

TRENDS

TO KNOW

JUNE 2025

BROUGHT TO YOU BY


Schreiber.

BREAKFAST, BAKERY, & PASTRY TRENDS

THAT WILL BE THE APPLE OF YOUR PIE



THE TREND

What's breakfast without a sweet or savory baked good, and what's a day without a little treat in the form of a pastry? From donuts to croissants to pies, baked goods and pastries are all over foodservice and retail. According to Datassential's Breakfast Bakery & Pastries Inspiration Report, 14% of menus overall offer the exact term "pastry" (since many pastries may have other names, the actual menu penetration is likely way higher). Standby baked goods such as muffins and cinnamon rolls are some of the most popular varieties on menus, but many cheese-forward options such as croissants (egg and cheese croissant, anyone?) are also highly menued. Many global and regional U.S. twists on baked goods and pastries are also worth watching, including cannoli, churros, kringles, and kolache. Also keep an eye out for opportunities to capitalize on emerging Mexican, Filipino, and Korean bakery cultures.

DAIRY REPORT

While several cheese and dairy opportunities exist for sweet breakfast baked goods and pastries, such as cheesecake pastries, crème brûlée donuts, or cannoli, there are also boundless opportunities to showcase more savory dairy options in baked goods. Croissants are one of the most commonly-found baked goods or pastries on menus, and not only can cheese be showcased on breakfast croissant sandwiches typically featuring meat, cheese, and eggs, but the savory dairy opportunity is also being propelled by many breakfast pastries (croissants, kolaches, or pretzel creations) now featuring lunch or dinner P.M. flavors that are cheesy heavy hitters like cheeseburger or pizza.

MENU INSPIRATION

TWICE BAKED CROISSANT

Daisies | Chicago, IL
Mortadella, pistachio, peach mustard, and parmesan.

CHORIZO & EGG KOLACHE

Kolache Factory | Katy, TX (HQ)
Chorizo, egg, and cheese.

PUMPKIN ROLL DONUT

Federal Donuts | Philadelphia, PA (HQ)
Our pumpkin cake donut with vanilla bean cream cheese glaze, sprinkled with pumpkin pie spice.

LOADED BAKED POTATO DANISH

Waxwing Bakery | Windham, ME
Savory Danish with sour cream bechamel, sharp cheddar, and bacon bits.

XANGOS

La Fiesta Mexican Restaurant | Chicago, IL
Cheesecake pastry topped with chocolate, strawberry, or honey.

DATA FILE

90%

GROWTH OF CHEESECAKE AS A BREAKFAST BAKERY/PASTRY FLAVOR ON MENUS OVER THE PAST YEAR

Datassential's Breakfast Bakery & Pastry Inspiration Report

TREND STAGE

UBIQUITY



Core varieties of breakfast baked goods and pastries are Ubiquitous and can be found across all areas of foodservice.

Because pastries and baked goods are so well-known and approachable, they can be the perfect vehicle for experimenting with more unique, trend-forward ingredients and varieties, from regional U.S. classics such as kolaches (round, bun-like pastries that often showcase ingredients such as meat and cheese) to global and social media-friendly creations such as viral Korean garlic cream cheese bagels featuring sweetened condensed milk, cream cheese, and oozing with garlic butter.

Pay attention to both sweet and savory cheese and dairy-forward opportunities in the breakfast bakery and pastry space. From dessert staples like cheesecake fillings in pastries to cream cheese frosting prevalent in both South and West regional menus, and emerging savory trends featuring P.M. flavors such as cheeseburger, and social media sensations like Korean cream cheese bagels, there are plenty of rising opportunities for cheese and dairy in baked goods.

KEY TAKEAWAY