
Bread pudding					
Churro					
Crème brulee					
Crepe					
Flan					
Fried ice cream					
Rice pudding					
Sopapilla					
Tiramisu					
Tres leches cake					
Dessert platter or sampler					
Fruit					
Mini or smaller portioned dessert					
Pudding					
Gelatin					
Mousse					
Rice Krispy treat					
Yogurt/yogurt parfait (non-frozen)					

11. Please indicate how often you consume the following beverages as dessert. This includes all of these items you either purchase from a restaurant, grocery or other retail store, or make at home.

ALCOHOLIC BEVERAGE QUESTIONS ONLY TO THOSE 21+(U.S), 19+(CA)

Beverages					
	Twice a month or more	**Once a month**	**Every 1-3 months**	**Every 3 months or longer**	**Never**
Hot coffee					

Cappuccino					
Café latte					
Frozen slushie					
Iced coffee					
Hot tea					
Hot chocolate					
Smoothie					
Dessert wine (21+/19+)					
White wine (21+/19+)					
Red wine (21+/19+)					
Frozen alcoholic beverage (i.e. Daiquiri, Margarita) (21+/19+)					
Mixed drink (21+/19+)					
Beer (21+/19+)					
Other alcoholic beverage (21+/19+)					

QUESTIONS 12-23 WILL BE REDUCED FROM Q 6-10 TO ONLY SHOW OPTIONS CONSUMED ONCE A MONTH +

U.S. SEGMENT QUESTIONS (12-17) / CANADA SKIP to Q18

12. At what type of place are you MOST LIKELY to get these dessert items? Choose one location for each item.

Cookies/Brownies/Baked Goods							
	Fast-food restaurants (i.e., McDonald's, Pizza Hut, Subway, etc.)	**Upscale fast-food/fast-casual restaurants (i.e., Panera Bread, Atlanta Bread Company, etc.)**	**Midscale Restaurants (i.e., Denny's, IHOP, etc.)**	**Casual-dining restaurants with a varied menu (i.e., Applebee's, Chili's, etc.)**	**Upscale or Fine dining restaurants**	**Buy prepared from a bakery, retail or grocery store**	**Make at home**
INSERT REDUCED LIST FROM Q6: COOKIES							

13. At what type of place are you MOST LIKELY to get these dessert items? Choose one location for each item.

Cakes							
	Fast-food restaurants (i.e., McDonald's, Pizza Hut, Subway, etc.)	**Upscale fast-food/fast-casual restaurants (i.e., Panera Bread, Atlanta Bread Company, etc.)**	**Midscale Restaurants (i.e., Denny's, IHOP, etc.)**	**Casual-dining restaurants with a varied menu (i.e., Applebee's, Chili's, etc.)**	**Upscale or Fine dining restaurants**	**Buy prepared from a bakery, retail or grocery store**	**Make at home**
INSERT REDUCED LIST							

FROM Q7 Cakes							

14. At what type of place are you MOST LIKELY to get these dessert items? Choose one location for each item.

Pies/Cobblers							
	Fast-food restaurants (i.e., McDonald's, Pizza Hut, Subway, etc.)	**Upscale fast-food/fast-casual restaurants (i.e., Panera Bread, Atlanta Bread Company, etc.)**	**Midscale Restaurants (i.e., Denny's, IHOP, etc.)**	**Casual-dining restaurants with a varied menu (i.e., Applebee's, Chili's, etc.)**	**Upscale or Fine dining restaurants**	**Buy prepared from a bakery, retail or grocery store**	**Make at home**
INSERT REDUCED LIST FROM Q8: Pies							

15. At what type of place are you MOST LIKELY to get these dessert items? Choose one location for each item.

Ice Cream/Sorbet/Frozen Yogurt							
	Fast-food restaurants (i.e., McDonald's, Pizza Hut, Subway, etc.)	**Upscale fast-food/fast-casual restaurants (i.e., Panera Bread, Atlanta Bread Company, etc.)**	**Midscale Restaurants (i.e., Denny's, IHOP, etc.)**	**Casual-dining restaurants with a varied menu (i.e., Applebee's, Chili's, etc.)**	**Upscale or Fine dining restaurants**	**Buy prepared from a bakery, retail or grocery store**	**Make at home**
INSERT REDUCED LIST FROM Q9: Ice Cream							

16. At what type of place are you MOST LIKELY to get these dessert items? Choose one location for each item.

Ethnic/Other Desserts							
	Fast-food restaurants (i.e., McDonald's, Pizza Hut, Subway, etc.)	**Upscale fast-food/fast-casual restaurants (i.e., Panera Bread, Atlanta Bread Company, etc.)**	**Midscale Restaurants (i.e., Denny's, IHOP, etc.)**	**Casual-dining restaurants with a varied menu (i.e., Applebee's, Chili's, etc.)**	**Upscale or Fine dining restaurants**	**Buy prepared from a bakery, retail or grocery store**	**Make at home**
INSERT REDUCED LIST FROM Q10: Ethnic Desserts							

17. At what type of place are you MOST LIKELY to get these dessert items? Choose one location for each item.

Beverages							
	Fast-food restaurants (i.e., McDonald's, Pizza Hut, Subway, etc.)	**Upscale fast-food/fast-casual restaurants (i.e., Panera Bread, Atlanta Bread Company, etc.)**	**Midscale Restaurants (i.e., Denny's, IHOP, etc.)**	**Casual-dining restaurants with a varied menu (i.e., Applebee's, Chili's, etc.)**	**Upscale or Fine dining restaurants**	**Buy prepared from a bakery, retail or grocery store**	**Make at home**
INSERT REDUCED LIST FROM Q11: Beverages							

