

A close-up photograph of several slices of pepperoni pizza is positioned on the left side of the image. The pizza has a thick, golden-brown crust and is topped with melted cheese and several slices of pepperoni. The background is a dark, textured surface.

2021 ASENZYA[®] TREND REPORT: PIZZA

FALL 2021

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TREND FORECAST: PIZZA

EXPLORING THE FUTURE OF FOOD



ASENZYA IS A COMPLETE CUSTOM BLEND MANUFACTURER THAT DELIVERS:

- CUSTOM BLENDS
- FUNCTIONAL INGREDIENTS
- IN HOUSE GRINDING
- R&D FACILITIES
- CULINARY TREND TRACKING
- 60+ YEARS OF EXPERIENCE

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SALSA VERDE
sahl-suh vur-dee



SALSA ROJA
sahl-suh roh-iuh



GUACAMOLE
gwah-kah-mohl-le



SALSA BORRACHA
Sahl-suh Bow-rah-cha



PICO DE GALLO
Peeh-koh day gah-yoh



SALSA GUACAMOLE
sahl-suh gwah-kah-mohl-le



SALSA DE MOLCAJETE
sahl-suh day mohl-kah-hete

OTHER NAMES: Salsa verde casera, salsa verde taquera, salsa de tomatillo.

FLAVOR PROFILE: Mild

CULINARY TREND INSIGHT

BLOGS / WHITE PAPERS / TREND BROCHURES / TREND SPOTLIGHTS / TREND REPORTS

OTHER NAMES: Salsa latemada machacada.

PROFILE: A charred
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2021 ASENZYA TREND REPORT: PIZZA OVERVIEW

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PIZZA: TOP MENU MENTIONS



Flatbread pizza is the only type in the top five pizzas to have dropped in menu mentions in Q3 2017-20 (-45%). Likely it is not seen as a style of pizza that travels well or holds heat like its more doughy counterparts.

Classic options are thriving with cheese pizza (+17%), vegetable pizza (+31%) and meat pizza (+32%) all showing growth in the same time period. Supreme, however, has seen the most growth with a 50% increase in menu mentions.

Source: Mintel Menu Insights



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PIZZA MENU VEGETARIAN/VEGAN CLAIMS

The Vegetarian and Flexitarian lifestyles continue to gain in popularity and pizza restaurants are responding.

VEGETARIAN/VEGAN AS A
MENU ITEM

+56%

Menu item claim menu incidence
Q1 2017-Q1 2020 (# menu mentions)

VEGETARIAN/VEGAN
INGREDIENT CLAIM

+25%

Ingredient claim: menu incidence
Q3 2017-Q3 2020 (# menu mentions)

VEGETABLES AS
INGREDIENTS

+12%

Ingredient by time period: menu
incidence Q1 2017-Q1 2020 (# menu
mentions)

Source: Mintel Menu Insights

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PIZZA MENU GLUTEN FREE CLAIMS

Pizzas that cater to special diet needs are growing in popularity on menus. Gluten-free pizzas in particular are booming.



**GLUTEN-FREE AS A MENU
ITEM CLAIM**

+112%

Menu Item claim: menu incidence
Q1 2017-Q1 2020 (# menu mentions)

**GLUTEN-FREE
INGREDIENT CLAIM**

+191%

Ingredient claim: menu incidence
Q3 2017-Q3 2020 (# menu mentions)

Source: Mintel Menu Insights

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OPERATORS CAN USE CHEESE TO SET THE STAGE FOR INNOVATION

The five fastest-growing cheeses for pizza between Q3 2017-20 are Mozzarella, Cheddar, Parmesan, Feta and Provolone. As the pandemic drags on and consumers grow bored with their go-to pizza orders, cheese is an excellent opportunity for operators to offer something unique and different without straying too far away from the comfort of a pizza. For example truffle mozzarella or honey goat cheese can add flavor while setting the stage for classic toppings.



