

FLAVOR

& THE MENU



DESSERTS THAT WOW

What factors drive dessert sales in casual-dining restaurants? A recent survey by Culinary Visions polled consumers who'd ordered dessert within the past month from casual-dining restaurants. Their findings include:

- ▶ More than one third of female consumers said they consider dessert before they order their main course—to make sure they save room. And 20 percent of men said they choose a restaurant that sells a dessert they crave.
- ▶ Older Millennials (ages 31-36) order desserts more frequently than any other age group.
- ▶ Of consumers' favorite flavor profiles, 71 percent said sweet desserts topped their list, followed by sweet/savory (49 percent) and bitter/sweet (47 percent).
- ▶ Chocolate wins by a mile; eight out of 10 dessert buyers prefer it. Caramel and vanilla tied for second place at 56 percent. Some 41 percent of diners said nut-flavored desserts were their top choice.
- ▶ Nearly half of consumers said fruit ingredients helped sway their dessert choice. And, of them, more than two-thirds ranked strawberry as their favorite flavor. Raspberry (48 percent) and apple (45 percent) weren't far behind.
- ▶ Capturing a sale was more likely if it included an interesting or new flavor profile (81 percent), if it was shareable (76 percent) or it included a dessert flight (72 percent). Mini desserts swayed 63 percent of diners, too.