



Q2 2025

TRENDS UPDATE

FOR HEINZ VERIFIED
OPERATORS





Trends Summary

Fusion and Chaos Cuisine¹

More restaurants are serving **bold, unexpected flavor mashups** (e.g., cheeseburger arancini, masala cheesesteaks). [See more examples here.](#)

Action:

Introduce playful, cross-cultural LTOs to spark interest and social sharing.



TANDOORI SPAGHETTI

Global Flavor Exploration²

Rising interest in ingredients and foods like **black garlic, tteokbokki, guasacaca, and whipped honey**. [See more early-stage trends here.](#)

Action:

Incorporate trending global flavors into familiar formats to ease adoption.



TTEOKBOKKI

Ranch Reinvented³

Ranch is trending in **spicy, global, and multi-use** formats (e.g., marinades, pizza bases). [See more trending uses of ranch here.](#)

Action:

Expand ranch offerings with creative pairings and new flavor profiles.



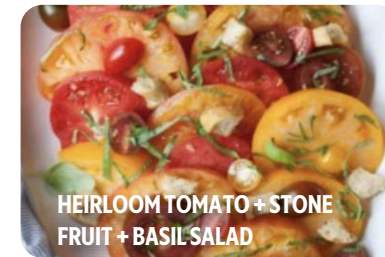
SPICY RANCH

Salad Innovation³

Consumers are embracing bold, **globally inspired salads** with fresh ingredients. [See trending summer salads here.](#)

Action:

Refresh your salad offerings with global flavors and seasonal appeal.



HEIRLOOM TOMATO + STONE
FRUIT + BASIL SALAD

Gen Z Sampler Craze²

Sampler platters resonate with Gen Z's desire to snack, explore new flavors, and find value – making them ideal for driving trial and shareability. [See more details of sampler platters here.](#)

Action:

Offer samplers to drive traffic and trial.



SAMPLER PLATTER

Source:

¹Saxena, J. (2022, Sep 6). "'Chaos Cooking' Is Coming — Are We Ready?" Eater. [The Latest Restaurant Trend: Chaos Cooking | Eater](#)

²Datassential, Inception Deep Dive, April 2025

³Nichefire, 3/31/2025-4/15/2025;

⁴Techonomic Snacking Report 2025



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AWAY FROM HOME

MACRO CULTURAL SHIFTS

THE IMPACT OF SHIFTS ON
FOOD/BEVERAGE TRENDS



FOOD & FOOD-ADJACENT MACRO TRENDS

CHAOS CUISINE¹

While fusion cuisine started taking off in the 90s, “chaos cuisine” is the next evolution

A new crop of restaurants has begun serving not just fusion, but aggressive, weird, troll-y fusion that’s also thoughtful and ... actually good.

Big Mac Pizza



Pastrami Tacos



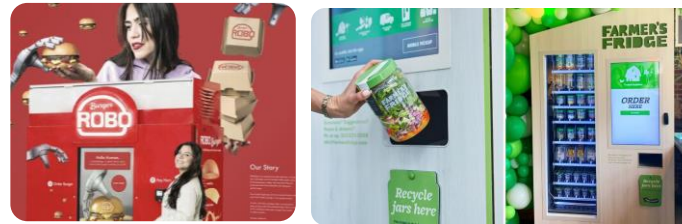
Tandoori Spaghetti



“These are big, gooey, macho menus that sound like four cuisines were stuck in the Large Hadron Collider on a dare.”

FRESH VENDING/HUMAN-LESS OPERATIONS²

There is both an increase in interest and acceptance of autonomous food preparation systems



SENSORY DRIVEN (BEYOND TASTE)²

Could include shows/theater, food science or molecular gastronomy, extreme or unique environments, special service or presentation



45% of consumers are interested in having a meal in an extreme or unique environment, most of which (64%) would pay more for it.

NATURAL FOOD COLORINGS³

On 4/22/25, RFK Jr. announced a goal of a ban on petroleum-based food dyes by the end of 2026



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AWAY FROM HOME

STARTING TO TREND

GEN Z INTERESTS IN INGREDIENTS AT
INCEPTION OF THE MENU ADOPTION
CURVE



TRENDS ARE MOVING FASTER THAN EVER



DIVERSITY GROWTH¹

The non-white population in the U.S. is projected to grow by 50 million by 2050, bringing with it a greater interest in foods and flavors that are reflective of diverse cultures.

ACCULTURATION¹

As acculturation progresses, both minority and majority cultures explore and exchange various aspects of their cultures, especially foods and flavors.

