



Technomic[®]

Industry Insights

A roundup of noteworthy foodservice findings
for the week of June 13, 2022

Understand your **CONSUMERS**

Explore who's ordering specific items, segment-level occasion metrics and the consumer path to purchase with Ignite Consumer

UNDERSTAND MORE



Technomic[®]



info@technomic.com | [technomic.com](https://www.technomic.com)

Metro Populations Boom in Florida, Utah and Idaho

Nine of the 10 fastest-growing metro areas by population growth are in Florida, Utah and Idaho, reflecting sustained shifts in the U.S. population to Southern and Western states.

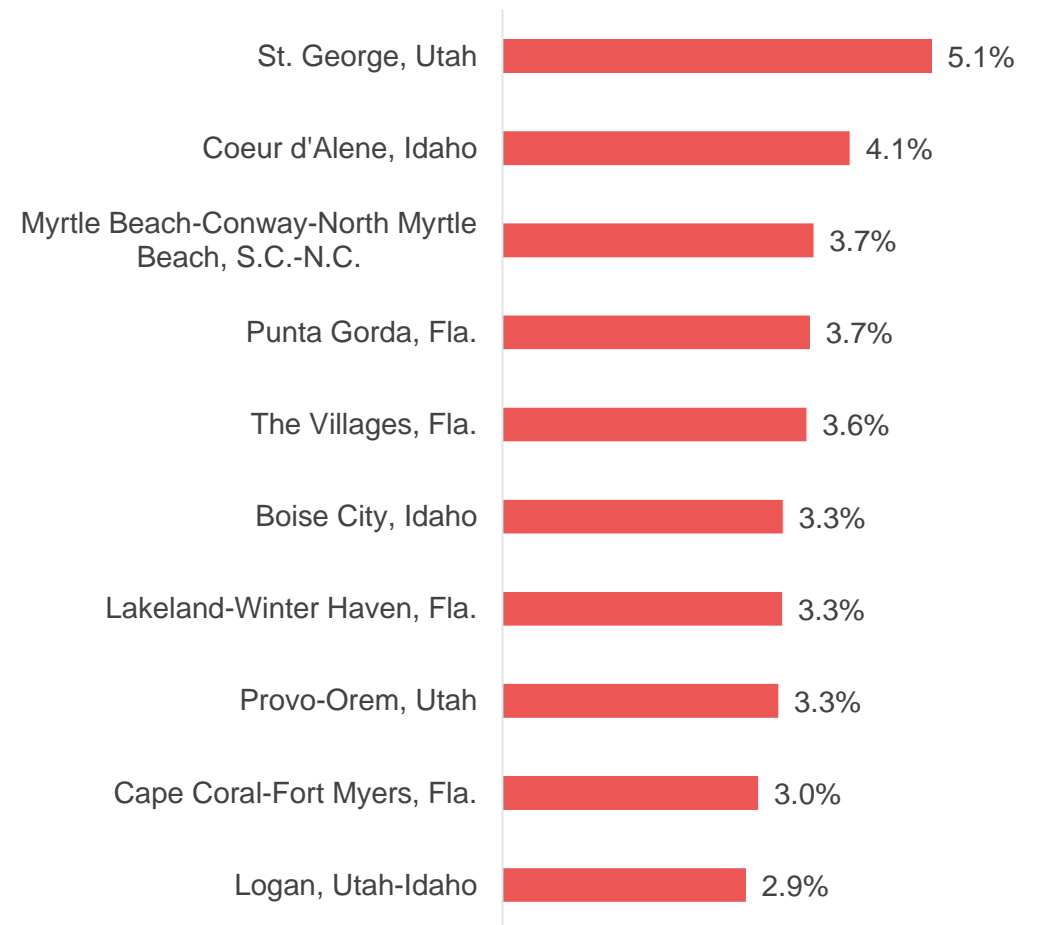
St. George, Utah, stood out as the fastest-growing metro area in the United States in 2021, growing by 5.1% to a total of 191,226 residents. Foodservice sales in St. George hit \$398 million in 2021, jumping by 28.3% on an annual basis.

Boise City, Idaho, registered as the largest metro area included among the top 10 group with 795,268 total residents. The market added nearly

26,000 residents in 2021, expanding its overall population by 3.3% on an annual basis. Foodservice industry sales in the Boise City metro area grew by 27.8% in 2021 to a total volume of nearly \$1.8 billion.

Market-level foodservice insights including sizing and performance metrics as well as demographic information for nearly 400 metro areas can be accessed on Ignite Company.