Source: Mintel Menu Insights

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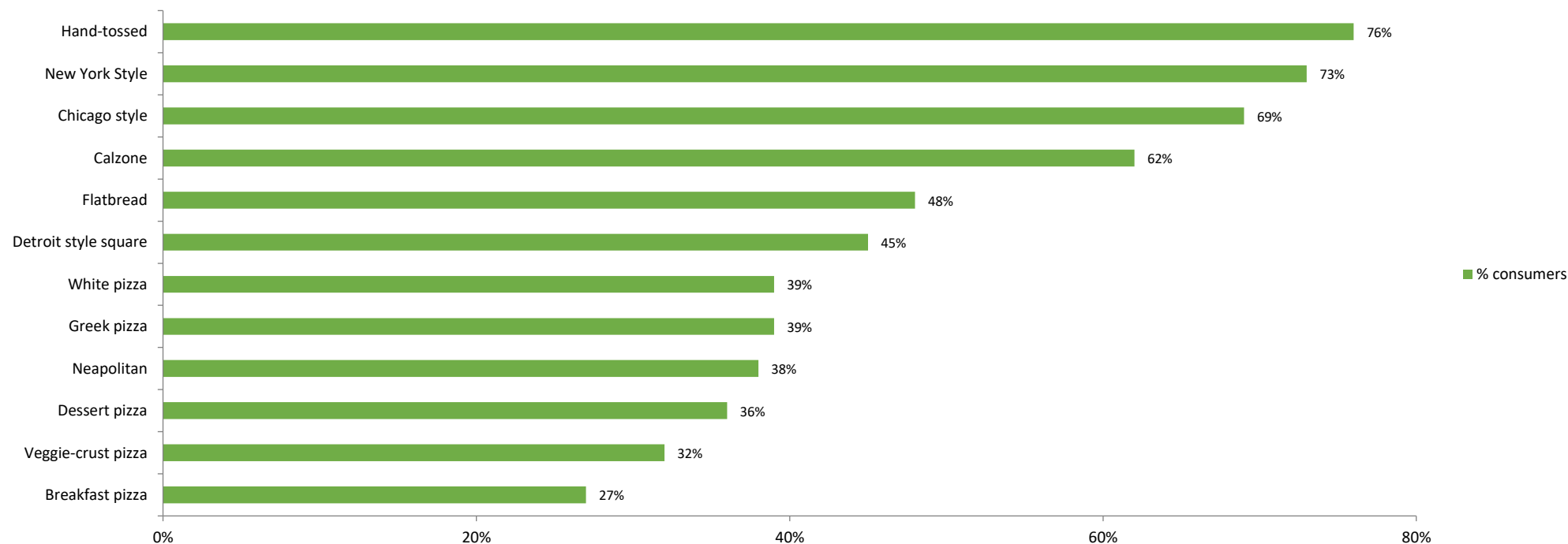
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CONSUMERS ARE INTERESTED IN SPECIALTY PIZZAS FROM RESTAURANTS

76% of consumers are interested in hand-tossed pizzas from restaurants. Consumers are looking for styles of pizza they cannot or will not make for themselves from restaurants.

US: "Where would you be interested in getting the following types of pizza from? Please select all that apply per type of pizza," restaurant pizza, July 2020



Base: 1,909 internet users aged 18+ whose household has eaten pizza in the last three months

Source: Lightspeed/Mintel

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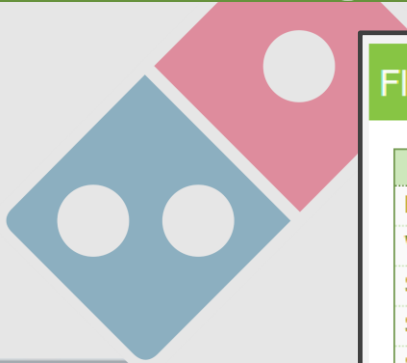
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PIZZA: Flavor of Ingredients



Source: Mintel menu insights

Flavor of Ingredient by Time Period

Expand

	2017-Q1	2018-Q1	2019-Q1	2020-Q1	Total Unique Items
Herb (All)	1,706	1,683	1,729	1,718	6,859
Vegetable (All)	603	643	718	764	2,728
Spicy (All)	539	499	573	602	2,213
Smoked (All)	504	492	561	646	2,203
Spice (All)	478	524	496	464	1,962
Cheese (All)	472	448	386	467	1,773
Fruit (All)	388	326	376	359	1,449
Sweet (All)	283	263	321	357	1,224
Butter (All)	254	261	298	298	1,111
Hot (All)	285	265	248	294	1,092
Total Unique Items	11,329	11,654	12,352	12,967	48,304



