

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.

78%

of consumers know churros

59%

of consumers have tried churros

47%

of consumers love or like churros



TOP CHURRO FLAVORS

- Cinnamon
- Chocolate
- Cinnamon Sugar
- Caramel

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



+53% 4-year growth across menus

Churro Growth

+126%

10-yr growth of churros on dessert menu

TRENDING CHURRO FLAVORS

- Maple
- Pumpkin
- Oreo
- Tres Leche

***Maple** is a leading trending flavor, driven by the usage of mash up breakfast entrees like French toast and waffles with churros



www.jjsnackfoodservice.com - 6000 Central Hwy,
Pennsauken NJ 08031 (856) 665-9533

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