







**DATASSENTIAL**  
**FOOD WITH A STORY**



# TRENDS

TECHNOLOGY  
OPTIONS  
TASTE

 SNAP!

NASHVILLE HOT





 SNAP!

NASHVILLE HOT



# Nashville Hot

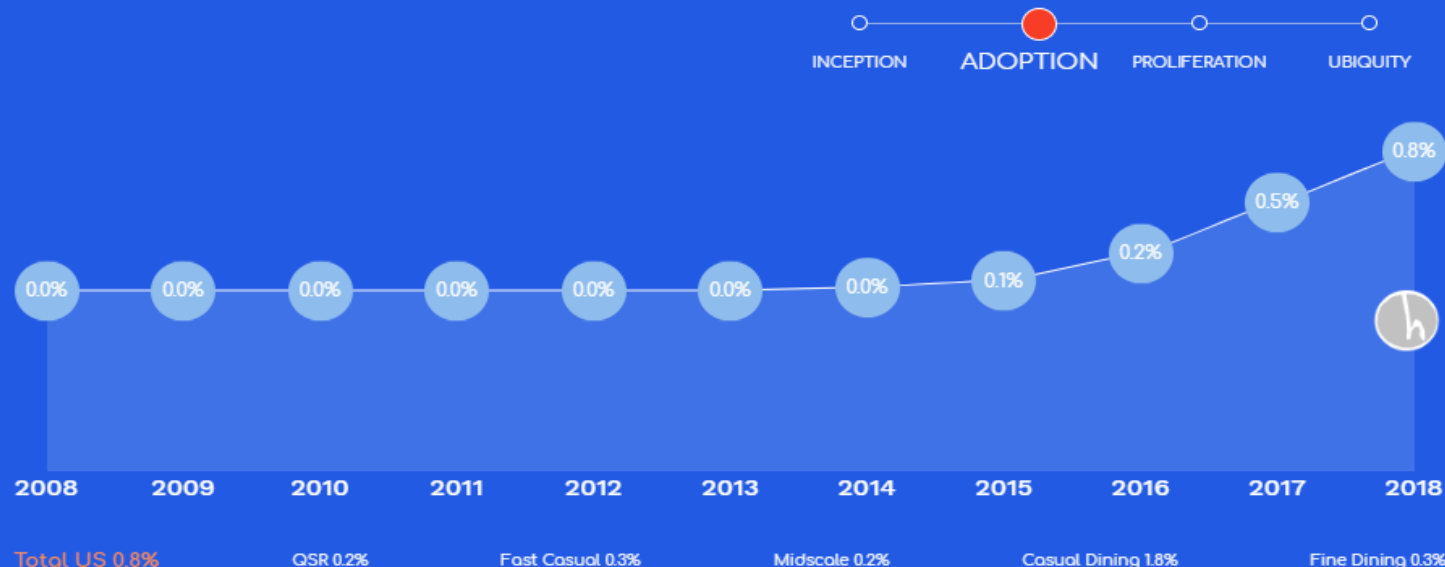
is on **0.8%** of US menus

1-year growth **+57.5%** | 4-year growth **+4,001.7%**

**12%** of consumers love or like it.  
Most popular with **African Americans**.  
More common at chains.

[DOWNLOAD PROFILE](#)

[PACKAGE](#)



CONSUMER AFFINITY

**12%**  
love or like it

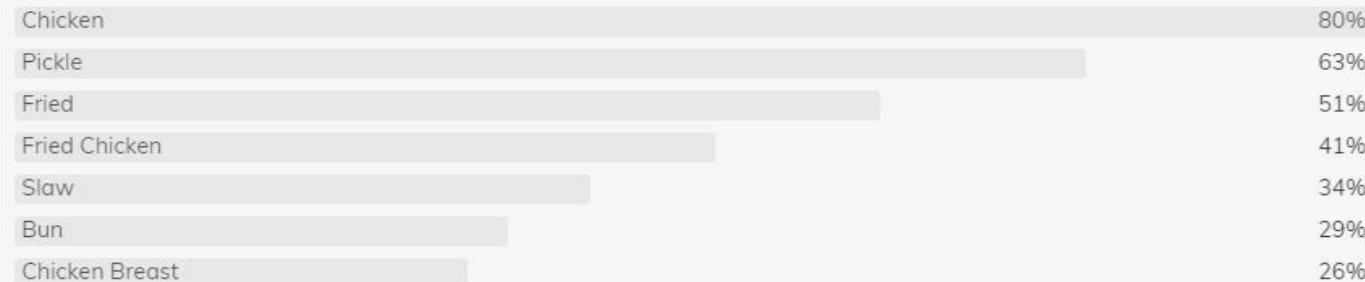
**33%** know it  
**16%** have tried it

**F** flavor

[view details](#)

## Know The Trend

### PAIRED WITH



[view details](#)

### FOUND IN



#### NASHVILLE HOT

##### WHY IT MATTERS

According to Sauer, "the secret to Nashville's famous hot chicken is in the layering" - first it's marinated in spicy buttermilk brine, then covered in flour and spices, double-fried and basted coated in a hot, and often bright red butter paste known as Nashville hot (which includes cayenne pepper, garlic powder, and paprika). Thompson Prince III is widely credited with the creation of Nashville hot chicken in the 1930s after tasting a similar super-spicy concoction created by his



#### NASHVILLE HOT

##### WHY IT MATTERS

With its popularity, Nashville even holds an annual Hot Chicken Festival, which has helped introduce visitors to the iconic dish - pop-up and temporary stands at fairs or even grocery stores can also serve as viable platforms for introducing consumers to new items like Nashville hot. And what was once a regional flavor has now been featured across the U.S. at various chains including KFC, Shake Shack, and Captain D's. While Nashville hot was traditionally showcased on fried chicken served atop plain white bread with pickle slices, the flavor can be used in nearly any number of applications. Chef's Market & Catering in Nashville, for instance, offers its version with a chicken and waffles spin - the chicken comes in a waffle cone with a pipette filled with the hot sauce, leaving the spice level up to diners (something

[and 58 more articles](#)



#### NASHVILLE HOT

##### WHY IT IS

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##### WHY IT!

With its Festival, it's a viable Nashville featured and Capt food chid can be at Catering waffles up with the

### RECOMMENDED CHARTS



Wild caught Alaskan Pollack coated with Nashville hot seasoning, topped with Parmesan Peppercorn Ranch, Cheddar, Pickles, tomato, and shredded lettuce. A sandwich fit for the king of Nashville, but made on a sweet Kings Hawaiian Bun.



