

KAGOME

PIZZA TRENDS REPORT APRIL 2024





PIZZA MORE POPULAR THAN EVER

At Kagome we're positive it's the golden age of pizza. The global pizza market size reached *US\$ 148.6 billion in 2023. The market is projected to reach US\$ 222.5 billion by 2032, exhibiting a growth rate (CAGR) of 4.59% during 2023-2032.

Part of what is fueling this growth is the industry's ability to innovate in flavor and to make the customer experience convenient, more personal and seamless. Artificial Intelligence (AI) is one component driving this change. Is your company talking about AI and how it can be integrated into your work life to help efficiencies in everyday tasks? "We see them (AI tools) as key competitive differentiators that position us as a market leader." -Aaron Nilsson Jet's Pizza Chief Information Officer.

The James Beard nominations were recently released and we'll take a look at three individuals in the pizza industry at the top of their game. They are being recognized for their contributions and leadership in the pizza space.

We'll touch on flavor and ingredient trends and the return of the old Tavern-style pizza that is getting plenty of buzz recently.

Finally, we'll get a planting update from the World Processing Tomato Council. Sit back and enjoy a slice of pizza trends and news!

The Future of Pizza: AI Takes a Bite Out of the Industry

The aroma of freshly baked pizza might be a timeless comfort, but the industry continues to reinvent itself as technology expands. The 2024 PMQ Pizza Power Report deep dives into the impact of AI on the pizza industry; it is revolutionizing everything from ordering to baking.

Chatbots powered by AI are now cheerfully taking orders, understanding your cravings with lightning speed. Meanwhile, complex algorithms are analyzing mountains of data to predict peak ordering times and optimize delivery routes. Behind the scenes, AI will help streamline inventory management, ingredient ordering and staff scheduling, which will free up workers to spend more time with customers and team members.

However, the human touch isn't disappearing entirely. Social media giants are leveraging AI to create personalized content, by using algorithms to understand your pizza preferences and bombard your feed with mouthwatering visuals of your dream pie. This targeted advertising strategy is driving customer engagement and fueling the pizza passion.

What small and big steps can your business take to adopt AI technology into your business?

For the full article go to: www.pmq.com

FLAVOR AND INGREDIENT TRENDS

TWISTING TRADITION Twists on classics breathe new life into timeless favorites, keeping excitement alive with minimal risk. Reimagined authentic flavors give consumers the best of both worlds.

GLOBAL SPICE FUSION Spicy-sweet flavors draw inspiration from diverse cultures. Combining heat and depth creates a multi-dimensional culinary experience and offers a world of opportunities.

NOSTALGIC REIMAGINING Nostalgic flavors will serve as a base for innovative combinations, evoking a sense of excitement and fond memories.

FLAVORFUL PLAYFULNESS Layering flavors and textures will set products apart in 2024. This trend adds an element of playfulness and fun to the dining experience, making it more engaging and enjoyable.

FASTEST-GROWING SAUCES PAIRED WITH PIZZA



Hot Honey



Honey BBQ



Balsamic Reduction



Chile Sauce

FAMILIAR WITH BAR PIES, PUB OR TAVERN-STYLE PIZZA?

What exactly is tavern-style pizza? **Super thin, crispy crust and tangy tomato sauce.**

Toppings are typically fennel-forward sausage or spicy giardiniera in equal ratios, spread over the top edge to edge. The pizza is often cut in small squares, known in the Midwest as the “party cut.”

While the exact date tavern-style pizza first appeared is a bit of a mystery, there’s strong evidence it began gracing the menus of Chicago taverns in the 1940s as a drinking snack in bars. Places like the famous Vito & Nick’s on the South Side are rumored to be early pioneers. This thin and delicious pizza was perfect for satisfying the appetites of hungry factory workers.

Tavern-style pizza is easier to produce in comparison to other pizzas that require stretching out the dough to order. This lighter pizza can be pre-stretched, topped and baked to order in a gas or electric stove as compared to a wood burning oven.

This snackable pizza is ablaze across social media feed, another reason fueling its popularity. Next time you are in the mood for pizza give this thinner, lighter alternative a try.



Tavern-Style Pizza Party Cut



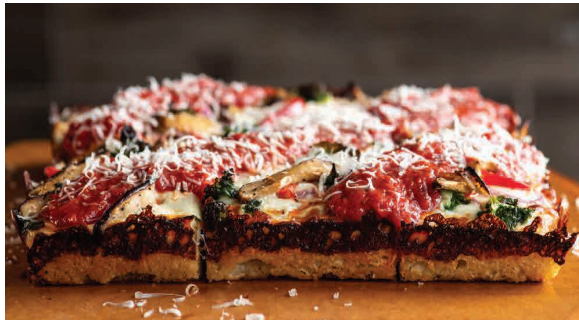
Emmett's Tavern Style, NY

EXCELLENCE IN THE PIZZA SPACE



The James Beard Foundation recently announced category finalists, Muhammad Abdul-Hadi, Sarah Minnick and Tony Conte. These individuals from the pizza industry have exhibited excellence in their field and are furthering the American dining culture and landscape. Winners will be announced in early May.

Muhammad Abdul-Hadi, nominated for a leadership award is the Founder/Owner of Down North Pizza and Down North Foundation. Down North Pizza is a for-profit restaurant in North Philadelphia providing opportunities for formerly incarcerated individuals. Employment at the restaurant and free living space for up to six months in the apartments located above the restaurants helps individuals get back on their feet while reducing recidivism rates in the community.



Muhammad Abdul-Hadi, Founder/Owner, Down North Pizza and Down North Foundation.



Sara Minnick -Lovely's Fifty Fifty



You may recognize Sarah Minnick out of Portland, Oregon. Minnick's local farm pizza restaurant, Lovely's Fifty Fifty is featured on Chef's Table Pizza episode. Minnick forages for ingredients and sources from the local farmers market. The menu changes seasonally, proudly highlighting unique Oregon-grown produce such as nettles.

Tony Conte grew up around authentic Neapolitan cuisine, his family is from a small town outside of Naples, Italy. The Old World culinary traditions informed his cooking but Conte, a decorated chef who worked in the kitchens of Jean Georges, evolved to bring a modern sensibility to his pizzas with his Maryland restaurant, Inferno Pizza.



Tony Conte- Inferno Pizza Napoletana



WORLD PROCESSING TOMATO COUNCIL UPDATES

Planting is starting in most Northern Hemisphere countries, with small delays due to rains in some regions. Meanwhile, the harvest is nearing the end in the Southern Hemisphere. There are only minor changes to the 2024 global forecast which now stands at 47.1 million tonnes.

CALIFORNIA

Planting this season has begun on schedule and the conditions have been ideal to date. Overall, the weather has cooperated and should be considered normal for this time of year. Price negotiations continue at this time for 2024. NASS will release the next crop update in May and the estimate for acreage and tons will be revised accordingly at that time.



Over the past decade, the level of global consumption has increased from around 30 million tonnes of raw material equivalent in 2010/2011 to 37 million tonnes in 2020/2021, at an average annual rate (CAGR) of around 2%.



*Interested in creating your
next craveable sauce?*

Contacting us today at:
Ideations@kagomeusa.com



KagomeUSA.com