

# Study explores consumers' interest in new cottage cheese concepts

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Cottage cheese is ready for a comeback, according to a new study from **Culinary Visions**, Chicago. The study presented consumers with 25 chef-inspired concepts featuring cottage cheese, and discovered high interest in concepts that reimagined cottage cheese with a contemporary twist.

"Despite its old-school reputation, our study found that **creative cottage cheese recipe concepts held major appeal for consumers of all ages**. In fact, younger consumers ages 18-34 actually expressed more interest in the presented concepts than any other age group," says Sharon Olson, executive director. "Modern takes on cottage cheese meet the needs of today's consumers' demanding lifestyles, who seek products that are simultaneously healthful, convenient and delicious."

Among the highest scoring concepts with consumers included the **Warm Queso Dip, Cottage Cheese Salad Bar and Cottage Cheese Based Dip**. Nearly **64%** of those surveyed said they were likely to try the Warm Queso Dip, described as a melted cottage cheese and cheddar base with fresh pico de gallo. **Sixty-four percent** of those surveyed also said they would be likely to try a cottage cheese salad bar, featuring a variety of flavored cottage cheese options in addition to favorite fruit and vegetable choices. And, **62%** of those surveyed said they would be likely to try a cottage cheese-based dip, described as a creamy dip with fresh herbs and spices.

**Each of those top concepts fared even better with consumers ages 18-34**, with **76%** of those consumers saying they would be likely to try the Warm Queso Dip, **66%** saying they would be likely to try a Cottage Cheese Salad Bar and **66%** saying they would be likely to try the Cottage Cheese Based Dip.

**Younger consumers also led the way in adventuring into more creative territory**. While dips were popular with consumers across demographics, fresh concepts such as the Southwest Chicken Salad, Protein Snack Box and Roasted Lemon Chicken Breast and Cottage Cheese Salad captured the interest of consumers ages 18-34. For instance, **68%** of those consumers said they would be likely to try the Southwest Chicken Salad, described as consisting of grilled chicken, fire-roasted corn and poblano pepper relish, avocado and tomatoes over a bed of lettuce with pureed jalapeño cottage cheese dressing. Nearly **66%** said they would be likely to try the Protein Snack Box, described as a serving of creamy cottage cheese, slices of smoked turkey jerky and unsalted toasted almonds. And, **66%** said they would be likely to try the Roasted Lemon Chicken Breast and Cottage Cheese Salad, described as a base of greens with roasted lemon chicken breast and fresh cut veggies, topped with a blended cottage cheese and lemon dressing.

## About the survey

This study examines consumer attitudes toward 25 chef-inspired cottage cheese recipe concepts designed by Culinary Visions chefs. The study surveyed 2,000 consumers across the United States, using close-ended questions regarding the types of cottage cheese recipes that would be most accepted by the mainstream consumer as well as concepts ready for exploration among trend-setting consumers. The study, titled "Cottage Cheese Study 2019," was published in April.