EST. 1943



Menu Insights

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+26.7%

Vegetable between 2017
– 2020 Q1

+11.6%

Spicy between 2017 – 2020
Q1

+28%

Smoked between 2017 –
2020 1qtr

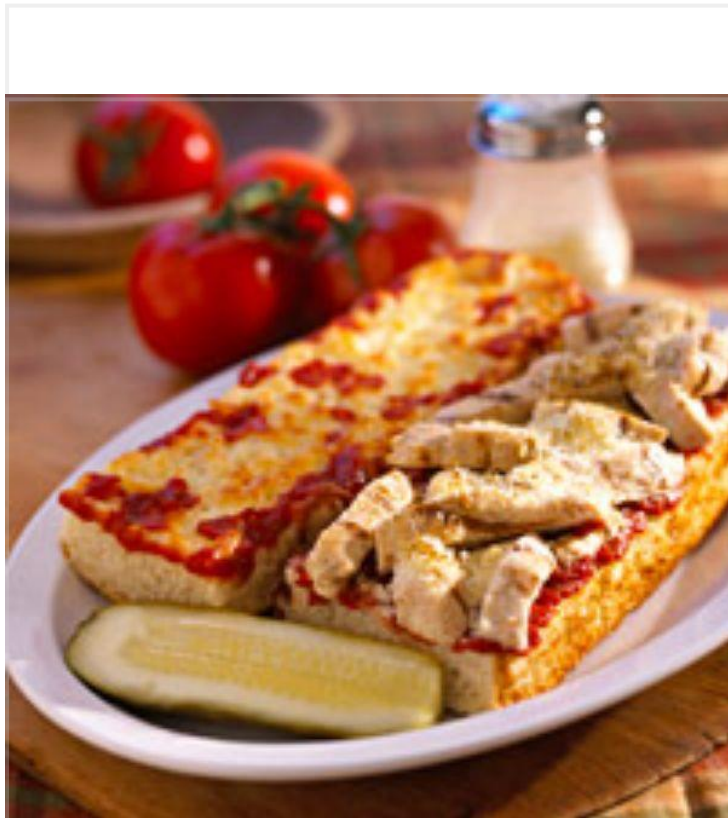
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SICILIAN PIZZA OFFERS INDULGENCE AND FRESHNESS



[Bellacino's](#) Sicilian Square Pizza

Sicilian pizza has seen a significant increase in menu mentions from Q3 2017-20, though directional due to a low base. Sicilian pizza usually has a very thick dough and sometimes is made with the cheese under the sauce. Both of these qualities make it more effective for delivery as the cheese acts as a barrier to prevent the dough from getting soggy. [74% of consumers](#) have indicated they are interested in trying Sicilian cuisine.

Additionally, Sicilian pizzas' thick bready crust and extra sauce gives it an air of indulgence, which consumers are craving right now. [82% of consumers](#) indicate that pizza is one of their favorite comfort foods. Operators have an opportunity to turn to Sicilian pizza for functionality of delivery and also to offer the most indulgent, comforting pizza they possibly can.

Base: 1,909 internet users aged 18+ whose household has eaten pizza in the last three months

Source: Mintel Menu Insights

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While NY style is the total most searched pizza style the past 12 months, Detroit style makes big jump. This could be due to Pizza Hut launching a new Detroit style in January 2021.