CANADIAN SEGMENT QUESTIONS (18-23) / U.S. SKIP to Q24

18. At what type of place are you MOST LIKELY to get these dessert items? Choose one location for each item.

Cookies/Brownies/Baked Goods							
	Fast-food restaurants (i.e., McDonald's, Pizza Hut, Subway, etc.)	**Cafés/coffee shops (i.e. Tim Hortons, Starbucks Country Style, etc.)**	**Sit-down casual dining restaurants with a varied menu (i.e., Boston Pizza, Montana's Cookhouse, Kelsey's, etc.)**	**Sit-down family-style restaurants (i.e., Swiss Chalet, Cora's Breakfast and Lunch, Smitty's, etc.)**	**Upscale or Fine dining restaurants**	**Buy prepared from a bakery, retail or grocery store**	**Make at home**
INSERT REDUCED LIST FROM Q6: COOKIES							

19. At what type of place are you MOST LIKELY to get these dessert items? Choose one location for each item.

Cakes							
	Fast-food restaurants (i.e., McDonald's, Pizza Hut, Subway, etc.)	**Cafés/coffee shops (i.e. Tim Hortons, Starbucks Country Style, etc.)**	**Sit-down casual dining restaurants with a varied menu (i.e., Boston Pizza, Montana's Cookhouse, Kelsey's, etc.)**	**Sit-down family-style restaurants (i.e., Swiss Chalet, Cora's Breakfast and Lunch, Smitty's, etc.)**	**Upscale or Fine dining restaurants**	**Buy prepared from a bakery, retail or grocery store**	**Make at home**
INSERT REDUCED LIST FROM Q7: Cakes							

20. At what type of place are you MOST LIKELY to get these dessert items? Choose one location for each item.

Pies/Cobblers

	Fast-food restaurants (i.e., McDonald's, Pizza Hut, Subway, etc.)	Cafés/coffee shops (i.e. Tim Hortons, Starbucks Country Style, etc.)	Sit-down casual dining restaurants with a varied menu (i.e., Boston Pizza, Montana's Cookhouse, Kelsey's, etc.)	Sit-down family-style restaurants (i.e., Swiss Chalet, Cora's Breakfast and Lunch, Smitty's, etc.)	Upscale or Fine dining restaurants	Buy prepared from a bakery, retail or grocery store	Make at home
INSERT REDUCED LIST FROM Q8: Pies							

21. At what type of place are you MOST LIKELY to get these dessert items? Choose one location for each item.

Ice Cream							
	Fast-food restaurants (i.e., McDonald's, Pizza Hut, Subway, etc.)	Cafés/coffee shops (i.e. Tim Hortons, Starbucks Country Style, etc.)	Sit-down casual dining restaurants with a varied menu (i.e., Boston Pizza, Montana's Cookhouse, Kelsey's, etc.)	Sit-down family-style restaurants (i.e., Swiss Chalet, Cora's Breakfast and Lunch, Smitty's, etc.)	Upscale or Fine dining restaurants	Buy prepared from a bakery, retail or grocery store	Make at home
INSERT REDUCED LIST FROM Q9: Ice Cream							

22. At what type of place are you MOST LIKELY to get these dessert items? Choose one location for each item.

Ethnic/Other Desserts							
	Fast-food restaurants (i.e., McDonald's, Pizza Hut, Subway, etc.)	Cafés/coffee shops (i.e. Tim Hortons, Starbucks Country Style, etc.)	Sit-down casual dining restaurants with a varied menu (i.e., Boston Pizza, Montana's Cookhouse, Kelsey's, etc.)	Sit-down family-style restaurants (i.e., Swiss Chalet, Cora's Breakfast and Lunch, Smitty's, etc.)	Upscale or Fine dining restaurants	Buy prepared from a bakery, retail or grocery store	Make at home
INSERT REDUCED LIST FROM Q10: Ethnic Desserts							

23. At what type of place are you MOST LIKELY to get these dessert items? Choose one location for each item.

Beverages							
	Fast-food restaurants (i.e., McDonald's,	Cafés/coffee shops (i.e. Tim Hortons,	Sit-down casual dining restaurants with a varied menu (i.e., Boston Pizza,	Sit-down family-style restaurants (i.e., Swiss	Upscale or Fine dining restaurants	Buy prepared from a bakery,	Make at home

	Pizza Hut, Subway, etc.)	Starbucks Country Style, etc.)	Montana's Cookhouse, Kelsey's, etc.)	Chalet, Cora's Breakfast and Lunch, Smitty's, etc.)		retail or grocery store	
INSERT REDUCED LIST FROM Q11: Beverages							

ALL CONSUMERS

24. Please indicate how much you agree with the following on a scale of 1-6 where 6=agree completely and 1=disagree completely.

ROTATE

	1 – Disagree Completely	2	3	4	5	6 – Agree Completely
After dining out at a restaurant, I am more likely to get dessert from another location instead of the restaurant where I ate my meal (IF 4,5 or 6 response ASK Q25)						
After dining out at a restaurant, I am more likely to eat dessert at home rather than order dessert at the restaurant						
I like to share desserts at restaurants						
I only eat desserts at restaurants if others in the party will order too						
Certain desserts are better for special occasions (ASK Q29 if 4,5,6)						
Certain desserts are better after dinner than after lunch (ASK Q30 if 4,5,6)						

25-28 REDUCED FROM Q24A

25. You mentioned that when dining out you are more likely to get desserts from a location other than the restaurant you had your meal. Where are you purchasing desserts?
    a. Another restaurant or foodservice establishment (GO TO Q26 and Q27)
    b. A grocery store or supermarket (GO TO Q28)
    c. Elsewhere (please specify):