December 2017 \$5.34

Longhorns take on Nashville hot chicken. Fresh chicken breasts hand-breaded and fried to order, finished with a housemade sweet and spicy honey sauce and topped with pickles.



December 2017 \$15.49

Crispy fried chicken, Nashville Hot Sauce, dill pickles, ranch, toasted Parker House Bun. Served with fries.

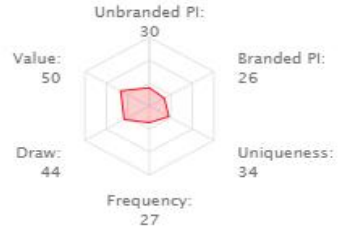


September 2017 \$12.50

Taking a flavor cue straight from Nashville, we toss crispy shrimp in a sweet-and-spicy rub. Then, we finish with a drizzle of amber honey to create the perfect blend of sweet and heat. Part of our Endless Shrimp promo where guests can enjoy as much shrimp as they like, any way they like, from the Endless Shrimp menu and can even mix-and-match different preparations. The offer comes with a fresh salad and unlimited Cheddar Bay Biscuits.



Hand-breaded chicken breast smothered with Nashville hot sauce, topped with pickles and served open-face over Texas toast. Served with cole slaw and ranch dressing. Served with fries or house-made potato chips



November 2017 \$9.99

**Kfc**  
NASHVILLE HOT CHICKEN LITTLES



The Colonel's latest creation was inspired by one of Nashville's most famous dishes. Featuring a perfect blend of spicy cayenne and smoked paprika.



September 2017 \$1.69

**Kfc**  
NASHVILLE HOT CHICKEN TENDERS



The Colonels latest creation was inspired by one of Nashvilles most famous dishes. Featuring a perfect blend of spicy cayenne and smoked paprika.



**Cheesecake Factory**  
"NASHVILLE HOT" CHICKEN NUGGETS



Hand Battered and Fried Crisp with Our Very Spicy Nashville Hot Sauce. Served with Ranch Dressing.



September 2017

**Applebee's**  
NASHVILLE HOT CHICKEN SANDWICH



Crispy fried chicken breast, spicy cayenne pepper sauce, creamy coleslaw and pickles served on a Brioche bun. All sandwiches are served with classic fries

**Kfc**  
NASHVILLE HOT CRISPY CHICKEN



The Colonels latest creation was inspired by one of Nashvilles most famous dishes. Featuring a perfect blend of spicy cayenne and smoked paprika.



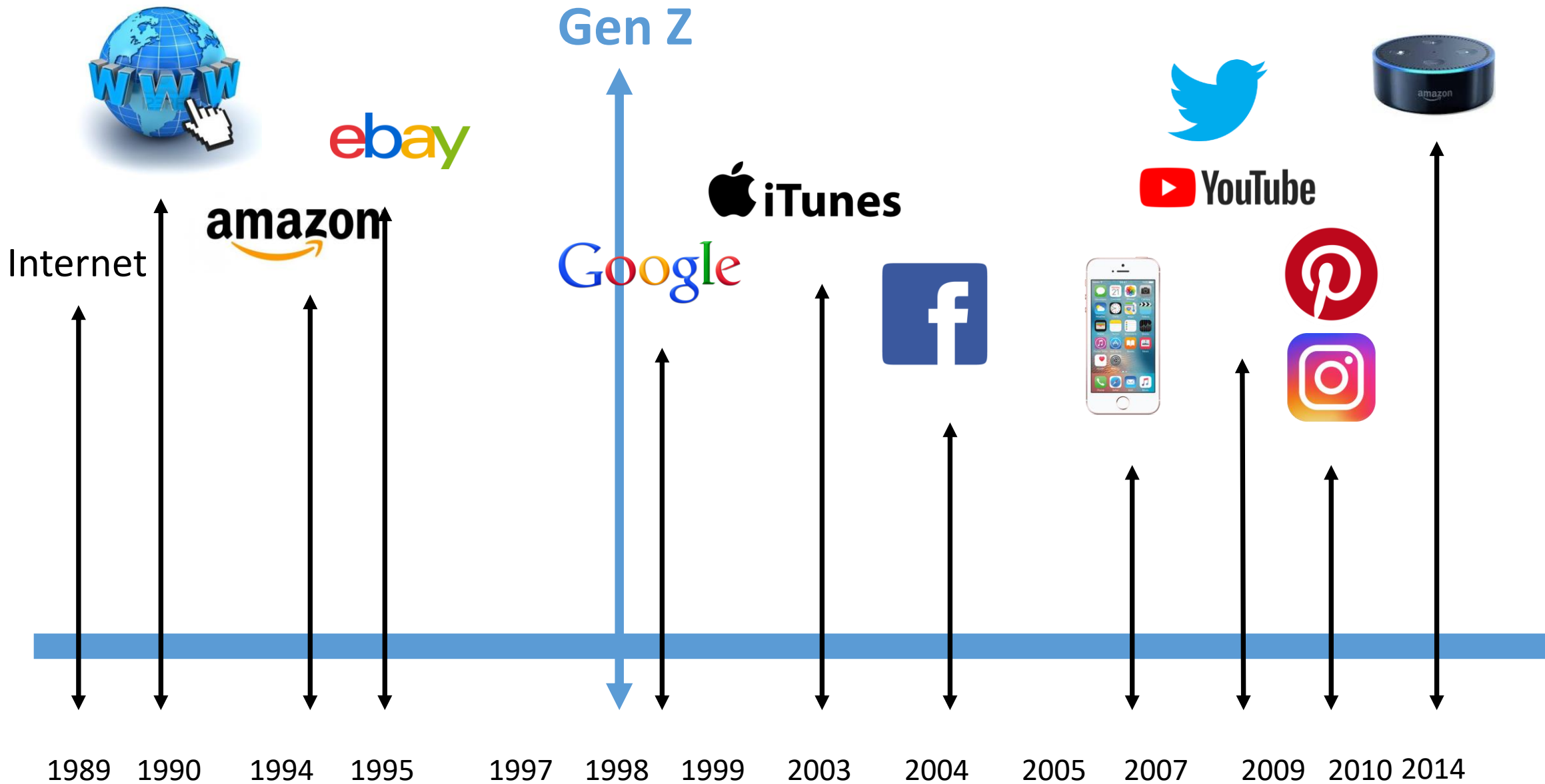
# WHO ARE GEN Z?