FOOD CULTURE¹

Foodie-ism is now fully entrenched in consumers' day-to-day lives, fueled by social media, food blogs and shows, and the elevation of food as a social driver. Food is a form of social currency.

MOBILE TECHNOLOGY¹

Social media, reservation apps, a renewed interest in delivery and seeking specialty items, all of these help build the foodie culture and related currency.

ROLE OF FOOD MANUFACTURER²

Food companies used to be able to wait for trends to mature before making their move, but today that's no longer a smart course of action. As trends continue to accelerate, speed has emerged as a potent competitive advantage. A key indicator of a trend's progression comes from its support from major manufacturers.



LATEST INCEPTION ADDITIONS

CHICKEN 65

APPETIZERS

SALMON BACON

BACON VARIETIES

CHASHU PORK

BBQ

BLACK GARLIC

BREAKFAST BAKERY FLAVORS

YUZU

BREAKFAST BAKERY FLAVORS

PRESSED CROISSANT

BREAKFAST BAKERY ITEMS

SCALLION PANCAKE

BREAKFAST HANDHELD

HORSERADISH

BURGER INGREDIENTS

MARGARITA

CHEESECAKE

KULFI

CHEESECAKE

FRENCHED CHICKEN WING

CHICKEN CUTS

TTEOKBOKKI

COMFORT FOODS

MASHED POTATOES

CHICKEN SANDWICHES

SAFFRON

DESSERT FLAVORS

BAGNA CAUDA

DIPPING SAUCE

SSAMJANG

DIPPING SAUCE

YOU TIAO (CHINESE DONUTS)

DONUTS

JUNGLE CURRY

ENTREE

IRISH SPICE BAG

FRIES

BALKAN

GLOBAL CUISINE TYPES

KONJAC

HEALTHY: BETTER FOR YOU

BEEF LIVER

HEALTHY: SUPERFOODS

HOJA SANTA

HERBS & SPICES

PAVE

POTATOES

GUASACACA

SAVORY SAUCES & FLAVORS

SANCHO PEPPER

SPICY

WHIPPED HONEY

SUGARS & SWEETENERS

WATERMELON

TACO INGREDIENTS

CAESAR

WINGS



TTEOKBOKKI



BAGNA CAUDA



GUASACACA



KONJAC (ASIAN ROOT
VEGETABLE, USED FOR
FLOUR REPLACEMENT)



PRESSED CROISSANT



YOU TIAO



IRISH SPICE BAG



DIPPING SAUCES





SAUCE & FLAVOR MOVER



1. Laksa-Style Seafood Curry from Marley Spoon's meal kit service.
2. St. Andrews Bodega in Panama, FL, offered a special of Blackfin Tuna Katsu Curry in July 2024.

CURRY

ADOPTION



PROLIFERATION

Much like gains for pad thai, some of curry's gains are due to familiarity with Thai cuisine. Curry across the board is gaining in popularity. Coconut-based curry and Indian curry dishes were more fringe for years, but are now relatively well-known. Now curry dishes from other parts of the world are gaining, including Japanese curry (a mild curry that is sweetened with apple and made thick with a roux) – specifically chicken katsu curry – as well as jungle curry (a Thai curry that does not include coconut). Other mild curry dishes are also experiencing pockets of growth, including Irish curry sauce paired with fries. Specialty brands also offer a variety of frozen curry dishes at many major grocers.

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AWAY FROM HOME

SALAD & RANCH

THE SALADS CONSUMERS ARE
TALKING ABOUT & RANCH





CONSUMER MACRO-BEHAVIORS DRIVING THE SALAD SPACE



FRESH-FORWARD EATING

Trend:

Salads are a go-to for consumers seeking “clean,” “wholesome,” and “functional” meals.

About:

Strong association with health and wellness: low-carb, high-fiber, anti-inflammatory. Dressings act as both a flavor driver and a functional differentiator (e.g., low sugar, added probiotics, clean oils). Interest in “raw” ingredients, bitter greens, and fresh herbs continues to grow



GLOBAL FLAVOR EXPLORATION

Trend:

Consumers—especially younger ones—are embracing bold, international flavor profiles

About:

High interest in global salads (e.g., Thai, Mexican, Mediterranean, Middle Eastern) and complementary dressings. Increased use of ingredients like gochujang, tahini, harissa, za'atar, and citrus-chili blends. Dressings are seen as a low-risk entry point to global exploration



CONVENIENCE MEETS CUSTOMIZATION

Trend:

Quick meals must also feel personalized and satisfying.