26. What type of restaurant or foodservice establishment?
    a. Fast-food restaurant (i.e. McDonald's, Dairy Queen etc.)
    b. Upscale fast food/fast-casual restaurant (i.e. Panera Bread Bread, etc.) (US ONLY)
    c. Cafés (i.e., Tim Hortons, Country Style, etc.) (CANADA ONLY)
    d. Full-service casual dining restaurant (i.e. Applebee's, etc.) (US ONLY)
    e. Full-service casual dining restaurant (i.e. Boston Pizza, etc.) (CA ONLY)
    f. Full-service midscale restaurant (i.e. Denny's, etc) (US ONLY)
    g. Full-service midscale restaurant (i.e. Swiss Chalet, etc.) (CA ONLY)
    h. Coffee chain (i.e. Starbucks)
    i. Independent (non-chain) restaurant specializing in ice cream and/or frozen desserts
    j. Independent (non-chain) bakery
    k. Independent (non-chain) coffee house

l. Other (please specify):

27. Why do you purchase dessert from this location rather than the restaurant you ate your meal? (Please select all that apply)
    a. Too full to order dessert right after my meal
    b. Wanted to change locations
    c. The type of establishment (or specific restaurant) offers a dessert I really like
    d. Saves money to order dessert from this particular location
    e. Healthier options available
    f. Special treat/occasion
    g. Other (please specify):

28. Why do you purchase dessert from grocery stores or supermarkets rather than ordering dessert at the restaurant where you had your meal?
    a. Too full to order dessert right after my meal
    b. Wanted to eat dessert at home instead of away from home
    c. Really like a specific dessert I can get at the grocery store
    d. Healthier than eating at a restaurant
    e. Saves money
    f. Other (please specify):

REDUCED FROM Q24E

29. Which desserts are better for special occasions? Select all that apply.
    a. Brownies
    b. Cake
    c. Cheesecake
    d. Cobbler
    e. Cookies
    f. Cream pie
    g. Dessert beverages (coffee, smoothies, etc.)
    h. Frozen novelty (popsicle, ice cream sandwich, etc.)
    i. Frozen yogurt
    j. Fruit pie
    k. Fruit
    l. Ice cream
    m. Ice-cream cake
    n. Other (please specify

REDUCED FROM Q24F

30. Which desserts are better for after dinner than after lunch? Select all that apply.
    a. Brownies
    b. Cake
    c. Cheesecake
    d. Cobbler
    e. Cookies
    f. Cream pie
    g. Dessert beverages (coffee, smoothies, etc.)
    h. Frozen novelty (popsicle, ice cream sandwich, etc.)
    i. Frozen yogurt
    j. Fruit pie
    k. Fruit
    l. Ice cream
    m. Ice-cream cake
    n. Other (please specify)

RANDOMIZE - US CONSUMERS ONLY GET TWO QUESTIONS FROM 31-34, CA CONSUMERS GET TWO FROM 31, 35-37

(US AND CA)

31. Thinking about only the desserts you purchase from fast-food restaurants (such as McDonald's, Pizza Hut and Subway) how much do you agree with the following? Please rate on a scale of 1-6 where 6=Agree Completely and 1=Disagree Completely.

ROTATE

Fast-food Restaurants offer…						
	1 – Disagree Completely	**2**	**3**	**4**	**5**	**6 – Agree Completely**
High-quality desserts						
A wide variety of desserts						
Desserts at a reasonable price						
Good dessert portion sizes for me						
Healthy dessert options						
Desserts that taste really good						
Desserts that are unique						
Desserts that are portable (easy to eat on the go)						
Craveable desserts						

(33-34 U.S. ONLY)

32. Thinking about only the desserts you purchase from fast-casual restaurants (such as Panera Bread and Atlanta Bread Company) how much do you agree with the following? Please rate on a scale of 1-6 where 6=Agree Completely and 1=Disagree Completely.

ROTATE

Fast-Casual Restaurants offer…						
	1 – Disagree Completely	**2**	**3**	**4**	**5**	**6 – Agree Completely**
High-quality desserts						
A wide variety of desserts						
Desserts at a reasonable price						
Good dessert portion sizes for me						
Healthy dessert options						
Desserts that taste really good						
Desserts that are unique						
Desserts that are portable (easy to eat on the go)						
Craveable desserts						

33. Thinking about only the desserts you purchase from casual-dining restaurants (such as Applebee's and Chili's) how much do you agree with the following? Please rate on a scale of 1-6 where 6=Agree Completely and 1=Disagree Completely.

ROTATE

Casual-dining Restaurants offer…

	1 – Disagree Completely	2	3	4	5	6 – Agree Completely
High-quality desserts						
A wide variety of desserts						
Desserts at a reasonable price						
Good dessert portion sizes for me						
Healthy dessert options						
Desserts that taste really good						
Desserts that are unique						
Desserts that are portable (easy to eat on the go)						
Craveable desserts						

34. Thinking about only the desserts you purchase from midscale restaurants (such as Denny's and IHOP) how much do you agree with the following? Please rate on a scale of 1-6 where 6=Agree Completely and 1=Disagree Completely.

ROTATE

Miscale Restaurants offer…						
	1 – Disagree Completely	2	3	4	5	6 – Agree Completely
High-quality desserts						
A wide variety of desserts						
Desserts at a reasonable price						
Good dessert portion sizes for me						
Healthy dessert options						
Desserts that taste really good						
Desserts that are unique						
Desserts that are portable (easy to eat on the go)						
Craveable desserts						

(35-37: CANADA ONLY)

35. Thinking about only the desserts you purchase from cafés/coffee shops (such as Tim Hortons, Starbucks and Country Style) how much do you agree with the following? Please rate on a scale of 1-6 where 6=Agree Completely and 1=Disagree Completely.