- Born between 1998 and 2016, these consumers are the youngest generation and are ages 3 to 21 in 2019
- Gen Z consumers are earnest, hardworking, and driven by conservative views of success regarding money, education, personal achievement, and career advancement
- These younger consumers were born into a digital world and are used to having smartphones at-hand





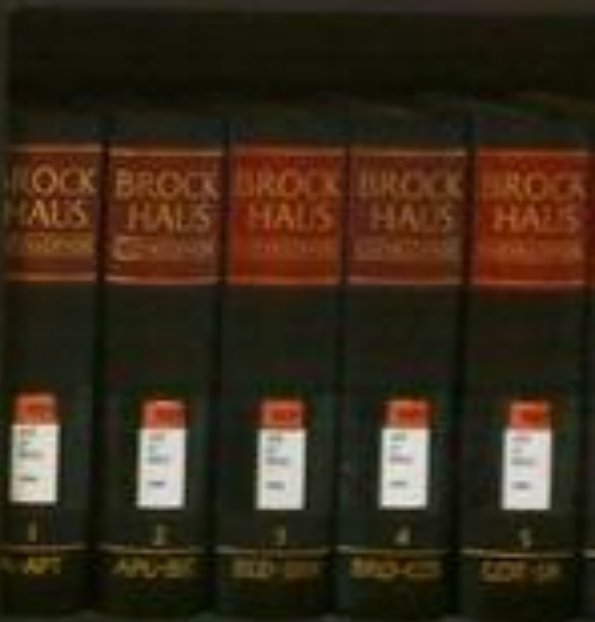
TECHNOLOGY











You searched for:

Nashville hot



## Jimmy Dickens

AMERICAN SINGER

Jimmy Dickens, (James Cecil Dickens; "Little Jimmy Dickens"; "Tater"), American country music singer (born Dec. 19, 1920, Bolt, W.Va.—died Jan. 2, 2015, Nashville, Tenn.), had a powerful voice, though he was diminutive in size (1.5 m [4 ft 11 in]), and enjoyed a successful career of some 50 years...

### RESULTS: 1-10

#### Jimmy Dickens (American singer)

2, 2015, **Nashville**, Tenn. ... In addition to the novelty songs "Hillbilly Fever," "Bessie the Heifer," and "Hot Diggity Dog," Dickens sang love songs, notably "I've ...

#### Blake Shelton (Biography, Songs, & Facts)

... from high school (1994), he relocated to **Nashville**, where Axton also lived. ... number one on Billboard's country singles chart and to 18 on the **Hot** 100 listing.

#### Dolly Parton (Biography, Songs, Films, & Facts)

In **Nashville** Parton became the protégée of country music singer and Grand Ole Opry star Porter Wagoner. Through repeated appearances on Wagoner's ...

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with every search.**See our results at the top  
of every Google search.Download our free  
Chrome extension









amazon

<b>Food Related Apps</b>	<b>Share of Usage</b>	<b>Index</b>
Snapchat (for food)	23%	408
Domino's Pizza	18%	192
Starbucks	15%	153
Pizza Hut	14%	138
Instagram (for food)	11%	234
Yelp	10%	85
UberEATS	10%	195
GrubHub	8%	118
Panera Bread	6%	95
Trip Advisor	4%	58
Door Dash	4%	116





A delivery person is riding a bicycle on a city street. They are wearing a dark t-shirt and blue jeans. On their back is a large black insulated delivery bag with the Uber Eats logo and text. The logo is a green circle containing a white fork and knife. Below the logo, the word "UBER" is written in white and "EATS" is written in green. The person is riding past a silver car. In the background, there are city buildings, a traffic light, and a blue bus. A green circular callout box is overlaid on the left side of the image.

42%  
of Gen Z have  
ordered  
delivery in the  
last month



# GEORGE MASON UNIVERSITY







Shake Shack

March 22 at 4:04 PM · 🌐



Our favorite day of the week! 🙌 Celebrate Fry-day with crinkle cuts + Chick'n Bites. 🍗



25%

of Gen Z uses  
FACEBOOK as an  
essential source for  
food-related info





index



bonchonchicken  • Follow



bonchonchicken  Korean fried chicken, made-to-share. You've never tasted anything like this before.

4w



685 likes

FEBRUARY 28

Add a comment...

