

# BISCUIT TRENDS



**C·H·GUENTHER  
& SON**



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# LEADING TRENDS

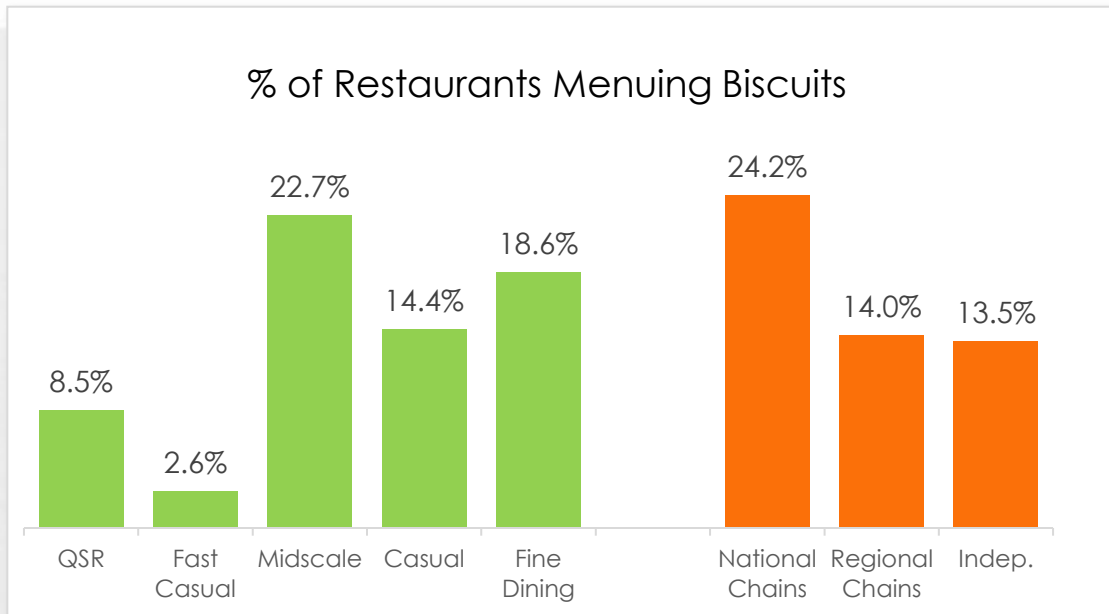


# BISCUIT SNAPSHOT

## MARKET TRENDS



MENU PRESENCE & GROWTH	
Menu Penetration	14%
Past 4 Year Growth	+ 10%
Chicken Biscuit	+ 70%
Buttermilk Biscuit	+ 41%