ROTATE

Cafés/Coffee Shops offer…						
	1 – Disagree Completely	2	3	4	5	6 – Agree Completely
High-quality desserts						
A wide variety of desserts						
Desserts at a reasonable price						

Good dessert portion sizes for me						
Healthy dessert options						
Desserts that taste really good						
Desserts that are unique						
Desserts that are portable (easy to eat on the go)						
Craveable desserts						

36. Thinking about only the desserts you purchase from casual-dining restaurants (such as Boston Pizza, Montana's Cookhouse and Kelsey's) how much do you agree with the following? Please rate on a scale of 1-6 where 6=Agree Completely and 1=Disagree Completely.

ROTATE

Casual-Dining Restaurants offer…						
	1 – Disagree Completely	**2**	**3**	**4**	**5**	**6 – Agree Completely**
High-quality desserts						
A wide variety of desserts						
Desserts at a reasonable price						
Good dessert portion sizes for me						
Healthy dessert options						
Desserts that taste really good						
Desserts that are unique						
Desserts that are portable (easy to eat on the go)						
Craveable desserts						

37. Thinking about only the desserts you purchase from family-style restaurants (such as Swiss Chalet, Cora's Breakfast and Lunch and Smitty's) how much do you agree with the following? Please rate on a scale of 1-6 where 6=Agree Completely and 1=Disagree Completely.

ROTATE

Family-style Restaurants offer…						
	1 – Disagree Completely	**2**	**3**	**4**	**5**	**6 – Agree Completely**
High-quality desserts						
A wide variety of desserts						
Desserts at a reasonable price						
Good dessert portion sizes for me						
Healthy dessert options						
Desserts that taste really good						
Desserts that are unique						
Desserts that are portable (easy to eat on the go)						
Craveable desserts						

38. Thinking about the typical desserts offered at the following types of restaurants, about how much are you willing to pay for dessert at each location? Please respond in dollar and cents (ex. $1.99, $3.50, etc.) (limit to $20)

- $___ Fast-food restaurants (i.e., McDonald's, Pizza Hut, Subway, etc.)
- $___ Fast-casual restaurants (i.e., Panera Bread, Atlanta Bread Company, etc.) (US ONLY)
- $___ Cafés/coffee shops (i.e. Tim Hortons, Starbucks, Country Style, etc.) (CA ONLY)
- $___ Casual-dining restaurants (i.e., Applebee's, Chili's, etc.) (US ONLY)
- $___ Midscale restaurants (i.e., Denny's, IHOP, etc.) (US ONLY)
- $___ Casual-dining restaurants (i.e., Boston Pizza, Montana's Cookhouse, Kelsey's, etc.) (CA ONLY)
- $__ Family-style restaurants (i.e., Swiss Chalet, Cora's Breakfast and Lunch, Smitty's, etc.) (CA ONLY)

The next few questions are about the restaurants from which you purchase desserts and the items you get there…

U.S. CONSUMERS / CANADA SKIP TO Q46

39. From which of the following restaurants have you purchased dessert in the past 60 days? (Select all that apply)
    a. Applebee's Neighborhood Grill and Bar
    b. Baskin-Robbins
    c. Bob Evans
    d. Burger King
    e. Caribou Coffee
    f. Carl's Jr.
    g. Carvel Ice Cream
    h. Chili's Grill & Bar
    i. Cold Stone Creamery
    j. Cracker Barrel
    k. Dairy Queen
    l. Denny's
    m. Dunkin' Donuts
    n. Freshëns
    o. Friendly's
    p. Hardee's
    q. IHOP
    r. Jack in the Box
    s. Jamba Juice
    t. Krispy Kreme
    u. McDonald's
    v. Perkins
    w. Ruby Tuesday
    x. Sonic Drive-Ins
    y. Starbucks
    z. T.G.I. Friday's
    aa. TCBY
    bb. Tim Hortons
    cc. Waffle House
    dd. Wendy's
    ee. None of the above (SKIP TO Q52)

REDUCE FROM ABOVE / ROTATE SO CONSUMERS GET MAX OF 4 CHAINS

IF DAIRY QUEEN, BASKIN-ROBBINS, COLD STONE, TCBY, FRESHEN'S OR CARVEL ASK:

40. Which items do you order from the following restaurants? (Select all that apply)

a. Baked goods
b. Frozen novelty (popsicle, etc)
c. Hard ice cream blended with candy
d. Hard ice cream in a bowl
e. Hard ice cream in a cone
f. Ice-cream cake
g. Ice cream sandwich
h. Lowfat frozen yogurt
i. Parfait
j. Shake or malt
k. Slush or frozen drink
l. Smoothie
m. Soft serve ice cream or frozen yogurt in a bowl
n. Soft serve or frozen yogurt blended with candy
o. Soft serve or frozen yogurt in a cone
p. Sundae
q. Other (please specify):

IF STARBUCKS, JAMBA JUICE OR CARIBOU ASK:

41. Which items do you order from the following restaurants? (Select all that apply)
    a. Brownie
    b. Cappuccino, mocha or latte (cold)
    c. Cappuccino, mocha or latte (hot)
    d. Coffee cake
    e. Cookie
    f. Dessert bar
    g. Donut
    h. Frozen/ice-blended coffee beverage
    i. Fruit
    j. Hot chocolate
    k. Hot coffee
    l. Hot tea
    m. Iced coffee
    n. Juice
    o. Muffin
    p. Pound cake
    q. Pretzel
    r. Scone
    s. Smoothie
    t. Yogurt
    u. Yogurt parfait
    v. Other (please specify):

IF DUNKIN' DONUTS, KRISPY KREME OR TIM HORTONS ASK:

42. Which items do you order from the following restaurants? (Select all that apply)
    a. Brownie
    b. Cappuccino, mocha or latte (cold)
    c. Cappuccino, mocha or latte (hot)
    d. Cinnamon roll
    e. Cookie
    f. Danish
    g. Dessert bar
    h. Donut
    i. Frozen coffee beverage
    j. Fruit
    k. Hot chocolate
    l. Hot coffee

m. Iced coffee
n. Juice
o. Muffin
p. Pound cake
q. Pretzel
r. Scone
s. Smoothie
t. Yogurt
u. Yogurt parfait
v. Other (please specify):

IF MCDONALD'S, BURGER KING, WENDY'S, SONIC, JACK IN THE BOX, HARDEE'S OR CARL'S JR. ASK:

43. Which items do you order from the following restaurants? (Select all that apply)
    a. Cheesecake
    b. Cookie
    c. Float
    d. Fruit
    e. Fruit smoothie
    f. Hard ice cream cone
    g. Hard ice cream in a bowl
    h. Milkshake/Malt/Frosty
    i. Parfait
    j. Pie
    k. Slushie
    l. Smoothie
    m. Soft serve cone
    n. Soft serve ice cream mixed with candy
    o. Soft serve in a bowl
    p. Sundae
    q. Other (please specify):

IF DENNY'S, IHOP, CRACKER BARREL, BOB EVANS, WAFFLE HOUSE, PERKINS OR FRIENDLY'S ASK:

44. Which items do you order from the following restaurants? (Select all that apply)
    a. Banana split
    b. Beverage (milk, juice, coffee, etc.)
    c. Brownie
    d. Cake
    e. Cheesecake
    f. Cinnamon roll
    g. Cookie
    h. Crepe
    i. Float
    j. Fruit
    k. Fruit cobbler, crumble or crisp
    l. Hard ice cream cone
    m. Hard ice cream in a bowl
    n. Ice cream
    o. Milkshake/Malt
    p. Muffin
    q. Pastries
    r. Pie
    s. Soft serve
    t. Soft serve ice cream mixed with candy
    u. Soft serve in a bowl
    v. Sundae
    w. Other (please specify):

IF APPLEBEE'S, CHILI'S, T.G.I. FRIDAYS OR RUBY TUESDAY ASK:

45. Which items do you order from the following restaurants? (Select all that apply)
    a. Alcoholic Beverage (ONLY ASK OF THOSE 21+)
    b. Bread pudding
    c. Brownie
    d. Cake (other)
    e. Cheesecake
    f. Cookie with ice cream
    g. Dessert/cookie bars
    h. Dessert platter
    i. Hard ice cream cone
    j. Hard ice cream in a bowl
    k. Layer cake
    l. Milkshake
    m. Mini dessert
    n. Non-alcoholic beverage
    o. Parfait
    p. Pie
    q. Other (please specify):

CANADIAN CONSUMERS

46. From which of the following restaurants have you purchased dessert in the past 60 days? (Select all that apply)
    a. Boston Pizza
    b. Burger King
    c. Dairy Queen
    d. Earl's
    e. East Side Mario's
    f. Kelsey's
    g. KFC
    h. McDonald's
    i. Milestone's Grill & Bar
    j. Montana's Cookhouse
    k. Moxie's Classic Grill
    l. Pizza Pizza
    m. Second Cup
    n. Starbucks
    o. St-Hubert
    p. Swiss Chalet
    q. The Keg Steakhouse and Bar
    r. Tim Hortons
    s. Wendy's Yogen Fruz
    t. None of the above (SKIP TO Q52)

REDUCE FROM ABOVE / ROTATE SO CONSUMERS GET MAX OF 4 CHAINS

IF, EAST SIDE MARIO'S OR PIZZA PIZZA ASK:

47. Which items do you order from the following restaurants? (Select all that apply)
    a. Alcoholic Beverage (ONLY ASK OF THOSE 19+)
    b. Bread pudding
    c. Brownie
    d. Cake (other)
    e. Cheesecake
    f. Cookie with ice cream
    g. Hard ice cream cone
    h. Hard ice cream in a bowl
    i. Layer cake
    j. Milkshake

k. Non-alcoholic beverage
l. Pie
m. Other (please specify):

IF DAIRY QUEEN OR YOGEN FRUZ ASK:

48. Which items do you order from the following restaurants? (Select all that apply)
    a. Frozen novelty (popsicle, etc)
    b. Hard ice cream blended with candy
    c. Hard ice cream in a bowl
    d. Hard ice cream in a cone
    e. Ice-cream cake
    f. Ice cream sandwich
    g. Lowfat frozen yogurt
    h. Parfait
    i. Shake or malt
    j. Slushie or frozen drink
    k. Smoothie
    l. Soft serve ice cream or frozen yogurt in a bowl
    m. Soft serve or frozen yogurt blended with candy
    n. Soft serve or frozen yogurt in a cone
    o. Sundae
    p. Other (please specify):

IF TIM HORTONS, STARBUCKS, OR SECOND CUP ASK:

49. Which items do you order from the following restaurants? (Select all that apply)
    a. Apple fritter
    b. Brownie
    c. Cappuccino, mocha or latte (cold)
    d. Cappuccino, mocha or latte (hot)
    e. Coffee cake
    f. Cookie
    g. Dessert/cookie bar
    h. Frozen coffee beverage
    i. Fruit
    j. Hot chocolate
    k. Hot coffee
    l. Hot tea
    m. Iced coffee
    n. Juice
    o. Muffin
    p. Pound cake
    q. Pretzel
    r. Scone
    s. Smoothie
    t. Yogurt
    u. Yogurt parfait
    v. Other (please specify)

IF BURGER KING, KFC, MCDONALD'S OR WENDY'S ASK:

