

# 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:

<b>+55%</b>	<b>+41%</b>	<b>+36%</b>	<b>+10%</b>
Brioche	Marble rye	Biscuit	Flatbread

## 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:

<b>+33%</b>	<b>+20%</b>	<b>+10%</b>
Hot sauce	Aioli	Marinara

**31%**

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

**32%**

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

## 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:

<b>+16%</b>	<b>+8%</b>	<b>+8%</b>
Jalapeño pepper	Green pepper	Sautéed onions

## 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.

## 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.

**18- to 34-year-old diners**

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



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