## MENU FAVORITES

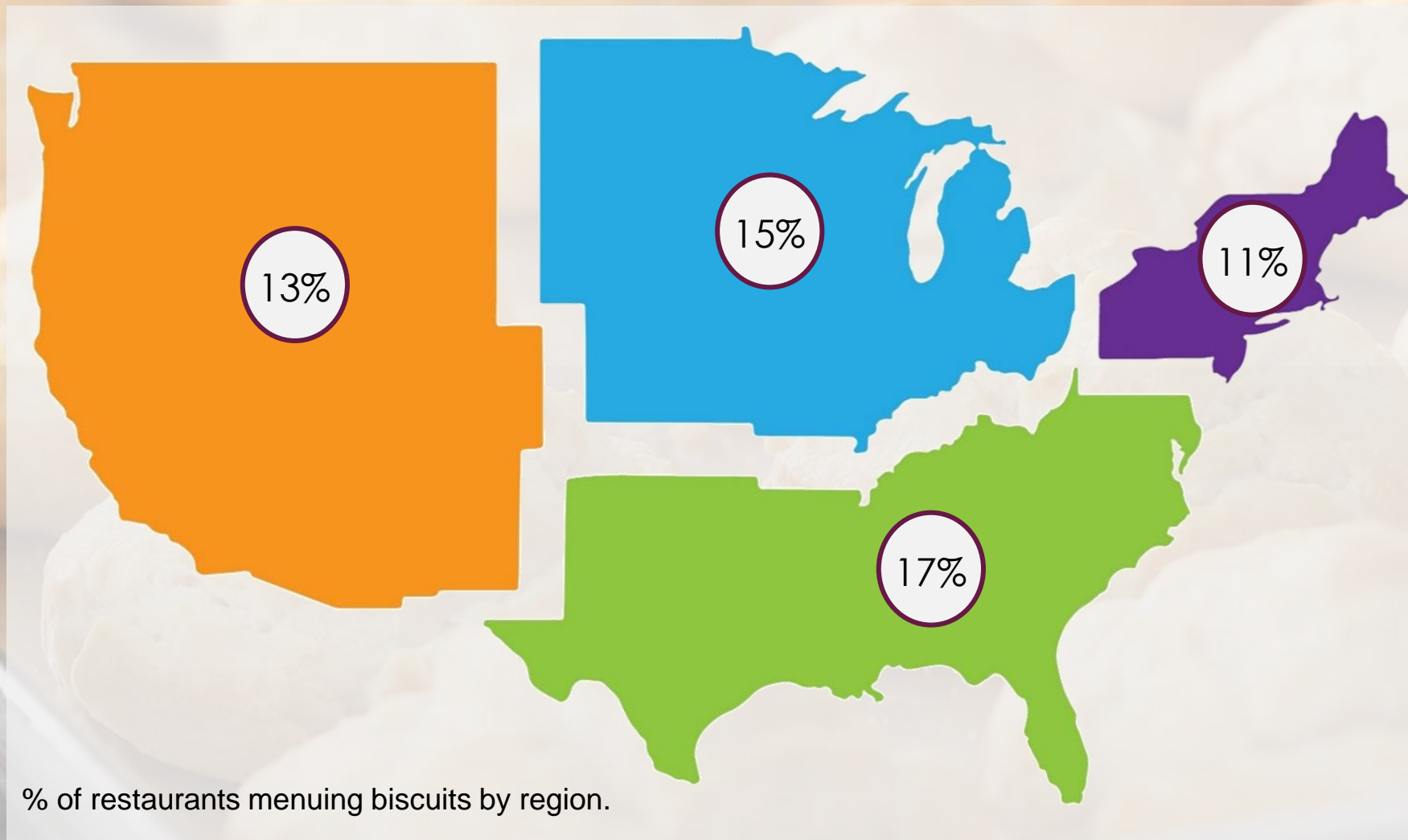


### MOST OFTEN PAIRED WITH...

Gravy	65%
Egg	61%
Sausage	60%
Bacon	42%
Buttermilk	40%
Chicken	34%
Sausage Gravy	34%
Fried	32%
Potato	31%
Ham	27%
Scrambled	21%
Cheddar	21%
Butter	20%
Smoked	19%
Fried Chicken	18%
Scrambled Eggs	17%

# REGIONAL PRESENCE: WHERE MENUED MOST

Not surprisingly, the South enjoys the highest presence of biscuits on menus, followed closely by the Midwest.



# BISCUIT MENU TRENDS: WHAT'S HOT

The following ingredients are growing significantly when paired with biscuits on menus today.



## FLAVORFUL

- Hot Sauce
- Pickled Onion
- Roasted Garlic
- Pico de Gallo
- Pepper Jack



## SPECIALTY ACCENTS

- Brown Butter
- Aioli
- Smoked Cheddar
- Prosciutto
- Smoked Gouda
- Olive



## SOUTHERN

- Fried Green Tomato
- "Nashville"
- Pimento Cheese
- Southern Fried Chicken



## HEARTY

- Breakfast Bowl
- Shrimp And Grits
- Chicken Fillet



## HEALTHY / BETTER FOR ME

- Cage Free
- Vegetarian
- Avocado
- Vegetarian Omelette



**ON MENU TODAY: RECENT BISCUIT LTOs**



# RECENT LTOS: COMFORT



## **Texas Chicken Pot Pie**

Scratch made pot pie with tender chicken, simmered in a skillet with carrots, celery, and onions, served between 2 layers of buttermilk biscuits.

*Cotton Patch Café*



## **Chicken Biscuit & Gravy Bowl**

Two open-faced biscuits topped with fried chicken tenders, cheddar cheese, and two eggs.

*Denny's*



# RECENT LTOS: BREAKFAST REFRESHED



## **Honey Butter Chicken Biscuit**

A crispy, chicken fillet topped with maple honey butter on a fluffy buttermilk biscuit.

*Wendy's*



## **Stuffing Stacker Breakfast Biscuit**

Sausage, stuffing, and cranberry relish, all stacked together on a buttery biscuit.

