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.

**Consumers enjoy salty snacks**

13% say they’re eating more salty snacks now than they were two years ago.

**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.

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

<table>
<thead>
<tr>
<th>Snack</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Potato chips/hard pretzels</td>
<td>62%</td>
</tr>
<tr>
<td>Chips and salsa</td>
<td>57%</td>
</tr>
<tr>
<td>French fries</td>
<td>51%</td>
</tr>
<tr>
<td>Nachos</td>
<td>42%</td>
</tr>
<tr>
<td>Soft pretzels</td>
<td>26%</td>
</tr>
</tbody>
</table>

**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.

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

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

Sources: Technomic 2018 Snacking Occasion Consumer Trend Report and Ignite menu data.

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