

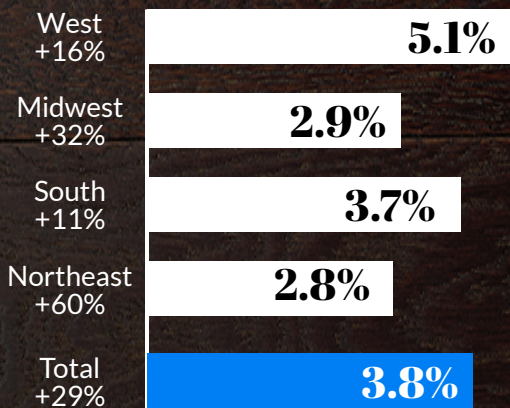
# The Churro Craze Continues!

Churros are one of the **FASTEST** growing desserts in foodservice. These ethnic treats are easy to prepare and serve as a dessert or snack.



**75%**  
are aware of churros  
**55%**  
have tried churros  
**44%**  
LOVE churros!

## Regional Churro Penetration



## Better as a Pair

Mexican  
Chocolate has  
grown

**+262%**

with churros in  
the past 4 years

## Churro Growth

**+125%**

10-yr growth of churros on  
dessert menu

Popularity is growing for churros across all regions. **The fastest growth is occurring in the Northeast**

## Instagramable Moments

Check out our **NEW**  
Churro website



<https://churros.com/>

## TOP CHURRO FLAVORS

- > Cinnamon & Sugar
- > Chocolate
- > Ice Cream
- > Caramel



**CHOCOLATE & CARAMEL** are commonly paired with churros in the form of a dip, drizzle or filling



**54% of iGens** are interested in seeing dessert images on their social media