50. Which items do you order from the following restaurants? (Select all that apply)
    a. Cheesecake
    b. Cookie
    c. Float
    d. Fruit
    e. Fruit smoothie
    f. Fruit turnover
    g. Hard ice cream cone
    h. Hard ice cream in a bowl
    i. Milkshake/Malt/Frosty

j. Parfait
k. Pie
l. Slushie
m. Smoothie
n. Soft serve cone
o. Soft serve ice cream blended with candy
p. Soft serve in a bowl
q. Sundae
r. Other (please specify):

IF BOSTON PIZZA, EARL'S, KELSEY'S, MILESTONE'S GRILL & BAR, MONTANA'S COOKHOUSE, MOXIE'S CLASSIC GRILL, ST-HUBERT, SWISS CHALET, OR THE KEG STEAKHOUSE AND BAR ASK:

51. Which items do you order from the following restaurants? (Select all that apply)
    a. Fruit crumbles, cobblers and crisps
    b. Hard ice cream cone
    c. Hard ice cream in a bowl
    d. Alcoholic beverage (ONLY ASK OF THOSE 19+)
    e. Dessert platters
    f. Dessert/cookie bar
    g. Gelato
    h. Frozen yogurt
    i. Pudding or custard
    j. Brownie
    k. Cake (other)
    l. Cheesecake
    m. Cookie with ice cream
    n. Layer cake
    o. Milkshake
    p. Mini desserts
    q. Parfait
    r. Non-alcoholic beverage
    s. Pie
    t. Sundae
    u. Other (please specify)

ALL CONSUMERS

52. Which of the following dessert items do you put toppings on? Select all that apply.
    a. Cakes
    b. Cookies
    c. Frozen yogurt
    d. Ice cream/ice cream sundaes
    e. Hot specialty beverages
    f. Pies
    g. None of the above (SKIP NEXT)

ASK AS GRID WITH ALL OPTIONS SELECTED IN Q52 AT TOP

53. 5Which toppings do you like on these desserts? Select all that apply for each type.

ROTATE

    a. Bananas
    b. Blueberries
    c. Butterscotch syrup
    d. Candy pieces (Reeses, Butterfinger, etc.)
    e. Caramel syrup
    f. Cereal pieces (granola, Cocoa Pebbles, Fruity Pebbles)
    g. Cherries
    h. Chocolate candy
    i. Chocolate sprinkles

j. Chocolate syrup
k. Cookie pieces (Oreo, chocolate chip, etc)
l. Frosting
m. Fruit syrup
n. Gummy candy
o. Ice cream
p. Multi colored sprinkles
q. Non-chocolate candy
r. Nuts (other than peanuts)
s. Peanuts
t. Shredded coconuts
u. Strawberries
v. Whipped cream
w. Other (please specify):
x. I don't like to put any toppings on this item

Now, please think about your most recent occasion where you had dessert at a restaurant or other type of foodservice establishment…..

54. What type of dessert did you order?
    a. Baked goods (i.e., donut, muffin, scone, etc.)
    b. Brownie
    c. Cake (i.e., yellow, chocolate, angel food, etc.)
    d. Cheesecake
    e. Cobbler
    f. Cookie
    g. Cupcake
    h. Dessert beverages (i.e.,coffee, smoothie, etc.)
    i. Ethnic dessert (i.e., churro, flan, tiramisu, etc.)
    j. Frozen novelty (i.e., popsicle, ice cream sandwich, etc.)
    k. Frozen yogurt
    l. Fruit Pie (i.e., apple, cherry, blueberry, etc.)
    m. Fruit
    n. Ice-cream
    o. Ice-cream cake
    p. Other pie (cream, pecan, peanut butter, pumpkin, etc.)
    q. Other (please specify):

55. Did you eat your dessert by yourself or with others?
    a. Ate dessert by myself
    b. Ate dessert with others

56. Did you take your dessert to go or did you eat it in the restaurant or foodservice establishment?
    a. Took dessert to-go
    b. Ate dessert at restaurant or store

57. Did you know you that you were going to purchase dessert well ahead of time, or was it a spur of the moment decision?
    a. I knew ahead of time that I was going to purchase dessert
    b. It was a spur of the moment purchase

58. Where did you purchase the dessert?
    a. Fast-food restaurant (i.e. McDonald's, Dairy Queen etc.)
    b. Upscale fast-food/fast-casual restaurant (i.e. Panera Bread Bread, etc.) (US ONLY)
    c. Cafés (i.e., Tim Hortons, Country Style, etc.) (CANADA ONLY)
    d. Full-service casual dining restaurant (i.e. Applebee's, etc.) (US ONLY)
    e. Full-service casual dining restaurant (i.e. Boston Pizza, etc.) (CA ONLY)
    f. Full-service midscale restaurant (i.e. Denny's, etc) (US ONLY)
    g. Full-service midscale restaurant (i.e. Swiss Chalet, etc.) (CA ONLY)

h. Coffee chain (i.e. Starbucks)
i. Independent (non-chain) restaurant specializing in ice cream and/or frozen desserts
j. Independent (non-chain) bakery
k. Independent (non-chain) coffee house
l. Supermarket or retail store prepared food section
m. Other (please specify):

59. What SINGLE factor would you say was your biggest motivator in this purchase?

ROTATE

a. Had a craving
b. Needed something sweet after my meal
c. Someone else wanted the dessert to share
d. Someone else wanted dessert for them self
e. Good value for the dollar
f. Convenient
g. Part of meal
h. Particularly good at establishment
i. Someone in my party wanted it
j. Habit/always order
k. Dessert went well with my meal
l. Meal did not fill me up
m. It was a special occasion
n. I wanted to try it
o. It is my favorite, couldn't pass it up
p. The restaurant is known for their desserts
q. Other (please specify):

60. What OTHER TWO factors also motivated your purchase?

ROTATE/REDUCE FROM ABOVE

a. Had a craving
b. Needed something sweet after my meal
c. Someone else wanted the dessert to share
d. Someone else wanted dessert for them self
e. Good value for the dollar
f. Convenient
g. Part of meal
h. Particularly good at establishment
i. Someone in my party wanted it
j. Habit/always order
k. Dessert went well with my meal
l. Meal did not fill me up
m. It was a special occasion
n. I wanted to try it
o. It is my favorite, couldn't pass it up
p. The restaurant is known for their desserts

61. Please indicate how much you agree with the following on a scale of 1-6 where 6=agree completely and 1=disagree completely.

