



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!

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

SELF-SERVE SHAKES AND SMOOTHIES!



f'real by Rich's Strawberry Banana Smoothie



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



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

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



TIKTOK VIDEOS
WITH THE TRENDING
HASHTAG #DIRTYSODA
RECEIVED
140.3M
VIEWS.⁴

Ocean Mist Energy Drink with On Top Soft Whip



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 plant-forward to be healthier.⁷

Veggie Quinoa Bowl with 12" x 5" Gluten-Free Seasoned Cauliflower Flatbread

BANH MI HAS GAINED **+27.05%** SOCIAL POPULARITY OVER THE PAST YEAR.⁸

Vegan Banh Mi Pizza on 14" Gluten Free Vegan Cauliflower Pizza Crust

OUR PLANT-BASED PIZZA CRUSTS AND FLATBREADS ARE MADE WITH OVER 20% VEGGIES!

Matcha Oat Milk Latte with On Top Oat Milk Soft Whip

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

Bacon, Egg & Chive Breakfast Pizza on 10" Gluten Free Seasoned Cauliflower Pizza Crust

Cheesy Detroit Pizza on Gluten-Free Detroit Style Crust

+122% EXPECTED 4-YEAR GROWTH OF GLUTEN-FREE PIZZA.¹⁰

7" Fully Topped Meat Lovers Pizza

¹ SNAP! Datassential Snacking Keynote, 2023 ² Datassential "Menu Trends" 2023 ³ SNAP! Datassential, 2023 ⁴ TikTok Insights, 2023

⁵ Q1 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