

TRENDS

TO KNOW

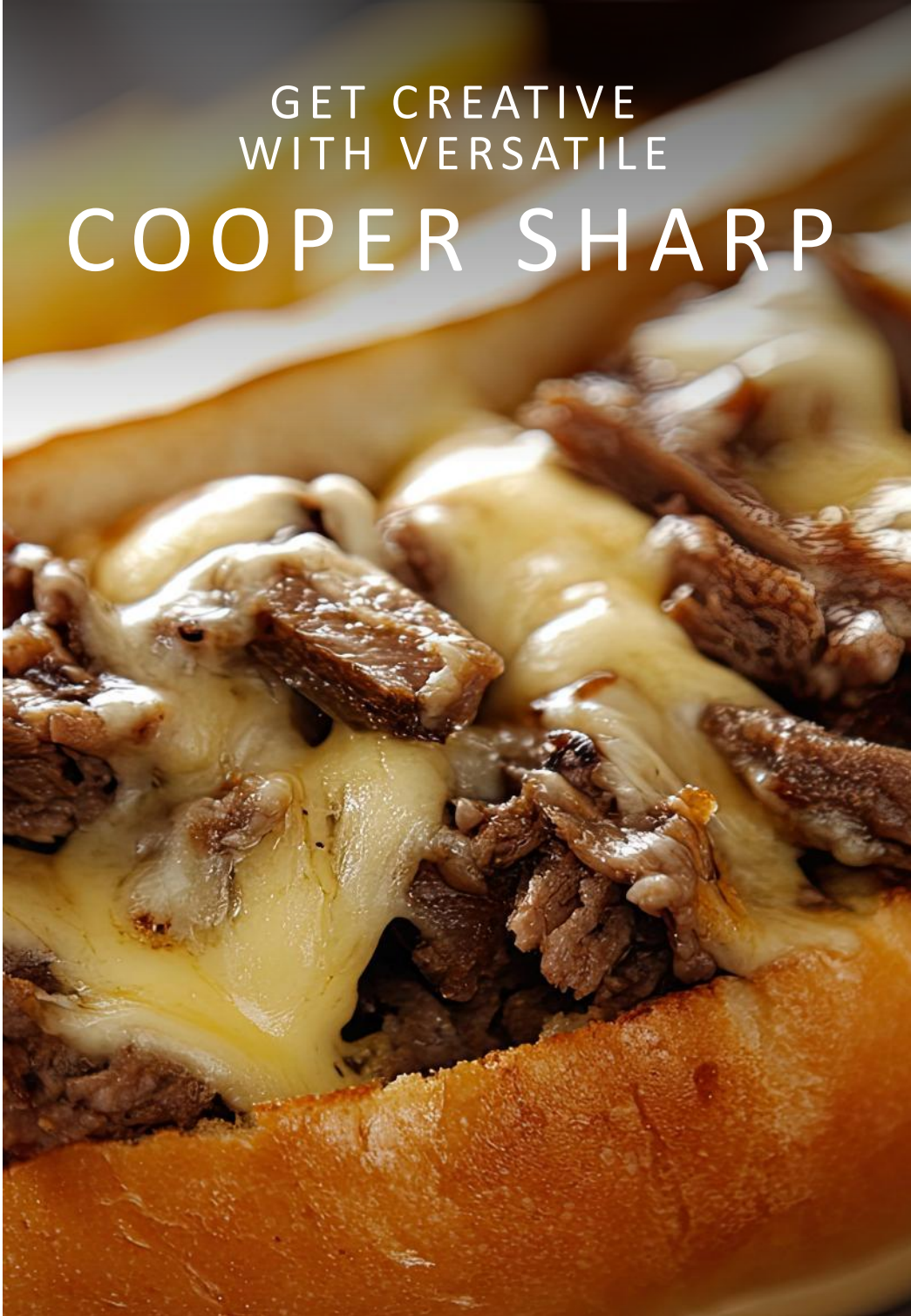
AUGUST 2026

BROUGHT TO YOU BY


Schreiber.

GET CREATIVE
WITH VERSATILE

COOPER SHARP



THE TREND

Cooper Sharp cheese (a brand of American cheese that's creamy and meltable) has deep roots in the Northeast. It's the cheese behind the Ubiquitous, well-loved Philly cheesesteak (which is on 10% of menus, according to Datassential One), but Cooper Sharp applications go far beyond the Philly. This versatile cheese is starring across key categories in everything from mac & cheese on kids' menus to loaded fries to cheesy sauces and dips like spinach and artichoke to trending smashburgers (the latter is up 462% on menus over the past 4 years and predicted to grow another 267% over the next 4 years) to convenience-forward bowls and wraps. It's also putting a spin on globally-inspired comfort foods like tacos and eggrolls. With how versatile Cooper Sharp is, its experiencing significant menu growth, up 154% over the past 4 years.

DAIRY REPORT

The versatility of Cooper Sharp cheese is vital to sandwich operators, as 68% report cheese pain points, with fresher taste (27%) and wider applications beyond sandwiches (16%) among the top requests (Datassential's *Sandwiches Keynote Report*). Operators are already cross-utilizing Cooper Sharp in everything from breakfast sandwiches to burgers to loaded fries to mac & cheese to sauces and dips, demonstrating how it can star in every daypart and most categories. Cooper Sharp cheese can put a twist on globally-inspired items, too, particularly those that have reached comfort food status, such as eggrolls and tacos or quesadillas.

MENU INSPIRATION

SOY CHORIZO MEXICAN CHEESE FRIES

Sancho Pistola's | Philadelphia, PA
Fried shallots, jalapenos, and Cooper Sharp cheddar.

VEGGIE BURGER

REV Burger | Beverly, MA
Black bean patty, Cooper Sharp, lettuce, pickles, Lightning Sauce.

STEAK AND CHEESE QUESADILLA

Southside 815 | Alexandria, VA
Thinly-sliced ribeye, sautéed onions, and white Cooper Sharp American cheese in a flour tortilla. Accompanied by lettuce, sour cream, and pico de gallo.

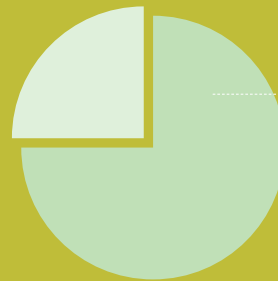
DRY AGED BURGER

Manhatta | New York, NY
Seeded bun, koji onion, Cooper Sharp cheese, house-cut potato chips.

CHEESESTEAK EGGROLL

Cheesesteak & Co. | Elkridge, MD
Shaved ribeye and Cooper Sharp cheese rolled and fried into a crispy eggroll shell.

DATA FILE



75%

OF CONSUMERS LOVE
OR LIKE AMERICAN
CHEESE

Datassential One

TREND STAGE

ADOPTION



Philly cheesesteak sandwiches may be in Ubiquity, but Philly cheesesteak as a flavor is in Adoption on Datassential's Menu Adoption Cycle (MAC). Once an iconic dish like the Philly cheesesteak reaches mainstream appeal, its flavor profile typically starts to spread into new menu formats, creating a clear opportunity for Cooper Sharp to grow on menus. Cooper Sharp cheese is also extending into other comforting formats beyond sandwiches — think everything from burgers to loaded fries to mac & cheese and more.

Cooper Sharp cheese's menu growth is being fueled by operators outside of the Northeast, who are leaning into its reliable melt and versatility across dayparts and categories, ranging from sandwiches to burgers to loaded fries to mac & cheese to globally-inspired tacos and eggrolls and more.

KEY TAKEAWAY