ROTATE

	1 – Disagree Completely	**2**	**3**	**4**	**5**	**6 – Agree Completely**
All tasty desserts are unhealthy						
When I order dessert at a restaurant, I usually share with someone else						

Desserts in general are unhealthy						
I would like more restaurants to offer in-store bakeries with dessert items						
I would like to see nutritional information for desserts listed on the menu						
I am willing to pay more for a dessert item if it is something I really crave or if I want to treat myself						
I'll go to a restaurant specifically because they have a dessert I like						
I prefer hand-dipped ice cream (scooped from a tub) over soft serve ice cream						
Supermarket/grocery stores should offer more prepared desserts						
It is better to stick to familiar desserts than to order something new or different						
At times, I eat dessert instead of a meal						
If I order an appetizer before a meal, I am less likely to order dessert after a meal						
I like to order prix fixe meals at full-service restaurants where the dessert is included in the price of the meal						
I wish more limited-service restaurants offered combo meals that include dessert items						

62. How important is it that the desserts you eat are…

	1 – Not Important At All	**2**	**3**	**4**	**5**	**6 – Extremely Important**
Low calorie						
Low fat						
Low in trans fat						
Low salt/sodium						
Low sugar						
Low carbohydrate						
Organic						
All-natural						
Local						

63. Please indicate how much you agree with the following on a scale of 1-6 where 6=agree completely and 1=disagree completely.

ROTATE

	1 – Disagree Completely	**2**	**3**	**4**	**5**	**6 – Agree Completely**

I eat fewer desserts now than I used to						
I eat healthier desserts now more than I used to						
At restaurants, I prefer to order dessert platters to split with a group of people						
Many common breakfast items such as waffles, donuts and cinnamon rolls are also appropriate as desserts						
I am more likely to order dessert if the dessert menu or offerings are brought to my attention						
My dessert preferences tend to change depending on the season/time of year						
I am eating desserts away from home more now than I did last year at this time						
I am eating desserts away from home less now than I did last year at this time						
I am more likely to order dessert if I can see the dessert (on a dessert tray, in a display case, in a picture, etc.)						
At restaurants, I like to purchase desserts made with "name brand" ingredients (i.e. Oreo, Hershey's, etc.)						
Just about any sweet food can be a dessert depending on the time of day you eat it						
I prefer restaurants to offer the option of "mini" desserts at reduced prices						
I prefer restaurants to offer the option of half-portion desserts						
Children influence my dessert purchases						

64. Compared to your typical behavior toward eating desserts, are you more or less likely to eat dessert when you …

ROTATE

	1 – Much less likely to eat dessert	**2 – Somewhat less likely to eat dessert**	**3 – No more or less likely to eat dessert than usual**	**4 – Somewhat more likely to dessert**	**5 – Much more likely to eat dessert**
…feel stressed					
…feel sad					
… feel anxious					
…feel happy					
…want to treat or reward yourself					
…have had a bad day					

To conclude this survey, please answer these last few questions for classification purposes ONLY and are completely confidential

J. Who do you currently live with in your household? (Select all that apply)

- Just myself/live alone
- Spouse/significant other
- Children 12 or under
- Children 13–18
- Adult children
- Other adult family members (such as a parent or grandparent)
- Friends/non-related roommates
- Other

K. Do you currently live in:

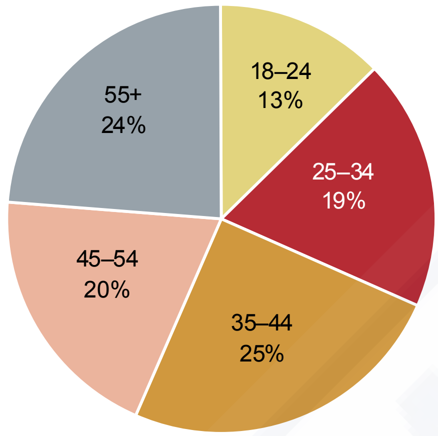
- A city – with a population over 100,000
- A suburb – within 30 minutes to one hour from a city or one of many suburbs in a large metropolitan area
- A small city – with a population 50,000 – 100,000 and no larger cities within 15 minutes, not part of a large metropolitan area
- A rural area - in a town with fewer than 50,000 people, not part of a large metropolitan area

L. Which of the following categories includes your total annual household income?
Under $25,000

- $25,000 - $34,999
- $35,000 - $49,999
- $50,000 - $74,999
- $75,000 - $99,999
- $100,000- $150,000
- $150,000 +

