

Cilantro Pesto

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



Seafood dish (+36%)

- Chicken dish (+29%)
- Burger (+20%)
- Pasta dish (+18%)
- Sandwich (+13%)



43% of consumers would like restaurants to offer more sauces with **ethnic flavors**

58% of 18-34 year olds

Fastest-growing Latin ingredients

1. Cilantro Sauce
2. Green Chile Sauce
3. Chimichurri Sauce
4. Habanero Sauce
5. Adobo Sauce
6. Mole Sauce



of consumers prefer restaurants to offer a **mix of unique and familiar sauces**

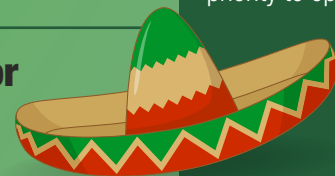
61% of 18-34 year olds

Cilantro side sauces/condiments have grown

18% across leading operators since 2016

As consumer preferences evolve, pesto has too. While basil pesto remains a familiar favorite, operators are stepping up their pesto game with a variety of healthful and unique ingredients to meet consumer needs. The **substantial interest in ethnic flavors** is one of those needs that is top priority to operators right now.

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



Cue cilantro pesto.

Not only can cilantro pesto appeal to a wide range of consumers due to both its familiarity and ethnic origin, it also plays to consumers' love for Mexican foods. However, cilantro pesto can also act as a chameleon, as it fuses well with a multitude of cuisines, such as Asian and American. Not only are cilantro side sauces trending among leading chains, cilantro sauces can also be offered at a price premium.



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

12% INCREASE



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