About:

Growth in DIY salad kits, ready-to-drizzle packs, and modular offerings. Interest in hybrid formats (e.g., grain bowls, chopped salads, protein+greens combos). Consumers want control over flavor intensity, portion size, and texture



CLIMATE-CONSCIOUS EATING

Trend:

Environmental values are shaping mealtime choices—especially among Gen Z and Millennials.

About:

Salads seen as low-impact, sustainable meals when centered on veg, grains, and legumes. Consumers seek plant-based proteins, upcycled ingredients, and sustainable dressings. Packaging and ingredient sourcing are under the microscope



DUAL-USE DRESSINGS & VERSATILE FLAVOR BUILDERS

Trend:

Consumers want products that do more—with fewer steps.

About:

Growing preference for dressings that double as dips, marinades, or sauce bases. TikTok and food creators are driving awareness of “flavor hacks” and multi-use applications. Dressings viewed as a fast track to bold, layered meals



CONSUMER MACRO-BEHAVIORS DRIVING THE SALAD SPACE



HEALTHY SALAD DRESSINGS

Trend: Healthy Salad Dressings are gaining attention as part of a broader movement towards healthier eating habits, emphasizing natural ingredients and creative culinary approaches.



CRUNCHY SALAD TOPPINGS

Trend: Crunchy Salad Toppings are gaining popularity to enhance the texture and flavor, reflecting a broader interest in healthy meal enhancements and creative culinary experiences.



VEGAN COPYCAT OLIVE GARDEN SALAD

Trend: Vegan Copycat Olive Garden Salad is a culinary trend focused on recreating Olive Garden's popular salad in a vegan-friendly manner.



OTTOLENGHI'S LETTUCE SALAD

Trend: Ottolenghi's Lettuce Salad is a culinary trend focusing on creative salad preparations, gaining traction for its simplicity and innovative approach to traditional salad recipes.



CHILLED LASSI AND SALAD

Trend: Chilled Lassi and Salad is a culinary trend focusing on refreshing, healthy meal options, gaining traction as a popular choice for summer dining and weight management strategies.



AIR-FRIED HALLOUMI SALAD

Trend: Air-Fried Halloumi Salad is a culinary trend focusing on a healthier, cheese-centric salad option using air-frying techniques.



WARM BRUSSEL SPROUT SALAD

Trend: Warm Brussel Sprout Salad is gaining traction as a culinary trend, particularly in the context of creative dining experiences and holiday side dishes.



CHOPPED GREEN GODDESS SALAD

Trend: Chopped Green Goddess Salad is a culinary trend focusing on innovative salad recipes, gaining traction for its creative use of vegetables and appealing presentation.



VEGAN MACARONI SALAD

Trend: Vegan Macaroni Salad is a culinary trend focusing on plant-based adaptations of a classic dish, gaining traction due to its appeal to health-conscious and environmentally aware consumers.



CHICK-FIL-A SALAD DIET

Trend: Chick-fil-A Salad Diet is a social media trend focusing on using Chick-fil-A salads as a meal prep strategy for weight loss. It is gaining traction due to its association with health and personal development, in the context of convenient dieting solutions.



POPULAR SUMMER SALAD TRENDS



GRILLED PEACH + BURRATA + BASIL + CHERRY TOMATO + PROSCIUTTO

Trend:

Summer Salads are trending for grilled fruits, global spice blends, hydration-focused ingredients

Dressing Pairing:

Chili-lime vinaigrette with a dash of smoked paprika

Why it's Popular:

Summer indulgence meets Mediterranean luxury



WATERMELON + CUCUMBER + PICKLED RED ONION + FETA + TAJÍN

Trend:

Summer Salads are trending for grilled fruits, global spice blends, hydration-focused ingredients

Dressing Pairing:

Mint-yogurt dressing or citrusy agave-lime vinaigrette

Why it's Popular:

Hydrating + spicy-sweet = wellness meets flavor bomb



GRILLED CORN + QUESO FRESCO + TOMATO + JALAPEÑO + CILANTRO

Trend:

Summer Salads are trending for bold flavor combos, global inspiration, grilled textures

Dressing Pairing:

Charred scallion-lime dressing

Why it's Popular:

Street corn energy in salad form—big flavor, playful feel



HEIRLOOM TOMATO + STONE FRUIT + BASIL + TORN SOURDOUGH CROUTONS

Trend:

Summer Salads are trending for bold flavor combos, global inspiration, grilled textures

Dressing Pairing:

Olive oil + white balsamic + sea salt

Why it's Popular:

Panzanella meets peak-produce summer vibes



RICE NOODLES + CABBAGE SLAW + MANGO + HERBS + CRUSHED PEANUTS

Trend:

Summer Salads are trending for bold flavor combos, global inspiration, grilled textures

Dressing Pairing:

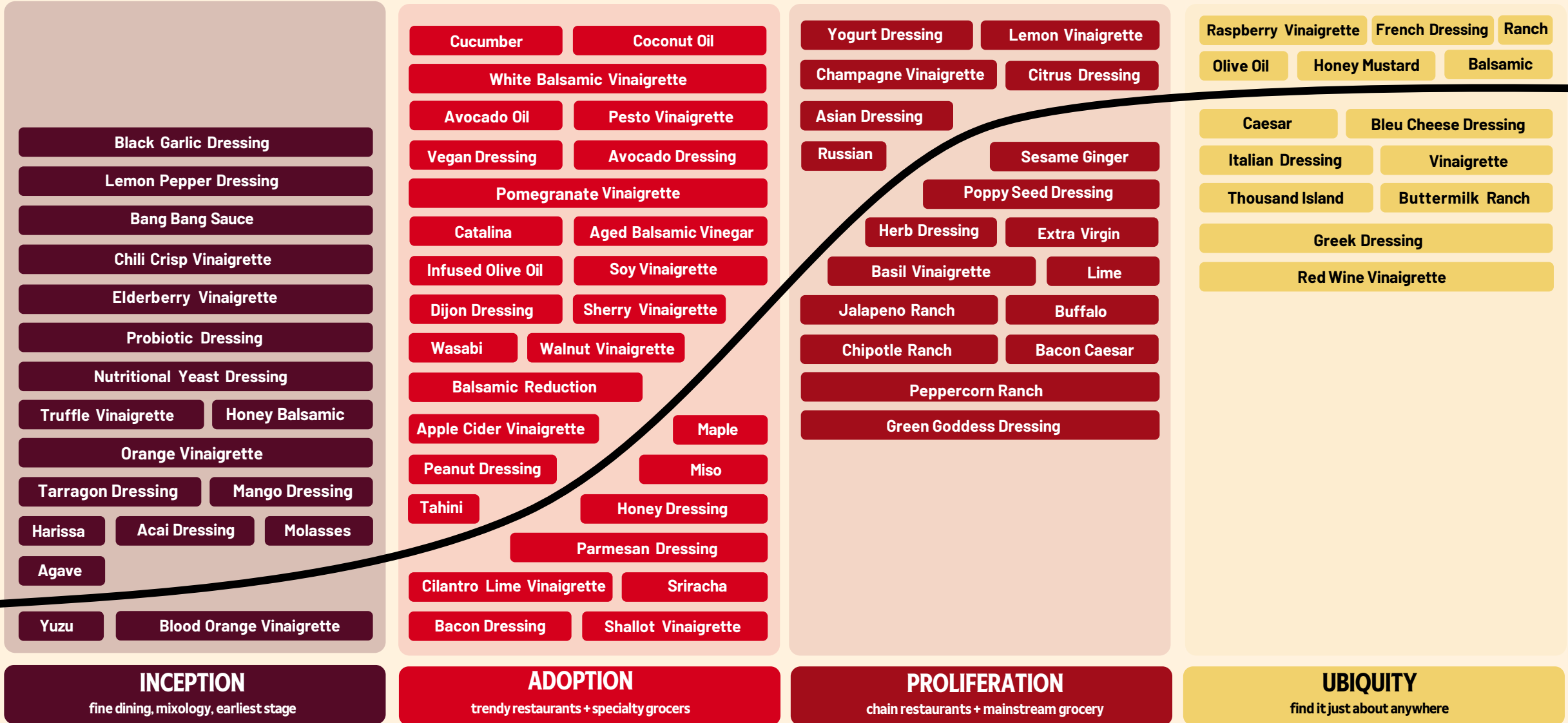
Vietnamese-style nuoc cham (lime, fish sauce, chili)

Why it's Popular:

Refreshing, globally inspired, and totally TikTok-worthy



SALAD DRESSINGS & OILS





HISTORY OF RANCH

INVENTION

1948

Pillsbury launches dried cake mixes.

1949

Steve Henson, a plumbing contractor in Anchorage, Alaska invents ranch. He cooked for work crews with limited fresh ingredients and was able to make the dressing mix with dried herbs and spices.

1954

Steve and his wife move to California where they open a guest ranch and steakhouse. The dressing became more popular than the property. They called the dressing Hidden Valley Ranch.