Post



22%  
of Gen Z uses  
INSTAGRAM as an  
essential source for  
food-related info



# BUNS



# BAR



SALADS • SLIDERS • BURGERS











Make up to deliciousness.  
**ORDER  
HERE**



Touch to Start  
Toca para Comenzar

Make up to deliciousness.  
**ORDER  
HERE**



Touch to Start  
Toca para Comenzar

**ORDER  
HERE**



**ORDER  
HERE**



**26%**  
of Gen Z prefer  
placing their order  
using a TABLET,  
KIOSK, ETC.

76

15

OPTIONS





# STRANGER THINGS DINNER

**March 27<sup>TH</sup>, 5pm-10pm**  
**Cambridge Commons**





G O U R M E T T O G O





# Restaurant Chains





# C-Store Chains





16% offer food trucks today

20% interest in adding





# Student Run Farms











HOME PARK

MIDTOWN

Georgia Tech  
Research Institute

Georgia  
Institute of  
Technology

Georgia Aquarium

14th St NW

14th St NE

10th St NE

Juniper St NE

Piedmont Ave NE

Pine St NE

85

85

85

West Marietta St NW

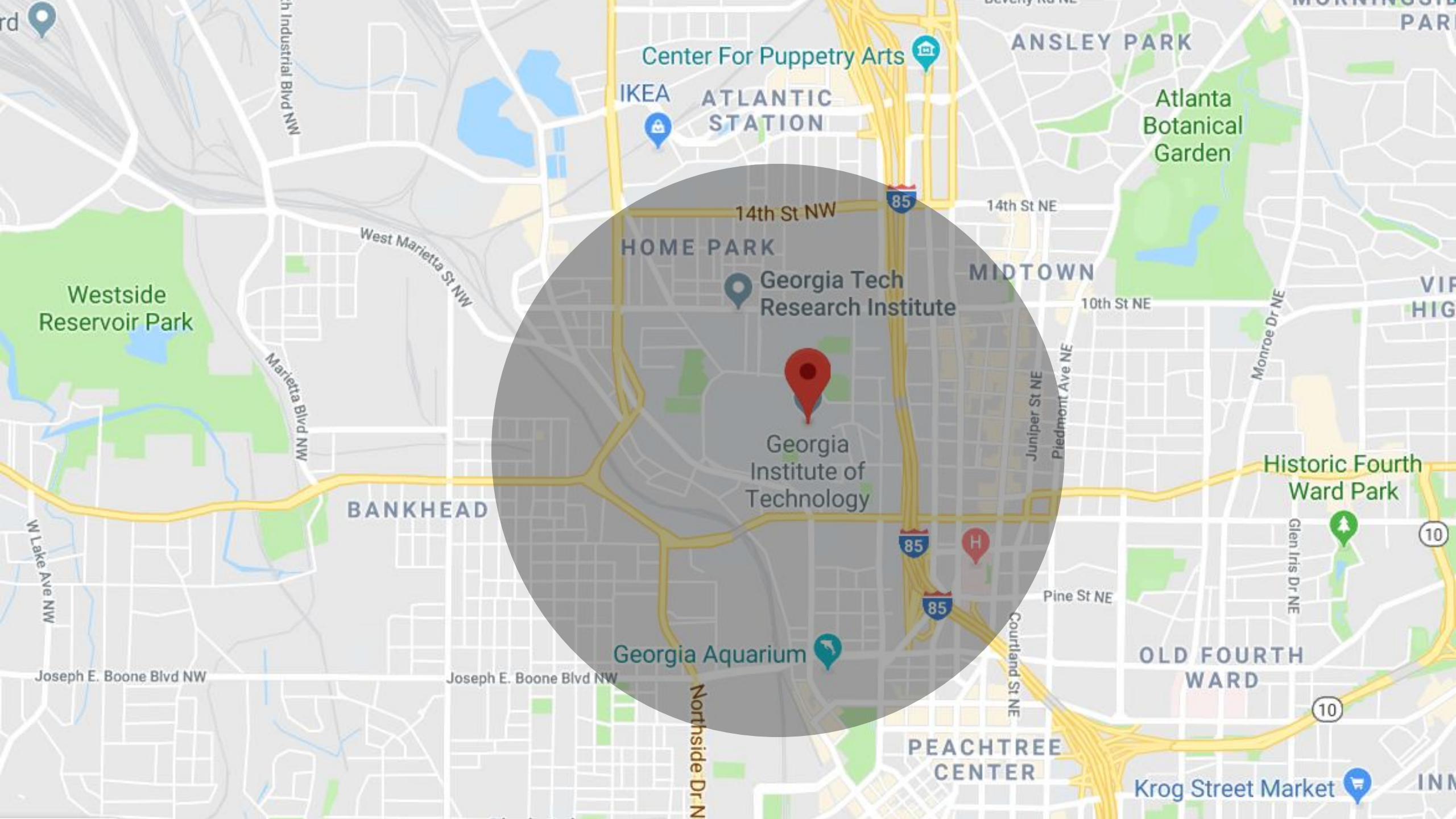
ANKHEAD

Courtlan

Monroe Dr NE

OLD FOUR





Center For Puppetry Arts

IKEA

ATLANTIC STATION

ANSLEY PARK

Atlanta Botanical Garden

Westside Reservoir Park

14th St NW

14th St NE

HOME PARK

Georgia Tech Research Institute

MIDTOWN

10th St NE

Georgia Institute of Technology

BANKHEAD

Historic Fourth Ward Park

85

85

Pine St NE

Joseph E. Boone Blvd NW

Joseph E. Boone Blvd NW

Georgia Aquarium

PEACHTREE CENTER

Krog Street Market

10

OLD FOURTH WARD

10

Northside Dr N

Marietta Blvd NW

West Marietta St NW

W Lake Ave NW

Industrial Blvd NW

Juniper St NE

Piedmont Ave NE

Monroe Dr NE

Courtland St NE

Glen Iris Dr NE

INM



75  
QSR

35  
FC

20  
MDS

66  
CAS

6  
FINE

17  
C-STORE

11  
GROCERY





American	60
Sandwich/Deli	26
Dessert/Snack	19
Coffee/Bakery	15
Pizza	131
Burger	11
Mexican	10
Mediterranean	7
Japanese	5
Other Asian	5
Southern	5
Seafood	4
Chinese	4
South American	3
Italian	3



Subway	5
Starbucks	4
Jimmy John's	4
Chick-fil-A	4
Dunkin'	3
Waffle House	3
Five Guys	2
Auntie Anne's	2
McDonald's	1
Pizza Hut	1
Burger King	1
Taco Bell	1
Wendy's	1
Papa John's	1
Panda Express	1
Panera Bread	1
Jersey Mike's	1



TASTE

# VEGAN MANGO KALE SMOOTHIE

19

Unbranded  
Purchase Intent





# VEGAN MANGO KALE SMOOTHIE

Gen Z

44

Millennial

28

Gen X

4

Boomer

10

# HOW I CURRENTLY EAT **TODAY**

	Total Pop	Gen Z
Meat Eater	71.3%	68.7%
Flexitarian	22.2%	24.2%
Vegetarian	3.0%	3.2%
Vegan	1.6%	2.1%





57% love burger

6% love tofu



consumers love meat, but want to be healthy  
plant-based works only if it's crave-worthy



really good  
cheeseburger





**TGI FRIDAYS**

57

Unbranded  
Purchase Intent

Gen Z

87

Millennial

77

Gen X

46

Boomer

27





51

Unbranded  
Purchase Intent

Gen Z

61

Millennial

61

Gen X

51

Boomer

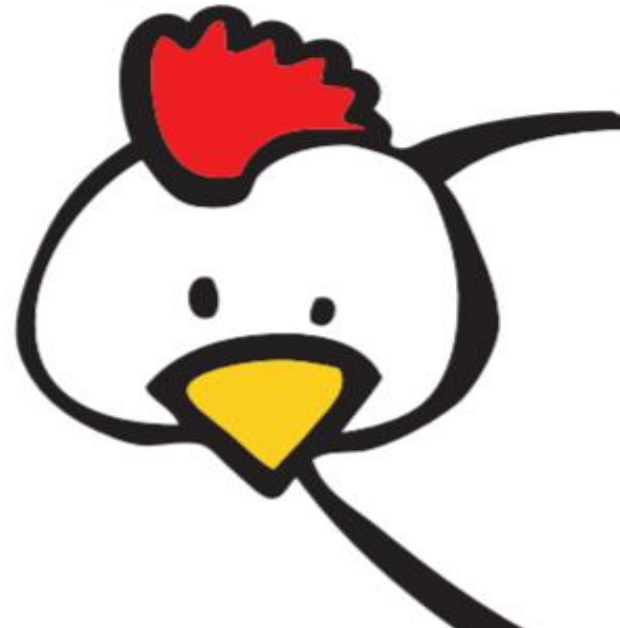
34







**T.G.I.M.!**



**MEATLESS  
MONDAY**™

One day a week, cut out meat.

