



25%

# Basil Pesto



Though pesto's roots stem from **Italy**, it is hardly foreign. Proliferating in the U.S. in the late 1900's, pesto was primarily offered as an accompaniment to pasta. This likely explains why consumers like pesto on pastas more so than on any other format. Even though pesto is a mature flavor at restaurants, with over a third of leading CDRs menuing it, pesto continues to grow across leading U.S. chains.

1 in 4 of the leading U.S. chains offer pesto (+4.2% YOY)

37% of the leading casual-dining restaurants

40% of consumers like pesto on pasta and other Italian foods

**Basil pesto is most commonly featured in the following formats:**

35% of consumers like pesto on sandwiches



- Chicken sandwich/wrap
- Veggie sandwich/wrap
- Turkey sandwich/wrap
- Cheese sandwich
- Veggie pizza
- Specialty chicken pizza

22% of consumers would consider ordering pesto on their pizza

Across all commercial menus, basil pesto mentions dictate an **increase in price** on products such as...



## Burgers (+48%)

- Chicken dish (+46%)
- Fish dish (+33%)
- Egg dish (+26%)
- Sandwiches (+14%)

Basil pesto, which is the most commonly menued variation, has broken free from its pasta foothold and has flourished as a sauce on sandwiches and pizzas.



**In fact, consumers are increasingly likely to order pesto on their pizza now than they were in years past.**

Basil pesto has the ability to offer a punch of flavor as well as added health benefits, which consumers are partial to. Be on the lookout for unique basil pesto applications, such as pesto on burgers, as restaurants make attempts to appeal to the adventurous younger consumer.

## FASTEST-GROWING PRODUCTS IN LEADING RESTAURANTS FEATURING PESTO\*



## Rankings for top pesto flavors on U.S. restaurant menus:



1. Basil Pesto
2. Sun-dried Tomato Pesto
3. Cilantro Pesto
4. Walnut Pesto
5. Spinach Pesto
6. Pistachio Pesto

\*Source: Nestle Professional  
Sources: Flavor, Healthy Eating & Generational CTRs; MenuMonitor; Technomic Inc. 2017