*Quickcheck*



## **Prime Rib & Fried Egg Biscuit**

Slow cooked sliced prime rib, Swiss cheese, and a fresh-cracked fried egg, on a buttermilk biscuit.

*Carl's Jr.*

# RECENT LTOS: TWISTS ON THE SANDWICH



## **Cajun Chicken Filet Biscuit with Pimento Cheese**

Uniquely seasoned chicken breast filet with our savory pimento cheese spread on a made-from-scratch buttermilk biscuit.

*Bojangles*



## **Biscuit Double Cheeseburger**

Two charbroiled all-beef patties and melted American cheese on a made from scratch Biscuit.

*Hardee's*



## **Pork Chop Griller Biscuit**

Savory Pork Chop marinated in a zesty dry-rub seasoning, served inside a buttermilk biscuit.

*Bojangles*

# RECENT LTOS: UNIQUE USES



## **Wild Berry Cobbler**

The fresh taste of summer – sweet strawberries, blueberries and blackberries layered with a signature biscuit.

*Church's*



## **Breakfast Pizza**

A personal-sized biscuit, topped with creamy sausage gravy, sausage, eggs, bacon, ham and 100% real cheese.

*7-Eleven*

# CREATIVE OFFERINGS FROM INDEPENDENTS & SMALL CHAINS

menu item	description	restaurant
<b>Sweet Country Blues</b>	Cooper River Farms all-natural, clean label pork sausage on a <b>glazed blueberry biscuit</b> .	Rise Biscuits
<b>The F.A.B.B.</b>	Sweet fig preserves, arugula, crispy bacon, brie atop a buttermilk biscuit.	The Biscuit Bar
<b>Monte Cristo</b>	Ham, smoked turkey, jack cheese, on a <b>French toast biscuit</b> , strawberry preserve	The Biscuit Bar
<b>The Dahlia</b>	Housemade sausage patty, <b>apple butter</b> , fried egg, <b>maple syrup</b> biscuit sandwich.	The Denver Biscuit Co.
<b>Bonuts</b>	<b>Fried biscuit dough</b> tossed in sugar, topped with lemon mascarpone and served with blueberry compote.	Biscuit Love
<b>Lily</b>	<b>Buttermilk biscuit pieces</b> baked in French toast batter, topped with <b>toffee apples</b> and housemade <b>butter toffee syrup</b> .	Biscuit Love
<b>The Squawking Goat</b>	Flaky biscuit, all-natural fried chicken breast, <b>fried goat cheese medallion</b> and <b>house-made pepper jelly</b> .	Maple Street Biscuit Co.



# SOCIAL MEDIA INFLUENCES



# TRENDING BISCUITS: WHO'S GENERATING A STIR?

Favorite Biscuits from chain restaurants, ranked on various food blogs

5. Hardee's Plain Biscuit



4. Popeye's Buttermilk Biscuits



3. McDonald's Biscuit



2. KFC Biscuit



1. The Winner: Church's Honey Butter Biscuit



# A FAN FAVORITE: RED LOBSTER'S CHEDDAR BAY BISCUIT



Red Lobster's **Cheddar Bay Biscuits** have an exceptionally large fan base.

Discussions about its tastiness as well as “copycat” recipes abound:

- **Tiktok:** recipe videos racking up 200K likes and millions of views.
- **Instagram:** 23K+ posts using #CheddarBayBiscuit
- **YouTube:** “Cheddar Bay Biscuit” videos ranging from 3K to 600K views

# One of today's most popular online biscuit trends: variations on cheddar.



**Parmesan Biscuits:**  
700k views on YouTube



**Cheddar Biscuits with  
Chive Butter recipe:**  
1,500 shares on smalltownwoman.com



**Garlic and Cheese Biscuits:**  
14M Google search results

- Variations of Cheddar biscuits garner up to 700K views
- 23.6K Instagram posts appear under “#cheddarbiscuit”
- TikTok: #cheddarbiscuit earns 279k Views



**Biscuits are also frequently being paired with and linked to specific diets as consumers seek to incorporate them into their lifestyles.**



**Keto** Cheddar Bay Biscuit:  
Recipes on Instagram,  
Food Blogs, TikTok



**Paleo** Sausage and Gravy:  
Popular among food blogs due to  
new diet trends



**Vegetarian** sausage gravy:  
Popular on Instagram  
following on plant-based  
trend

Also trending: biscuits made with **coconut flour**, as well as **plant-based biscuit sandwiches**.