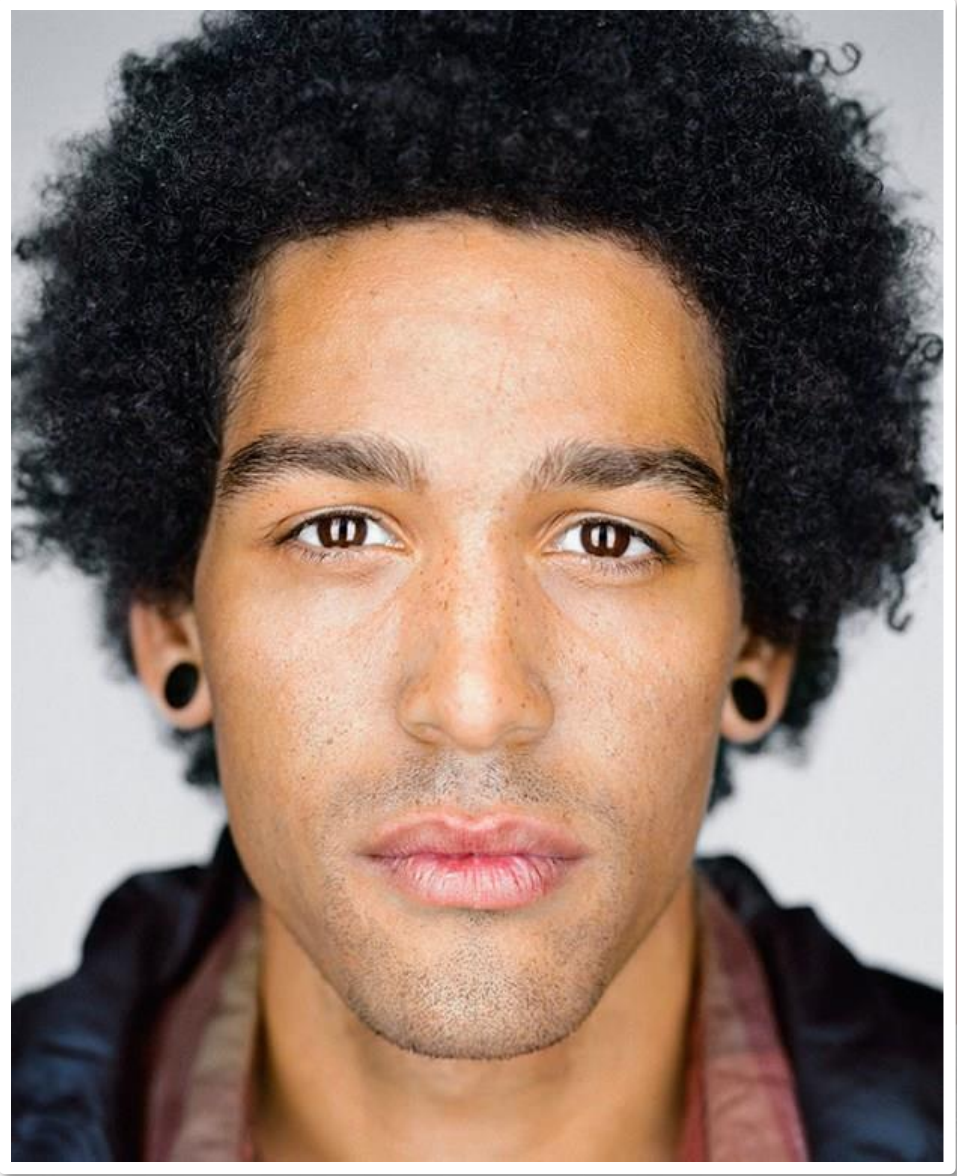
# WHO ARE GEN Z?

They are the most ethnically diverse generation yet:  
Hispanics account for 22% of the generation, African-Americans 15%, and Asian-Americans 5%



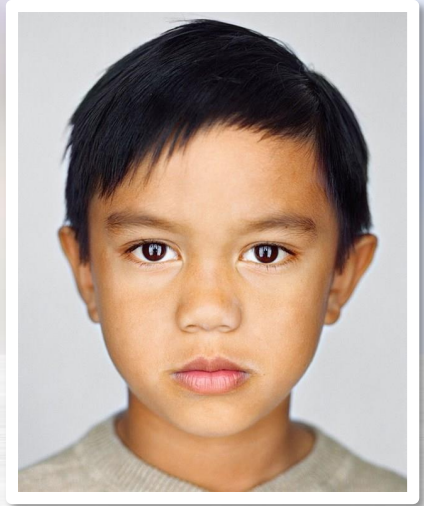
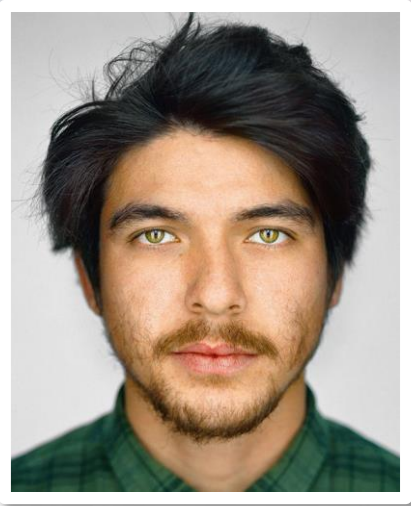








Boomers	Gen X	Gen Y	Gen Z
72% white	62% white	56% white	52% white
28% ethnic	38% ethnic	44% ethnic	48% ethnic



