

TRENDS

TO KNOW

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BROUGHT TO YOU BY


Schreiber.

SLIP TREND-FORWARD
INGREDIENTS INTO

SLIDERS



THE TREND

Sliders are a fan favorite comfort food and tie into larger trends like newstalgia, plant-forward eating, and little treat culture.

Essentially, sliders are mini burgers or sandwiches, but enterprising operators are demonstrating how sliders can go beyond the typical burger patty and sandwich. Think premium wagyu beef for an elevated twist, vegetarian-friendly halloumi cheese that's prime for grilling, fan favorite buttermilk fried chicken, and more. Just as the slider patty can be swapped out, the toppings also vary greatly. Lean into trend-forward tahini sauce for a global spin or capitalize on regional U.S. cheeses like Southern-inspired pimento cheese (which is in Proliferation on the Menu Adoption Cycle but still seeing growth on menus – it's up 8% over the past 12 months, according to Datassential Menu Trends).

DAIRY REPORT

Look to sliders as a blank canvas for innovation and prime opportunity for showcasing nearly any variety of cheese, ranging from fan favorite American cheese to more complex smoked cheeses like Gouda. Consider swapping the common beef patty, too, for premium wagyu, for instance, or lean into plant-forward eating and showcase a portobello patty or halloumi cheese. For a twist, top sliders with regional pimento cheese. Also consider how sliders can star across dayparts – feature waffle “buns” and/or a fried egg paired with American or cheddar cheese on top, and voila, you have a brunch or breakfast slider.

MENU INSPIRATION

BUTTERMILK CHICKEN SLIDERS

Normanside Country Club | Delmar, NY
Buttermilk fried chicken, lettuce, red onion, cheddar, ranch, and sriracha dipping sauce.

SMOKED HALLOUMI SLIDER

Oskar's Slider Bar | Louisville, KY
Halloumi cheese topped with pickled red onion and tahini sauce.

HANGOVER SLIDER

Fat Katz Slider Bar | Fort Myers, FL
House patty, American cheese, grilled onion, fried egg, bacon, and fire mayo.

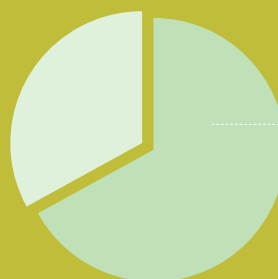
PORTABELLA SLIDER

Sidecar Slider Bar |
Birmingham, MI (HQ)
Fried goat cheese, tomato, arugula, balsamic reduction.

COWBOY WAGYU SLIDER

Son of a Butcher | Dallas, TX (HQ)
Wagyu, pimento cheese, crispy onion straws, jalapeno-cilantro aioli.

DATA FILE



67%

OF CONSUMERS
LOVE OR LIKE SLIDERS

Datassential Consumer Preferences

TREND STAGE

UBIQUITY



Sliders are solidly in Ubiquity on the MAC – they’re on 10% of menus overall (Datassential Menu Trends). When you drill down to different segments, sliders are on 17% of fine dining menus, 15% of casual dining menus, 7% of midscale menus, and 4% of fast casual and quick-service menus. Leverage sliders as vehicles for safe experimentation with earlier-stage ingredients. Don’t be afraid to get creative with everything from the bun to the patty (consider grilled halloumi for a twist) to the toppings (fried goat cheese or pimento cheese, anyone?).

Sliders can slide into all sorts of larger trends – think everything from little treat culture to plant-forward eating. As they’re highly familiar and well-loved by consumers, look to sliders as an opportunity to practice safe experimentation and get creative with everything from the bun to the patty (lean into grilling cheeses like halloumi) to the toppings (such as pimento cheese for a Southern spin).

KEY TAKEAWAY