NOVELTY

1956

Steve and his wife start sending dry mixes to different customers and ranch spreads in popularity from the West to the Midwest.

1973

Ranch is purchased by Clorox expanding their distribution. Ranch becomes a mainstay at salad bars. Shortly after Kraft and General Mills start making ranch style dressing mixes.

1970's

Ranch grows in popularity as a mainstay at restaurant salad bars.

1983

HVR launches a shelf stable ranch. Other CPG companies follow.



EXPANSION

1986

Cool Ranch Doritos hit the shelves opening ranch applications beyond salads – fries, wings, chips, Chex mix, biscuits, popcorn etc.

1994

Domino's adds ranch to their menu as an add on to their chicken wings. Consumers started dipping their pizza. Gains popularity with Gen X

2000

HVR discontinues flavored ranch released a couple years earlier.

2013

Lester's Fixins launches ranch flavored soda.



2015

Twisted Ranch, a restaurant in St. Louis opens up with three hour waits offering food with 31 flavored ranches.

2018

National Ranch Day begins.



2023

Van Leeuwen releases HVR flavored ice cream.

2024

HVR releases a line of flavored ranch dressings.

2025

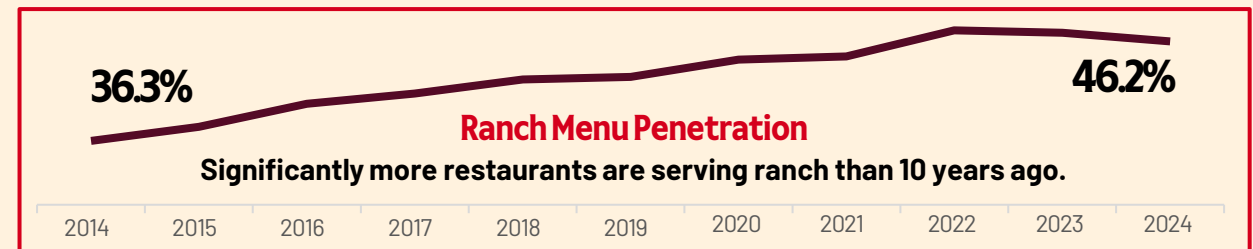
Ranch LTO's jump 24% since 2022.



BOOM



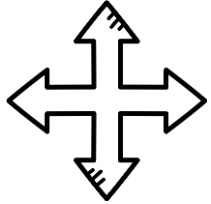
Source: New York Times "Ranch Nation" 2018, www.ranch4life.com, Datassential MenuTrends 2025



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RANCH SUCCESS FACTORS



VERSATILE

Ranch is a condiment, dressing, dip, and a flavor melding well with a wide range of dishes, sauces, and cuisines.



NOVEL IDEA

Ranch is a relatively modern creation, when compared to its condiment counterparts like mayonnaise and aioli, which have been around since the 19th century.



WINGS & FRIED CHICKEN

As the popularity of chicken LSR continues to soar, the demand for ranch dressing has skyrocketed.



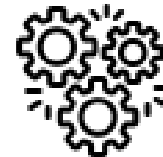
QUINTESENTIALLY AMERICA

Ranch was invented in the United States and is ingrained in the fabric of American culture.



WINGS & FRIED CHICKEN

Ranch dressing was a salad staple in the 1970's and expanded to new categories throughout the 1980's and 1990's. Its versatility and appeal was passed down to Gen Z, who are discovering new ways to enjoy it and having it remain a household



CUSTOMIZABLE

With its foundation rooted in classic herbs and spices, ranch dressing serves as a versatile canvas for creative flavor combinations.



TRENDING USES FOR RANCH



SPICY RANCH AS A BASE SAUCE

Trend:

Heat + Cream = flavor bomb

Ideas:

- Mix with sriracha, gochujang, harissa, or chipotle
- Used as a drizzle over grain bowls, tacos, or hot honey-fried chicken
- TikTok trend: "Hot Ranch Noodles" with chili crisp and ramen

Opportunity:

Co-brand spicy ranch with trending heat sources (e.g., "Chipotle-Lime Ranch", "Gochujang Ranch")



RANCH AS A MARINADE OR COATING

Trend:

High-fat content helps carry flavor in cooking

Ideas:

- Use ranch to marinate chicken, tofu, or cauliflower before roasting or air-frying
- Acts as a binder for breadcrumb coatings or oven-fried textures
- Recipe trend: "Ranch-roasted carrots" or "Ranch-fried pickle chips"

Opportunity:

Position ranch as a flavor-first marinade—not just a finishing sauce



UNEXPECTED RANCH PIZZA PAIRINGS

Trend:

Elevated comfort food

Ideas:

- White base pizza with ranch in place of tomato sauce (e.g., Buffalo Chicken Ranch Pizza)
- Drizzled post-bake for visual and flavor pop
- Flavor mashups: Ranch & Dill Pickle Pizza, Ranch & Corn Elote Flatbread

Opportunity:

Develop recipe content or partner with frozen pizza brands for co-branded flavor profiles



RANCH IN GLOBAL-INSPIRED WRAPS & BOWLS

Trend:

Cultural fusion, Gen Z-forward

Ideas:

- Mediterranean Chicken Wrap with Za'atar Ranch
- Southwest Grain Bowl with Cilantro-Lime Ranch
- Korean-style rice bowls with Gochujang Ranch drizzle

Opportunity:

Extend the Ranch line into globally inspired SKUs or LTOs for quick-service & meal kits



SAVORY-SWEET CROSSOVERS & HIDDEN RANCH

Trend:

Ideas:

- Ranch used in cornbread, savory muffins, or biscuit dough
- Hidden ranch in dips and spreads—cream cheese + ranch + herbs
- Content trend: "Ranch Popcorn" (powdered ranch seasoning + butter)

Opportunity:

Collaborate with snack or baking brands for unexpected Ranch fusion formats



HEALTH TRENDS

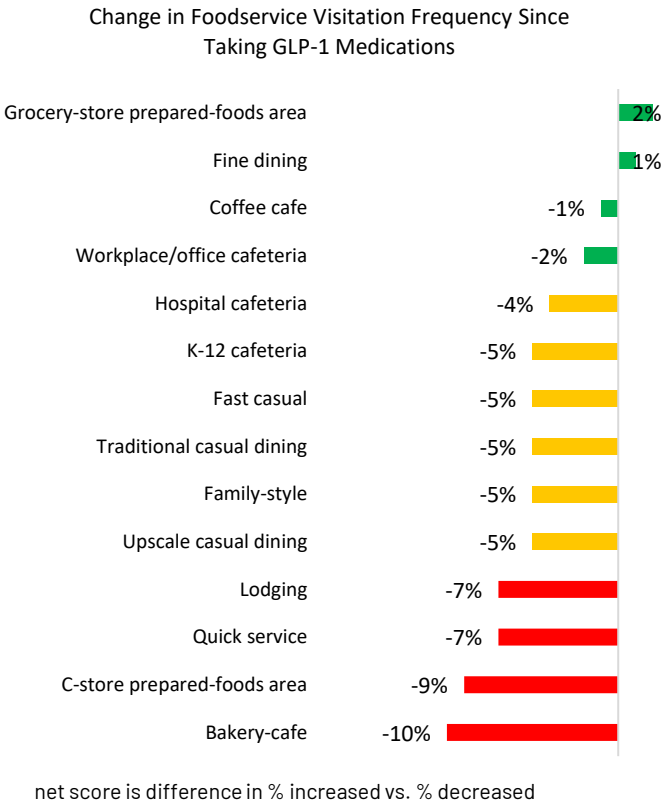
MEETING CONSUMER NEEDS



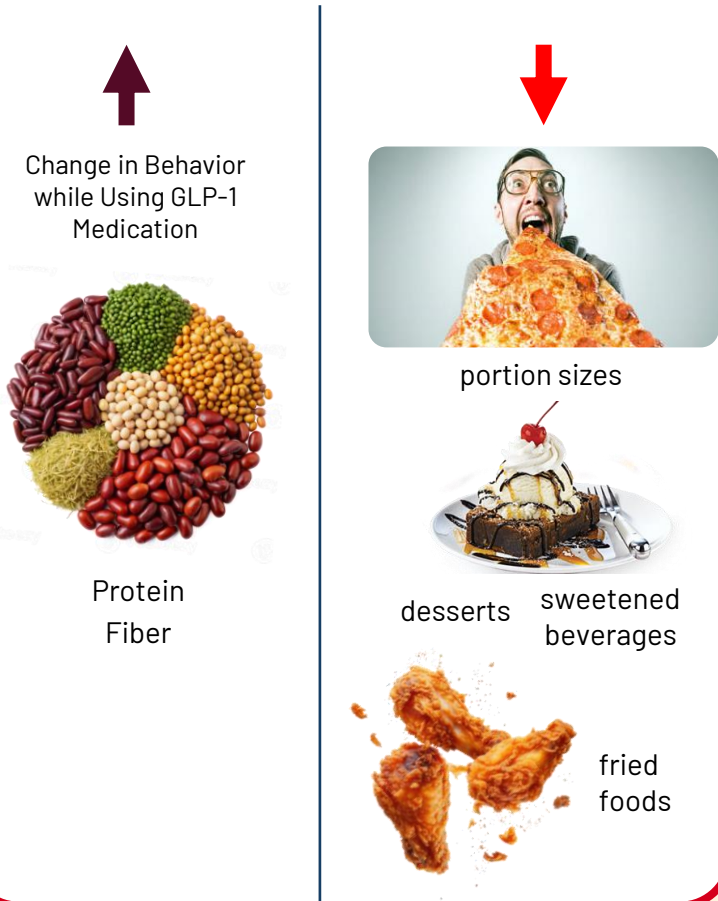
TARGETING THE GLP-1 USER

★ 11% of the population is on GLP-1's

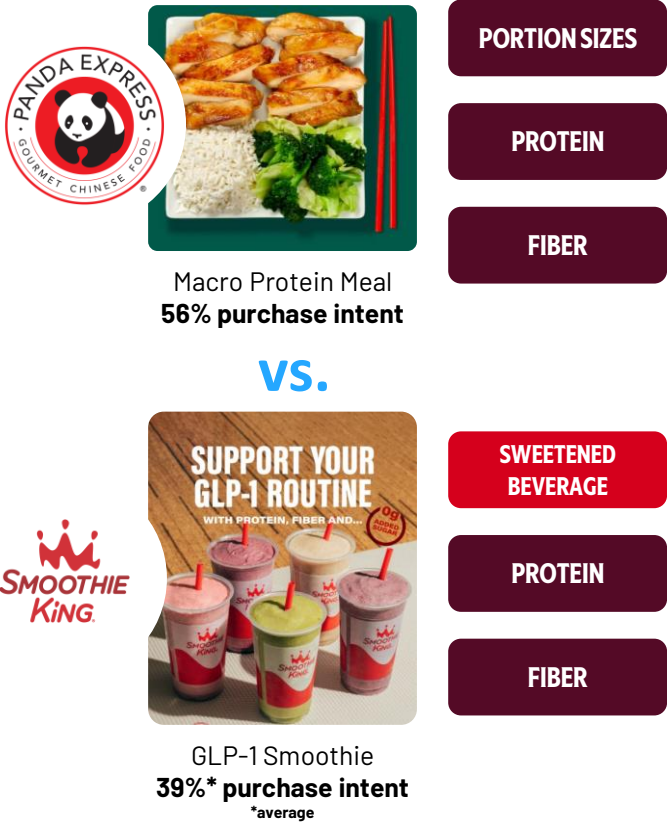
Following the start of GLP-1 treatment, consumers visit most foodservice locations less frequently.



Focus on attributes and foods attractive to GLP-1 users.



Instead of drawing attention to GLP-1, which may have negative perceptions, it's more effective to emphasize the appealing characteristics of the food consumers.