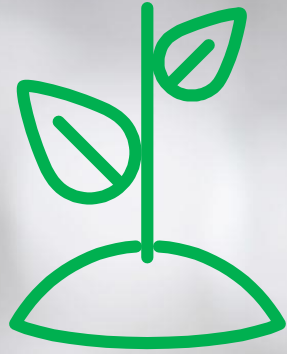
**MAC**

menu  
adoption  
cycle

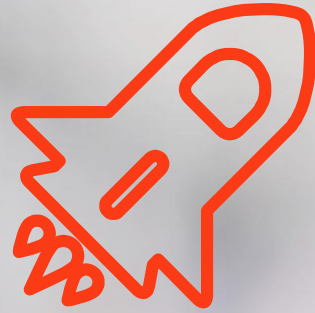


**MAC**

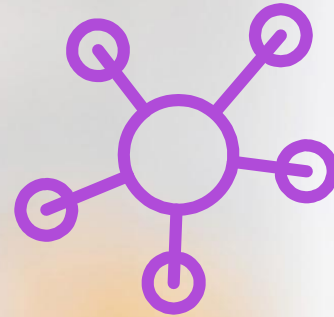
menu  
adoption  
cycle



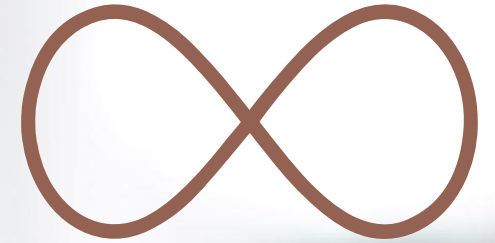
inception



adoption



proliferation



ubiquity



**inception**  
fine dining, mixology, earliest stage



**adoption**  
trendy restaurants + specialty grocers

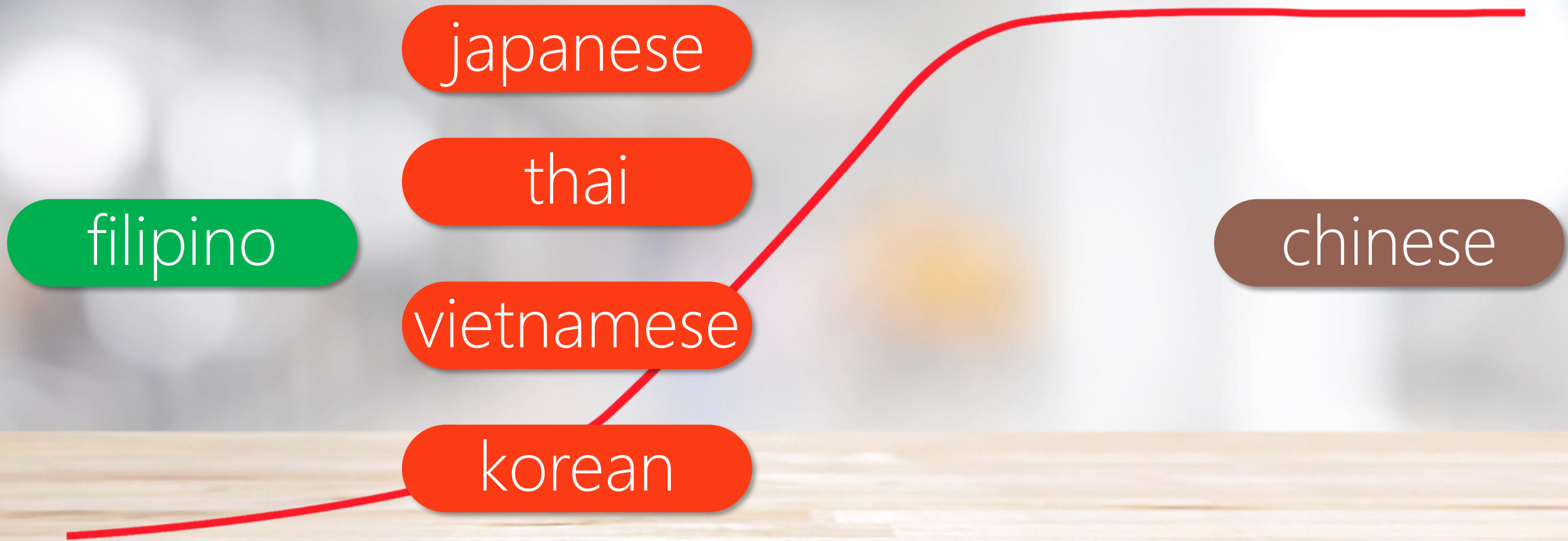


**proliferation**  
chain restaurants + mainstream grocery



**ubiquity**  
find it just about anywhere





**inception**  
fine dining, mixology, earliest stage

**adoption**  
trendy restaurants + specialty grocers

**proliferation**  
chain restaurants + mainstream grocery

**ubiquity**  
find it just about anywhere

japanese

TOTAL US

50%

GEN Z

46%



# RAMEN



Gen Z

67

Millennial

55

Gen X

50

Boomer

38



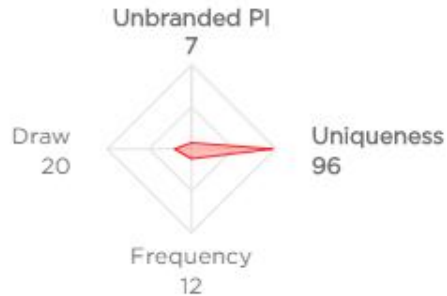
# Gen Z prefers AUTHENTIC ETHNIC items



## California Tortilla THE RAMEN BURRITO



Our latest creation has re-imagined the traditional Japanese noodle bowl by skipping the broth and swapping the bowl for a tortilla wrap. Rather than rice, the Ramen burrito begins with an authentic Asian noodle base, from there you get your choice of chicken, pork or steak, scallions, sweet red chili sauce, seasoned corn, fresh avocado, Sriracha pickled onions, cilantro and fresh spinach. Say Sayonara to ordinary! This is one delicious mashup!

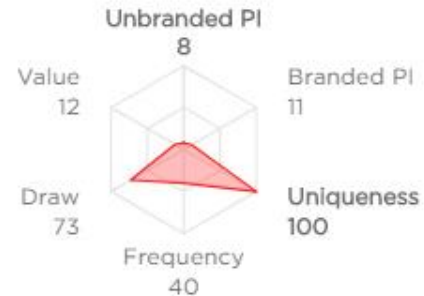


January 2015

## Red Robin RED RAMEN BURGER



Be one of the lucky ones to try this daringly delicious burger before it's gone. Served on a crispy seasoned ramen bun, it comes topped with Teriyaki and Chiu Chow aioli, fried jalapeno coins, a medley of chili-infused shredded cabbage, carrot and onion and garnished with fresh basil.



