

Soft Pretzels' Popularity Proliferates

The **soft, savory and salty snack** has been on menus for years, but it's recently been growing in popularity. Check out the snacking trends surrounding this pub favorite.



4 of 5 consumers say they snack at least once a day, with many snacking more

Consumers enjoy salty snacks

13%

say they're **eating more salty snacks** now than they were two years ago

OF POPULAR CHOICES, CONSUMERS SAY THEY'VE **PURCHASED THESE AS SNACKS** AT LEAST OCCASIONALLY:



SOFT PRETZELS ARE GAINING POPULARITY AND GROWING ON MENUS **3.3% YEAR-OVER-YEAR**

Soft pretzel appetizers are up 4.2%

As a side, they're up **25%**

Why?

Portability is a key purchase driver for snacks

48% of consumers agree with this statement

TOP INGREDIENTS PAIRED WITH SOFT PRETZELS:

- Cheese
- Sauces/Dips
- Mustard



TRENDING INGREDIENTS PAIRED WITH SOFT PRETZELS (all up 25% year-over-year):

- Garlic
- Jalapeno
- Preserves
- Parmesan
- Sriracha



TAKEAWAY: The most popular accompaniments for pretzels are the classics. Be sure to offer a variety of traditional and new toppings and condiments for soft pretzels.

MENU TIP: Blend trending ingredients into pretzel dough, use them as toppings or mix them into delicious dips.

