

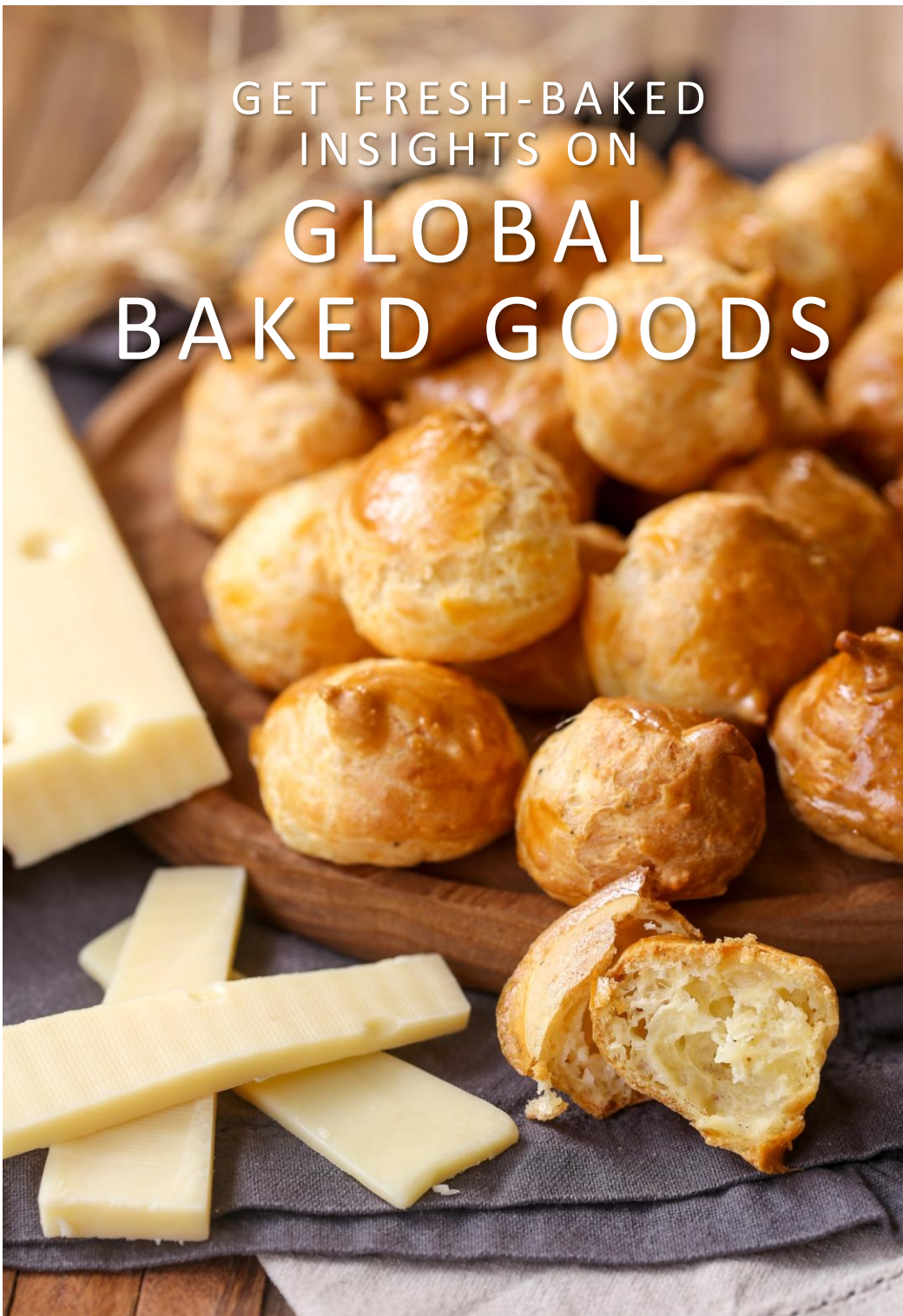
TRENDS

TO KNOW

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GET FRESH-BAKED INSIGHTS ON GLOBAL BAKED GOODS

THE TREND

Authentic global baked goods present a key opportunity for showcasing various dairy products, including cheese. Gougère (pictured here), a savory, French pastry made from choux dough with comté, and gruyère cheese baked into it, is crisp on the outside and fluffy on the inside and could be described as a bite-sized cheese puff. It's highly approachable, with 41% of U.S. consumers interested in trying it (Datassential's *World Bites: Global Baked Goods Report*) and could be a vehicle for leveraging other cheeses like Proliferation-level pimento or Ubiquity-level Swiss. Kouign-amann (a buttery, flaky, laminated, French pastry that 40% of U.S. consumers are interested in trying) also can be a vehicle for showcasing dairy – think cheese and herbs in savory spins, or a cream cheese filling in sweet iterations.

DAIRY REPORT

Dairy does more than flavor many global baked goods — it can be the mechanism behind their texture and structure. Butter's fat content builds the flaky layers in kouign-amann, for instance, which can be a vehicle for showcasing cheeses like gouda and fontina for a savory twist or cream cheese filling for a sweet spin. Gougère is inherently a cheesy globally-inspired baked good, as both comté and gruyère are baked into the dough but it could also star regional U.S. pimento cheese or Swiss to make it even more approachable. Mexican concha's, although traditionally sweet, can be a carrier for savory items, too – think cheese-topped breakfast sandwiches or burgers – and sweet desserts like ice cream sandwiches.

MENU INSPIRATION

BLUEBERRY HAZELNUT KOUIGN-AMANN

South Store Café | Hillsboro, OR
Crispy, caramelized, croissant muffin filled with hazelnut frangipane, topped with blueberry compote and whipped mascarpone frosting.

GOUGÈRES AU COMTÉ

Bistro Du Marché | La Jolla, CA
Swiss cheese puffs.

CONCHA BURGER

Estrella Negra | Chicago, IL
Made from 100% Angus beef topped with onions, bacon, jalapenos, cheddar cheese, ketchup, and mayo all on a concha.

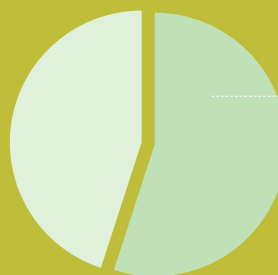
CHEESE KOUIGN-AMANN

Loba Pastry + Coffee | Chicago, IL
Laminated pastry filled with smoked gouda and fontina cheeses. Crunchy, caramelized, and lightly dusted with curry sugar.

CONCHA ICE CREAM SANDWICH

La Horchateria | Raleigh, NC
Ice cream, strawberries, and Nutella on a concha.

DATA FILE



55%

OF CONSUMERS ARE
INTERESTED IN TRYING
GLOBAL BAKED GOODS

Datassential's World Bites: Global Baked Goods Report

TREND STAGE

ADOPTION



Overall, globally-inspired baked goods are in Adoption on the Menu Adoption Cycle (MAC), but of course, specific varieties fall across the MAC. Gougère is in Inception but can be a vehicle for more familiar cheeses like Proliferation-level pimento or Ubiquity-level Swiss to increase approachability, while Inception-level Mexican conchas could be leveraged as carriers for savory, familiar breakfast sandwiches or sweet ice cream sandwiches.

Look to global baked goods as prime vehicles for showcasing dairy, from butter to cream cheese to various cheeses. Gougère, for example, could be considered a bite-sized cheese puff suitable for snacking that can star cheeses like comté, gruyère, pimento, or Swiss, while kouign-amann can be filled with cheeses like fontina and gouda, and Mexican conchas can be a carrier for savory burgers or sweet ice cream sandwiches.

KEY TAKEAWAY