FASTEST-GROWING U.S. METRO AREAS*
RANKED BY 2021 POPULATION GROWTH %



Sources: Technomic Ignite Company

*Note: Population figures represent metropolitan statistical areas as defined by the U.S. Census Bureau

Top-Rated LTOs by Demographic, Segment and Cuisine

A long-standing capability within Technomic's Ignite Menu platform is its consumer-rated LTOs data, which tracks how consumers rate limited-time offers based on purchase intent, draw, craveability and uniqueness.

Recently released within the database are filters around various demographics (including region, race/ethnicity background, generation, age, gender, household income and composition and eater archetype) as well as segments

and cuisine types. These breakouts allow operators and suppliers to get more trend details around consumer groups or segment/cuisine types, allowing for a more targeted analysis.

Interesting insights are just a filter away—to the right are some that we gathered using the feature.

LTOS WITH THE HIGHEST PURCHASE INTENT IN Q1 BY DEMOGRAPHIC, SEGMENT AND CUISINE

REGION: **Midwestern Consumers**

Country Loaded Tots at Krystal Company

A heaping portion of our hot, crispy potato tots loaded with peppery white gravy, shredded cheddar cheese and bacon

GENERATION: Gen X Consumers
GENDER: Female Consumers

Keepin' It 100 Margarita at Torchy's Tacos

Dulce Vida Organic 100 Proof Blanco tequila, agave nectar, freshly squeezed lime juice and triple sec

SEGMENT: Full-Service Restaurants

Seafarer's Feast at Red Lobster

A broiled Maine lobster tail, grilled sea scallops, garlic shrimp and Walt's favorite shrimp. Served with a choice of two sides

SEGMENT: Limited-Service Restaurants

GENERATION: Millennial Consumers

GENDER: Male Consumers

Bacon and Swiss Chicken Sandwich at Au Bon Pain

Sliced chicken, Swiss cheese, hardwood-smoked bacon, marinated tomatoes, field greens and jalapeno aioli on toasted semolina

CUISINE: Italian/Pizza Restaurants

Short Rib Marsala at Carrabba's Italian Grill

Tender bone-in short rib served over garlic mashed potatoes and topped with our Lombardo Marsala wine sauce. Served with a cup of soup or side salad

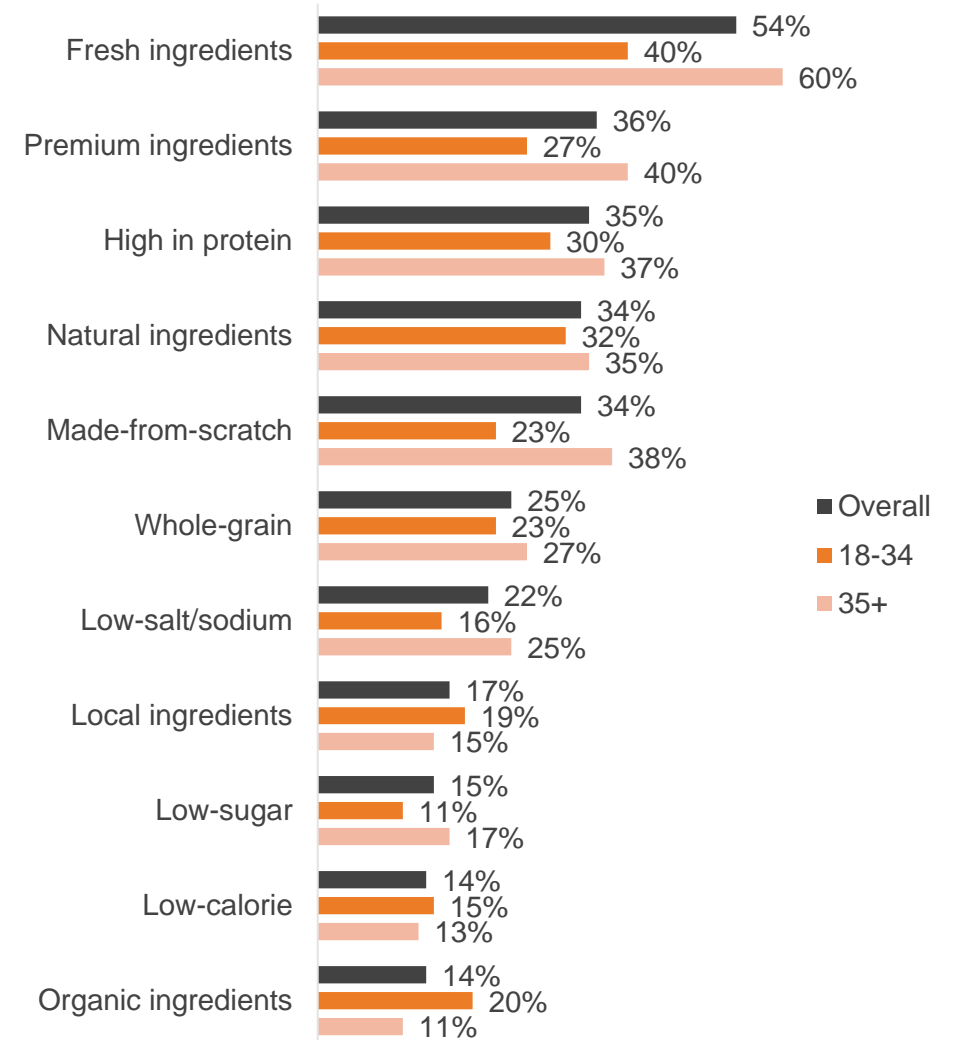
Quality Trumps Healthy Claims When Choosing a Sandwich