● New York-style pizza
Topic

● Chicago style pizza
Search term

● Detroit style pizza
Search term

● California style pizza
Search term

● St. Louis style pizza
Search term

United States ▼

Past 12 months ▼

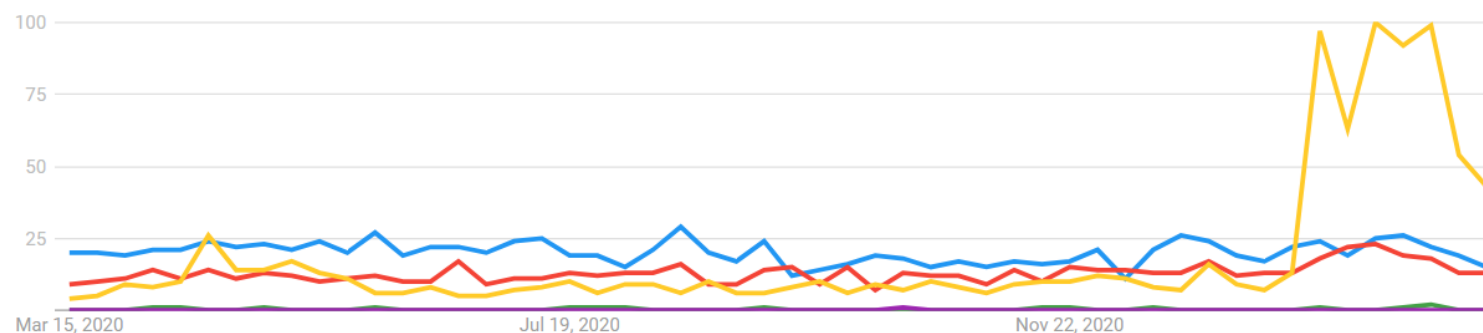
All categories ▼

Web Search ▼

! **Note:** This comparison contains both Search terms and Topics, which are measured differently.

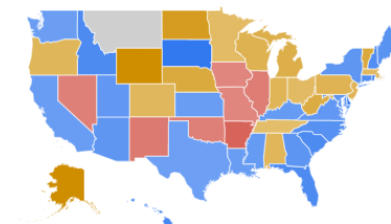
[LEARN MORE](#)

Interest over time ?



Compared breakdown by subregion

● New York-style pizza ● Chicago style pizza ● Detroit style pizza
● California style pizza ● St. Louis style pizza



Sort: Interest for Detroit style pizza ▼

1	Wyoming	<div><div></div></div>
2	Alaska	<div><div></div></div>
3	North Dakota	<div><div></div><div></div></div>
4	District of Columbia	<div><div></div><div></div><div></div></div>
5	Nebraska	<div><div></div><div></div><div></div></div>

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PIZZA: Gluten free examples

NATIONWIDE CHAIN – 800 Locations



GARDEN PIZZA BOWL:

Crustless pizza with mushrooms, black olives, onions, and sliced tomatoes, baked with our original sauce and signature three cheeses.

CA BASED CHAIN– 140 locations



GF CAULIFLOWER:

topped with fresh vegetables. Made with gluten-free Cauliflower Crust, Herb Butter, Mozzarella, Grape Tomato, Green Pepper, Artichokes, and Basil.

2 LOCATIONS, Denver, CO



THIN DETROIT STYLE:

A thin square 100% Yeast raised, wheat free crust.

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PIZZA: Vegetarian/Vegan

CA BASED CHAIN - 22 locations



THE IMPOSSIBLE PIZZA:

fresh mozzarella topped with impossible meat made from plants served on a choice of a **gluten-free** crust or cauliflower crust. No artificial ingredients, preservatives or fillers.

PORTLAND, OR



VEGAN RANCH SUPREME:

Cilantro, red bell peppers, vegan bacon, vegan chicken and drizzled with buffalo sauce. On Rudy's vegan dill ranch.

AUSTIN, TX – Li'l Nonna's



BEETERONI 'N CHEESE:

Betteroni, Organic tomato sauce and house made vegan mozzarella.

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PIZZA: Culinary mash ups

MINNEAPOLIS, MN



KOREAN BBQ PIZZA:

Beef short ribs, mozzarella, scallions, arugula, sesame, soy-chili vinaigrette

WA BASED CHAIN - 4 locations



BUTTER CHICKEN PIZZA:

Butter chicken marinated in Can-Am special curry sauce, onions, green peppers, tomatoes, mozzarella cheese & pizza sauce.

DETROIT, MI



TANDOORI DETROIT PIZZA:

Tandoori chicken breast, cheese, and red onions, made with special tandoori sauce.

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PIZZA: White Pies

WI BASED CHIAN - 6 locations



BUFFALO CHICKEN:

Creame, Mozzarella, Spicy Chicken, & Bleu Cheese.

PORTLAND, OR

Apizza Scholls



DIABLO BLANCO:

ricotta, roasted tomato pesto (Roasted tomatoes, toasted pumpkin seeds, cilantro, garlic, salt, pepper), herbs, black pepper, & fresh Jalapeño ***NO Sauce***.

LOS ANGELES, CA



BRUSSEL SPROUTS PIZZA:

mozzarella, red onion, pancetta & panna.

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Asenzya® is a full service seasoning manufacturer ready to help with your next project!

*Custom
Blend
Development*

*Blend
Matching*

Cost Savings

*Culinary
Trend
Insights*

For information on culinary trends or help from Asenzya® with any seasoning project, please visit our website at Asenzya.com or reach out to your Asenzya Business Development Manager!

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Thank you!

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