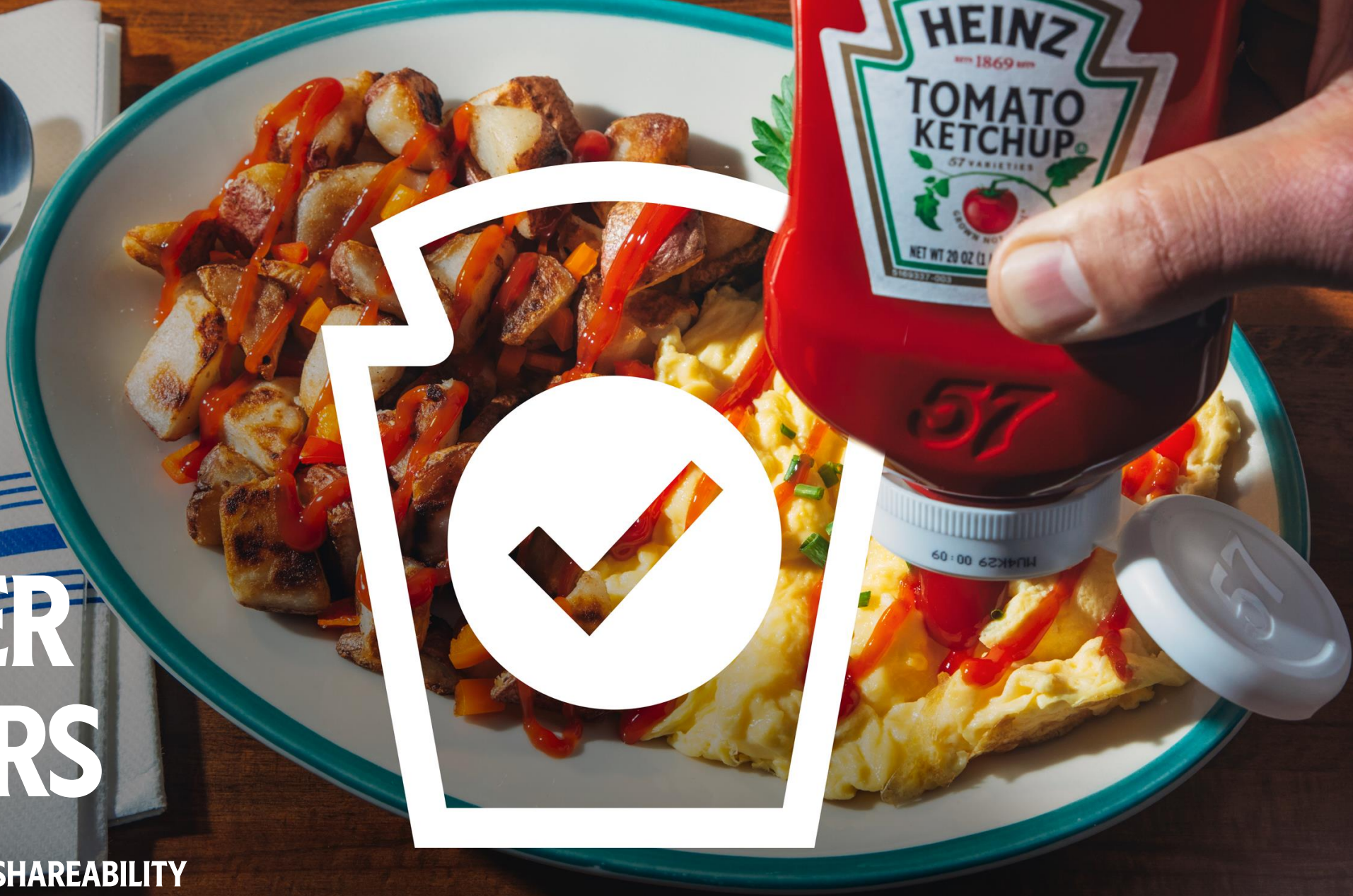


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AWAY FROM HOME

SAMPLER PLATTERS

TAPPING INTO VALUE AND SHAREABILITY





SAMPLE PLATTERS

MULTISENSORIAL

INTERACTIVE

GLOBAL

SHAREABLE

HEDONISTIC

VALUE

30%

of Gen Z consumers are more frequently seeking out value deals than last year.₂

I love trying new foods, the crazier and more unique the better

Gen Z

44%

116

I like trying new foods, but prefer to try them in menu items that are somewhat familiar

48%

100

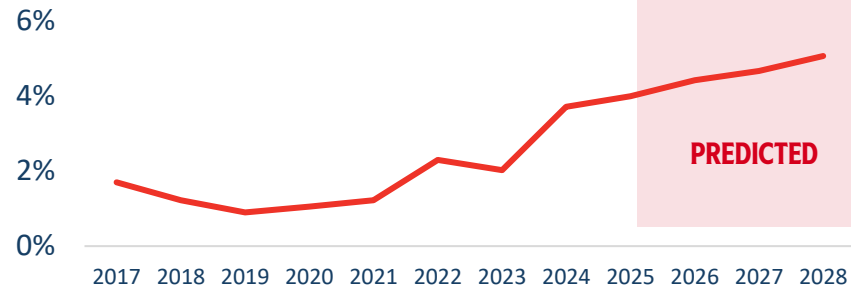
I don't like trying new foods, I prefer familiar foods

8%

57

Gen Z Index

SAMPLERS ON FSR APPETIZER MENUS₁



+252% growth in the past 4 years

+28% predicted growth in the next 4 years

THE TRIPLE DIPPER IS THE NEW PUPU PLATTER.



SAMPLER PLATTERS TAP INTO GEN Z SNACKING OCCASIONS



REPLACING MEALS WITH SNACKS

43%

of Gen Z consumers skip at least 1 meal per day or replace at least 1 meal per day with snacks₃



PURCHASING SNACKS AWAY FROM HOME

34%

of Gen Z consumers purchase snacks away from home₃



CONSUMING APPETIZERS AS SNACKS

84%

of Gen Z consumers are consuming appetizers as snacks at least once a month₃