Fresh and premium ingredients are most important to consumers, supporting the idea that taste and quality rank as the overall leading sandwich purchase drivers. Operators should build messaging around freshness and quality to attract more sandwich customers. It's important to remember, though, that many consumers also prioritize price and value when deciding where to eat, so it will be crucial for individual operators to determine what's most important to their unique guest base.

High in protein is another claim consumers like to see, underscoring the fact that sandwich protein quality is important and demonstrating that sandwiches are often viewed as a good source of dietary protein.

Base: 1,500 consumers who eat sandwiches at least once a month
 Q: Which of the following are most important to you when deciding which sandwich to order? Please consider all elements of the sandwich, including breads, meats, cheeses, toppings and condiments.
 Source: Technomic Ignite Consumer featuring the Technomic 2022 Sandwich Consumer Trend Report

TOP SANDWICH TYPE DECISION DRIVERS



Did Halloumi Just Get a Major Step Closer to American Menus?

Halloumi has been a popular burger protein and side option at major fast-food chains for years but has yet to break out in the U.S.

That may soon change.

Recent news that [McDonald's will be adding halloumi sticks](#) to its summer lineup in the U.K. for the first time should serve as a strong signal of this Cypriot cheese's large potential (as we have been [expecting for several years](#)).

Halloumi stands out as a handheld and side hero ingredient for its savory, creamy and toothsome attributes; its indulgent vegetarian status; and for standing up to grilling and frying, which enhances flavors and textures.

Despite its popularity on chain menus in overseas markets such as the U.K., the UAE and Australia, halloumi has not yet found solid footing in the U.S.

Technomic's Ignite Menu data for the U.S. has halloumi at just 0.4% operator penetration and 0% growth over the last year. But there were large jumps for both veggie sandwiches and cheese sandwiches over this period, which is in line with current operator use abroad.

Here's how some major chains menu halloumi in ways that may appeal to Americans:

- Starbucks added a Grilled Halloumi Toastie in Saudi Arabia with mint, roasted zucchini, pesto and harissa.

- Burger King added a King Halloumi Cheese Muffin Sandwich as part of its breakfast launch in the UAE.
- Nando's added a Fino Pita in the U.K. with grilled halloumi and chicken thigh.
- Fridays included a side of halloumi fries on its refreshed kids menu in the U.K.

Only Technomic tracks global and local restaurant chain LTOs each month and news and trends daily across 25 countries to keep clients informed and ahead of their competition. [Learn more now.](#)



WANT MORE INSIGHTS?

You can get this report delivered to you bi-weekly!

[Sign up here>>](#)

Ignite Company

See where restaurant chains are, how many units they have and how well they're doing.

[Explore>>](#)

Ignite Menu

Pinpoint the latest menu trends and see what's on the horizon.

[Explore>>](#)

Ignite Consumer

Get to know your customers' customers through 60+ attributes and visit occasion metrics.

[Explore>>](#)

Global Foodservice Navigator

Understand the global industry, from menu trends to consumers, in 25 countries. [Explore>>](#)



Since 1966, we have produced in-depth research focused on the foodservice industry.

We provide insights into consumer, industry and menu trends in the U.S., Canada and 23 countries around the world.

Our team of experts helps leaders in the industry make complex business decisions, set strategy and stay ahead of the curve.

Have questions about this report?

Reach out to us today.

312-876-0004
info@technomic.com
technomic.com