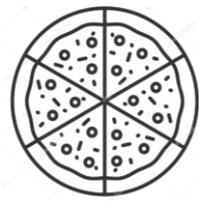




Menu WINnovations



More Cheese, More Pizza Orders!

What's New on Menus

Buffalo Ranch Chicken Pizza
Papa Murphy's Pizza



Smothered in Whole-Milk Mozzarella and Cheddar Cheese.

Six Cheese Garlic Slice
Family Express



A blend of mozzarella, fontina, white cheddar, Asiago, Romano, and feta combined with a garlic butter sauce.

Garlic Lover Pizza
Blaze Pizza



Topped with Fresh Mozzarella Cheese.

Pizza has proved its status as a fan favorite by seeing strong growth over the past year – pizza menu mentions have **increased by 7.8%** year-over-year, even as many chains shrink their menus.

While different pizza varieties follow trends and go in and out of fashion, cheese remains the most important ingredient to tie everything together. **31% of consumers*** report that higher-quality pizza would encourage them to order from quick service chains more often and high-quality cheeses are here to help. Also, considering adding a heavier amount of cheese. Contact Midwest Dairy today for more insights and resources!

Trending Pizza Types on Menu

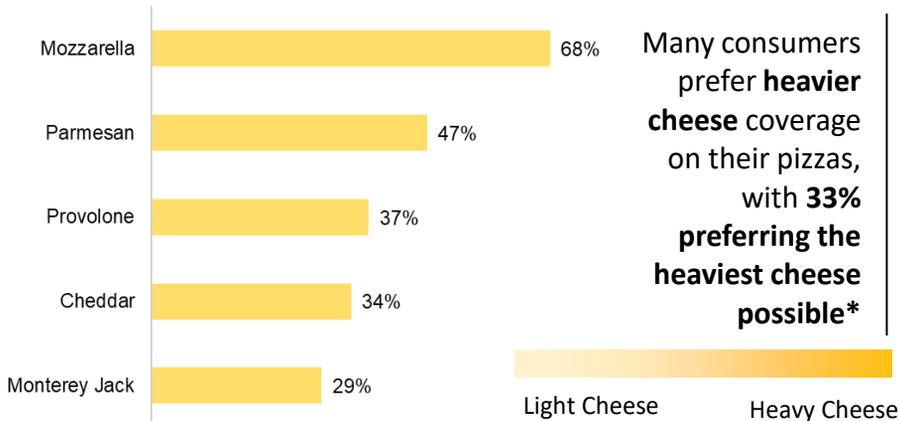
- Deluxe/Supreme Pizza (+22.3%)
- Steak Pizza (+12.7%)
- Margherita Pizza (+12.1%)
- Buffalo Chicken Pizza (+11.5%)
- Hawaiian Pizza (+11.1%)

Percentage indicates YoY increase in menu mentions
Base: 46,653 Menu Items across 2,436 operators



Mozzarella is the most common pizza cheese on U.S. menus, followed by ricotta, parmesan, feta, and cheddar. Fresh Mozzarella mentions on pizza are trended upward (+10.3%) over the past year.

Mozzarella is consumers' most preferred cheese type on pizzas; however, other cheese types are also desired on Pizza*



Many consumers prefer **heavier cheese** coverage on their pizzas, with **33%** preferring the **heaviest cheese possible***

*Percent of consumers who would consider ordering each cheese type