# UPLOAD YOUR BISCUIT: Consumers get creative with their biscuit dough.



Chicken and Dumplings



Biscuit Donuts



Garlic Knot Biscuit



Scones



Everything Biscuits



Vegan Pumpkin Biscuits

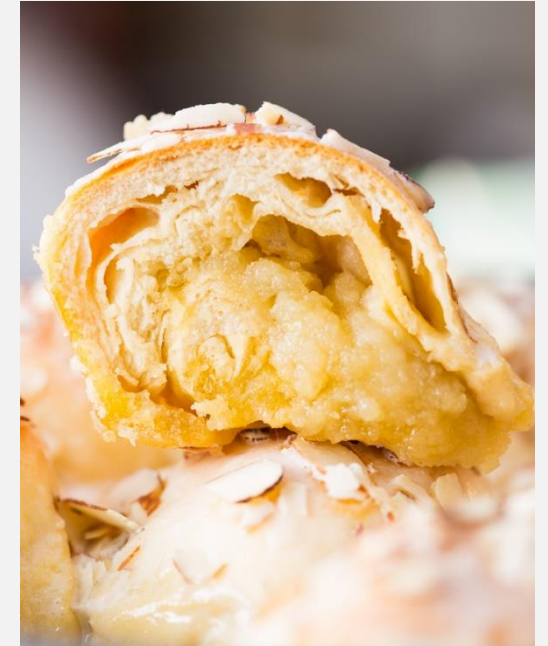
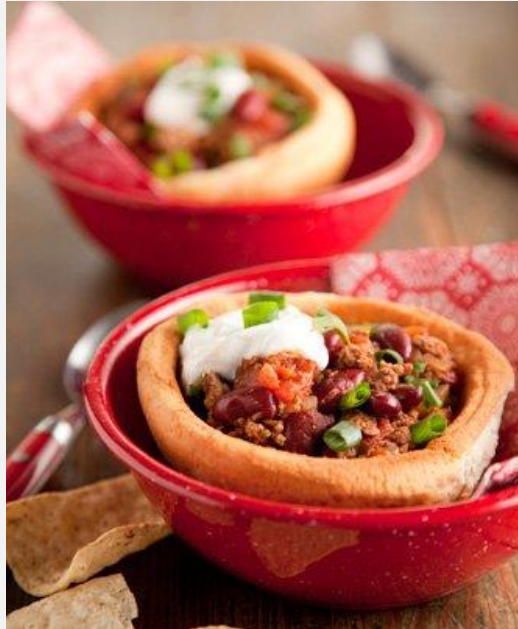


Air-Fried Biscuits



Nutella Biscuit

# BISCUIT TWISTS



## **Biscuit Bowls:**

Customizable biscuit bowl ideas include items like biscuit sandwich fillings and chili biscuit bowls:  
700K views on YT

## **Sourdough Biscuits:**

Using sourdough to create flaky biscuits for health reasons

**Biscuit Bombs:** Filled biscuits ranging from sweet flavors such as blueberry to savory types like cheddar chive; often air fried.



# IMPLICATIONS



# MENU CONSIDERATIONS & THOUGHT STARTERS

- Consider pairing biscuits with flavorful toppings, specialty ingredients, and on-trend accents for a fresh and progressive yet wholesome menu offering.
- Biscuits provide a perfect platform to leverage traditional southern food favorites, such as fried green tomatoes, fried chicken, and shrimp & grits – all of which are trending positively.
- Pair biscuits with health-oriented offerings for better-for-me menu offerings that meet today's consumer lifestyles.
- **Versatility knows no bounds:** biscuits can take your menu in creative new directions by incorporating hearty biscuit bowls, pot pies, unique biscuit cobblers, and even biscuit-based pizzas; they are an easy accompaniment to integrate into numerous entrée dishes.
- As a low food cost menu item, biscuits not only add a creative dimension but also help to improve profitability while boosting check averages.
- Biscuits are also a convenient, portable offering that travel well, making them an ideal menu addition to address today's market needs centered around grab n' go, delivery, and curbside pick-up.



Have questions? Contact us at [fsdmarketing@chg.com](mailto:fsdmarketing@chg.com)



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