April 2016

\$11.99

## Pei Wei JAPANESE STEAK & SHRIMP CHILE RAMEN BOWL



Wok-seared noodles, steak and shrimp in a spicy-savory Japanese sauce with minced garlic, onion, carrots, scallions, cilantro and lime.



September 2016

\$9.99



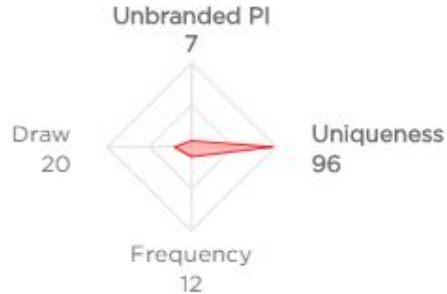
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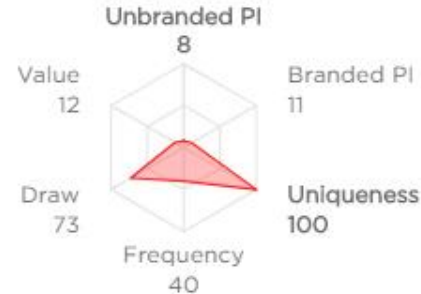


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September 2016

\$9.99



34% LOVE trying new foods

53% LIKE trying new foods







**inception**  
fine dining, mixology, earliest stage

**adoption**  
trendy restaurants + specialty grocers

**proliferation**  
chain restaurants + mainstream grocery

**ubiquity**  
find it just about anywhere



in the box







in the box

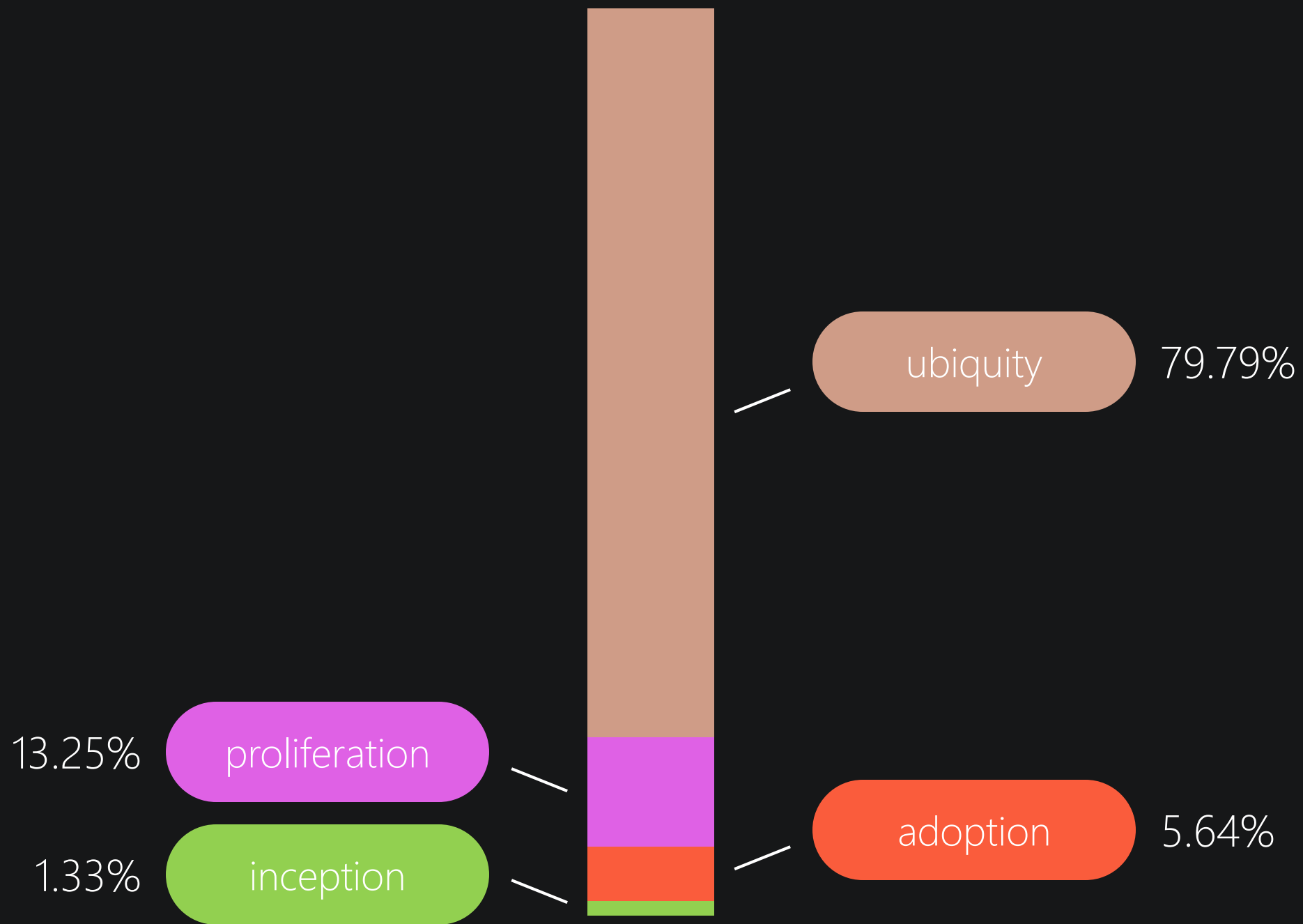
Asian	ubiquity	
Fried Chicken Sandwich	ubiquity	
white meat	ubiquity	
chicken strips	ubiquity	
Asian slaw	proliferation	
cucumber	ubiquity	
gochujang	adoption	
mayo	ubiquity	
toasted	ubiquity	
baguette	ubiquity	



	inception	0	0%
	adoption	1	10%
	proliferation	1	10%
	ubiquity	8	80%



20k LTOs



inception

**2015**

1.17%

**2016**

1.24%

**2017**

1.40%

**2018**

1.63%



A vibrant field of yellow wildflowers under a bright, hazy sky. The flowers are in full bloom, creating a dense carpet of yellow and green. The sky is a mix of light blue and white, suggesting a bright, sunny day. The overall mood is peaceful and natural.