Appendix D:
Consumer Demographics

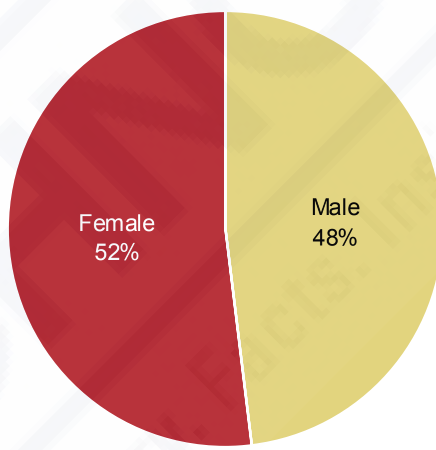
Exhibit D-2:
Age



Base: 1,500 consumers aged 18+

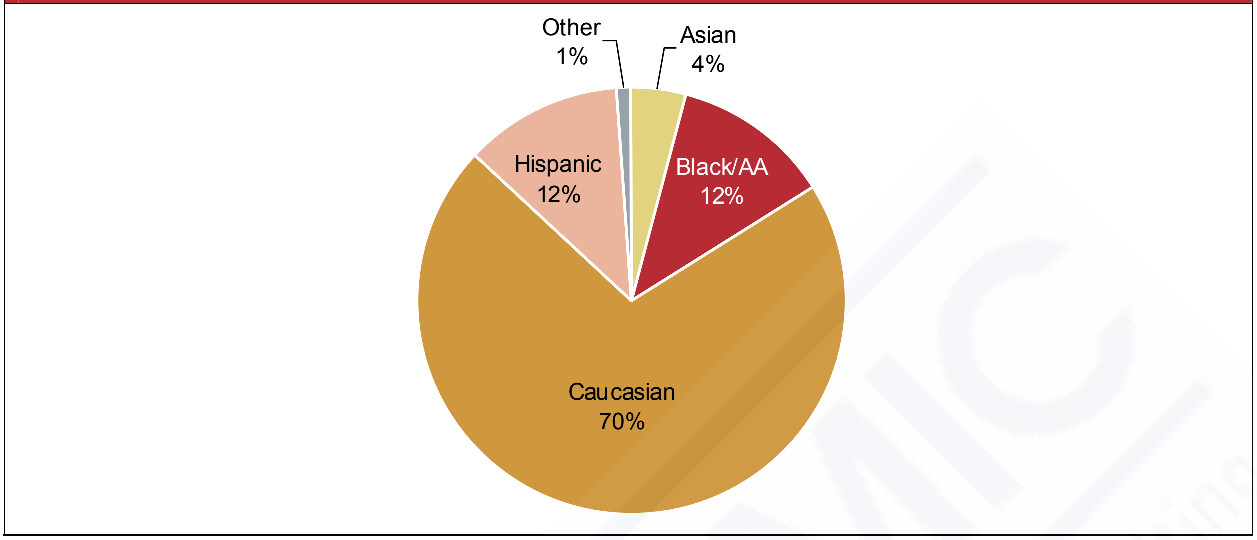
Totals do not equal 100% due to rounding

Exhibit D-3:
Gender



Base: 1,500 consumers aged 18+

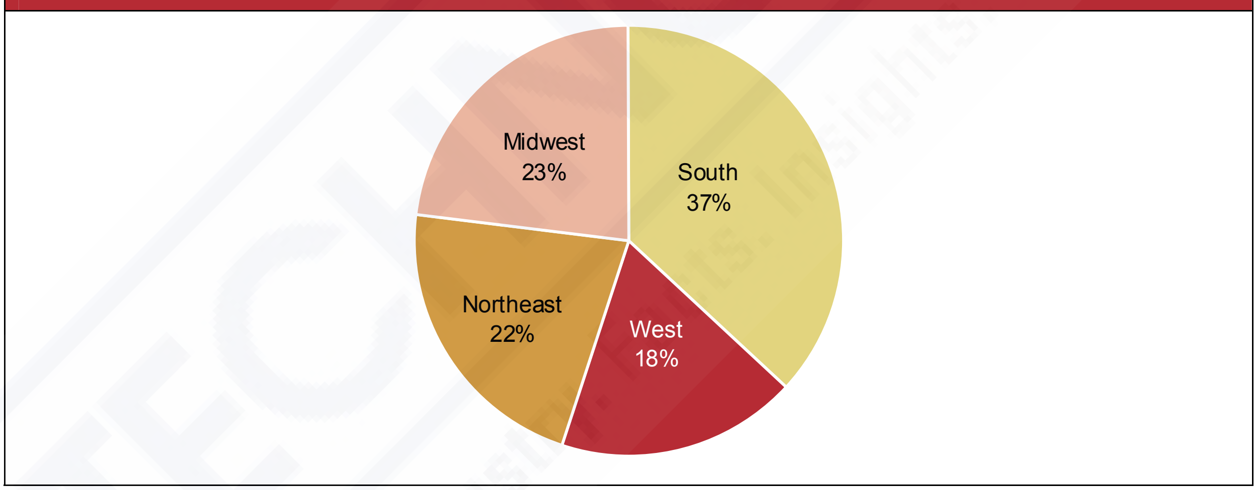
Exhibit D-4:
Ethnicity



Base: 1,500 consumers aged 18+

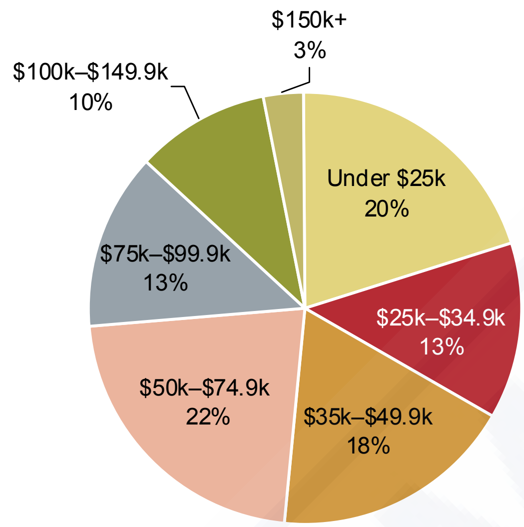
Totals do not equal 100% due to rounding

Exhibit D-5:
Region



Base: 1,500 consumers aged 18+

Exhibit D-6:
Income



Base: 1,500 consumers aged 18+

Totals do not equal 100% due to rounding