

WHAT'S A Superior Sandwich

MADE OF?

Sandwiches are menu staples—more than 60% of diners eat them at least once a week at home or at restaurants. In fact, almost one out of five entrées at top chain restaurants is a sandwich. To stand out from the crowd, it's key to serve innovative, high-quality sandwiches.

BREAD

Experimenting with breads can help you menu sandwiches at a higher price point and appeal to more younger consumers.

The fastest-growing breads on menus from 2015 to 2017 were:

+55%	+41%	+36%	+10%
Brioche	Marble rye	Biscuit	Flatbread

31%

of diners want to see more ethnic sandwiches on the menu.

TOPPINGS

Healthy toppings appeal most to younger consumers and females—but

34% of all diners like to put side dishes on their sandwiches.

Get indulgent by adding French fries, chips or coleslaw.

Fastest-growing fixin's:

+16%	+8%	+8%
Jalapeño pepper	Green pepper	Sautéed onions

MEAT

60% of diners agree that the quality of meat is the most important aspect of a sandwich.

41% say they'd be likely to enjoy a sliced turkey sandwich for lunch or dinner.

71% believe Butterball is more premium than the average meat brand.

SAUCE

52% of diners are very likely to order new or unique sauces on sandwiches.

Appeal to adventurous tastes with signature spreads, or try a few of the fastest-growing condiments on menus from 2015 to 2017:

+33%	+20%	+10%
Hot sauce	Aioli	Marinara

32%

of diners say they order sandwiches mainly because of their portability.

CHEESE

There's nothing wrong with the classics—

87% of diners say they're satisfied when choosing from cheddar, mozzarella, provolone and Swiss.

Looking to add something special?

Try Havarti—

it grew on menus by 13% from 2015 to 2017.

18- to 34-year-old diners

believe sustainability, special-diet ingredients and healthfulness are important for sandwiches.



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