ubiquity with a dose of  
**INCEPTION**

ubiquity with a dose of  
**INCEPTION**

an emerging approach to safe experimentation



# FUSEBIQUITY

modern American fueled by safe experimentation

miso soup

pho

elote

katsu

dragon fruit

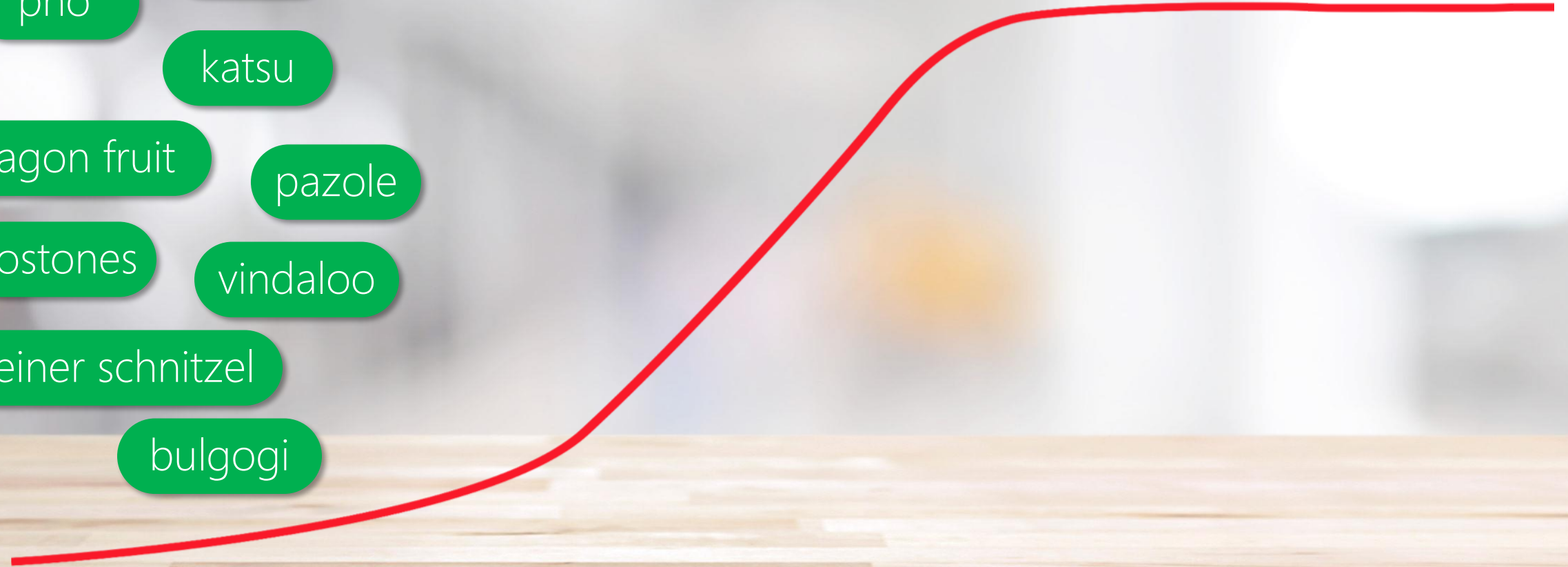
pazole

tostones

vindaloo

weiner schnitzel

bulgogi



inception

fine dining, mixology, earliest stage

adoption

trendy restaurants + specialty grocers

proliferation

chain restaurants + mainstream grocery

ubiquity

find it just about anywhere



# MANGO DRAGONFRUIT LEMONADE REFRESHER

Gen Z

97

Millennial

88

Gen X

52

Boomer

30



## THE DILEMMA

Hand battered crispy chicken breast, American cheese, bacon, maple **miso butter** and a sunny side up fried egg.



Gen Z

98

Millennial

68

Gen X

48

Boomer

54





58% are likely to try new foods from campus dining facility

I always like to try new foods	48%
I can always get more food if I don't like it	32%
I am not charged by the item – doesn't cost me any money	28%







butterfly pea flower tea



cheese tea





rolled ice cream





egg waffles





shaved snow



katsu sando









SANDIALOCA







NEW AMERICAN

USED  
TO  
MEAN

CALIFORNIA

FRENCH

NOUVELLE

FARM TO TABLE



NEW AMERICAN TODAY IS ALL ABOUT

# FUSEBIOQUITY

ethnic is simply American

**AUTOMATION**







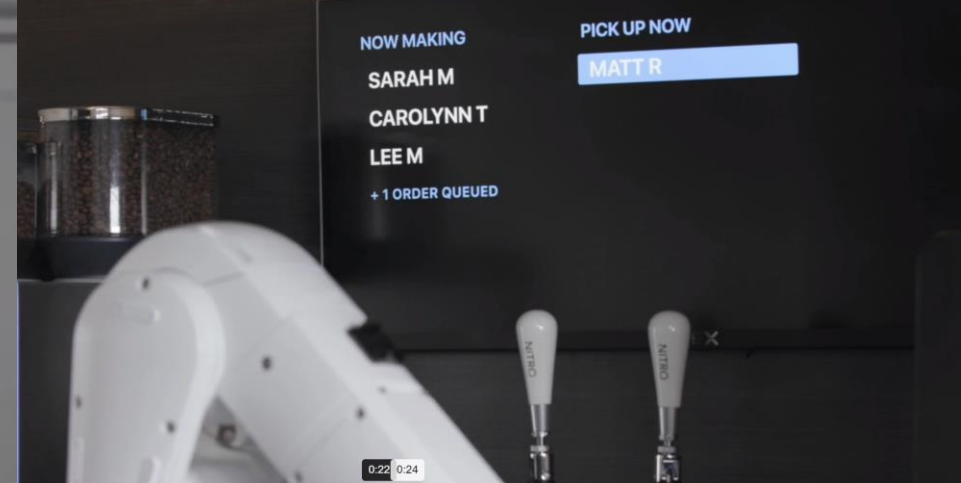
11

Benjamin K.

TAP  
TWICE

14







creator.







SPYCE





Culinary  
Daniel









## *BORN WITH SCREENS*

fun  
connect  
learn

## *COMPETITION*

it is everywhere

## *ETHNIC BUILD IN*

safe experimentation  
fusebiquity

## *EXPERIMENTAL*

automation  
robots