

TRENDY BITES ON CAMPUS.

2024 C&U TRENDS & INSPIRATION GUIDE

Find out what trends are shaping today's C&U foodservice segment, and how you can incorporate them into your menu to become the talk of the campus!

Peanut Butter Banana Protein Shake with f'real by Rich's Made to Order Shake Base

> Cookie Butter Beer (Non-Alcoholic) with On Top® Soft Whip

ALL ABOUT THE BEVERAGES.

Coffees, teas, energy drinks, dirty sodas, shakes, smoothies – students are never without a beverage in hand. Beverages have become a snacking mega trend — in fact, **52%** of Gen Z is likely to order a blended beverage as a snack.¹ We're here to help you easily elevate your beverages into Instagrammable eye-catchers with solutions that deliver visual appeal and sweet satisfaction with a simple dollop, pour or touch of a button.

Drink foams are expected to continue to climb

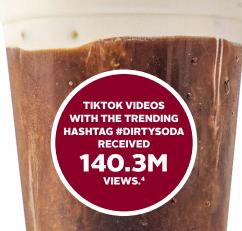
16% OVER THE NEXT 4 YEARS.²

COLD FOAM IS MOST POPULAR WITH GEN Z.3

#WhatIEatInADay TikTok videos are trending with 17.3 BILLION VIEWS.4



PROTEIN/ ENHANCED SMOOTHIES, UP 12.5% IN INCIDENCE YEAR OVER YEAR.5





MOVING PLANT-FORWARD.

Today's younger generations demand sustainable, plant-forward eating options that also deliver on taste and quality. Our plant-forward solutions span every palette and daypart – from savory to sweet. mains to munchies.

Gen Z is most likely to

LIMIT THEIR CONSUMPTION

of animal products.⁶

65%

of Gen Zers' intentionally had a plant-based item in place of a traditionally animal-based item at least once within the last week.⁶

47%

of Gen Z eats plantforward to be healthier.⁷

Vegan Banh Mi Pizza on 14" Gluten Free Vegan Cauliflower Pizza Crust BANH MI HAS GAINED CIAL POPULARITY Veggie Quinoa OVER THE PAST Bowl with 12" x 5" YEAR.8 Gluten-Free Seasoned Cauliflower Flatbread PLANT-BASED **PIZZA CRUSTS AND FLATBREADS ARE MADE WITH OVER** 20% VEGGIES! Matcha Oat Milk Latte with On Top

PIZZA AS A SNACK.

Gen Z loves to snack on pizza – morning, afternoon and into the late night. Give them the convenience of ordering their favorite food (and snack) right on campus with pizza options that deliver on taste, dietary demands and ease of labor for your staff.

52%

of Gen Z is likely to order a slice of pizza as a snack outside of regular meals.¹

36%

of Gen Z wants to see more experimental or unique pizza options.⁹

Cheesy Detroit Pizza on Gluten-Free Detroit Style Crust

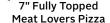


Bacon, Egg & Chive

Breakfast Pizza on 10" Gluten Free Seasoned

Cauliflower Pizza

Crust



Oat Milk Soft Whip

¹ SNAP! Datassential Snacking Keynote, 2023 ² Datassential "Menu Trends" 2023 ³ SNAP! Datassential, 2023 ⁴ TikTok Insights, 2023 ⁵Q1 2024 Technomic C-Store Consumer Market Brief ⁶ SNAP! Datassential Plant-Based Keynote, 2023 ⁷ 2023 Plant-Forward Opportunity Report, Datassential

8 Tastewise, 2024 9 Flavor & the Menu and Menu Matters Survey, 2023 10 The World of Pizza, Datassential, 2024

