



Domino Foods, Inc.

# THE SCOOP

SERVING UP FOODSERVICE INSPIRATION



## MAKE ROOM FOR DESSERT SALES



Domino Foods, Inc.  
Foodservice



# WAYS TO MAKE YOUR DESSERT TRAY SHINE

## FROM TRIED-AND-TRUE TO OUT-OF-THIS-WORLD

Desserts are always in demand, whether they are the more traditional comfort types of desserts that remind guests of home or unique culinary-inspired creations that set social media abuzz. Various types of desserts continue to inspire add-on purchases when guests dine out. In fact, 27% say they eat indulgent desserts more often now than two years ago.\* Sweet will never go out of style, just make sure you offer it in appealing ways that meet today's consumer demands and expectations.

**51% OF CONSUMERS  
ORDERED DESSERT WHEN DINING OUT  
WITHIN THE LAST 3 MONTHS.\*\***

**BE A DESSERT DESTINATION.**

**49%** of dessert occasions happen at a location other than where the main meal was eaten.\*





# SWEET-INTEL



## FOR DESSERT MENU SUCCESS

Dessert eating habits have actually gained some momentum over the past year. The opportunities to generate add-on menu sales are irresistibly abundant. Serve desserts that reflect your operation's commitment to quality and innovation. After all, dessert is your opportunity to make one last impression that truly lasts.



Domino Foods, Inc.

THE SCOOP





# HOW DESSERT CONSUMPTION HAS CHANGED OVER THE PAST YEAR\*

CAKE CONSUMPTION  
**UP 20%**

CHEESECAKE CONSUMPTION  
**UP 21%**

COOKIE CONSUMPTION  
**UP 22%**



# A WHOLE NEW WORLD OF DESSERTS

## 41% ARE INTERESTED IN GLOBALLY INSPIRED DESSERTS\*

Globally inspired desserts like colorful French macarons, sweet, syrupy Middle Eastern baklava and Latin-inspired tres leches cakes have been making their way on to American menus for years now. Plus, 55% of operators say they either offer them or are considering offering them.\* As diners become more adventurous and demographics become more diverse, it is becoming advantageous for operators to have their dessert offerings break borders. America has expanded its appetite well beyond just apple pie.

### FASTEST-GROWING DESSERT VARIETIES AND FLAVORS\*\*

AFFOGATO  
POT DE CRÈME  
TRES LECHEs  
MASCARPONE CHEESECAKE  
MACARONS  
ALFAJORES



Domino Foods, Inc.

THE SCOOP

\*nrn.com

\*\* Datassential, 2019



# SAVORY FOR THE SWEET TOOTH



The global influence of including herbal and chile infusions in desserts is also inspiring unique innovations. Get creative with on-trend flavor profiles that set your dessert offerings apart.

## THE BROWNIE GOES GLOBAL

Some chefs are taking the American favorite to new levels by incorporating spicy or savory ingredients. At Bambara in Salt Lake City, their pastry chef scents his brownie batter with black pepper, wraps it in phyllo and Moroccan-spiced walnuts and deep-fries it for a baklava/brownie hybrid. At Edwards Dessert Kitchen in Minneapolis, they serve up a mole spice brownie with pecan caramel inspired by their travels to Xico, Mexico.

## SPICY IS A HOT SELLER

From chipotles to guajillos, Aleppo to Thai peppers, chiles of various heat levels are finding their way into desserts as pastry chefs respond to consumers' growing interest in bolder global flavors. Chile-infused accents pair exceptionally well with chocolate in creations like the Ancho Fudge Pie and the Guajillo Chile Chocolate Cake at Z'Tejas in Chandler, AZ. The spicy Latin American-infusion is also taking place at various restaurants using flan as its canvas with creations such as Jerk-Spiced Flan with crystalized hazelnuts and lime zest from Bywater American Bistro in New Orleans. The use of panela sugar also adds authenticity to Latin American-inspired desserts.



Domino Foods, Inc.

THE SCOOP

# DOWNHOMES DESSERTS ARE BACK IN DEMAND



Traditional and nostalgic desserts that once conjured images of kids and carnivals are now taking center stage as pastry chefs add panache to such tried-and-true originals as cookies and fried desserts.

**46% OF AMERICANS**  
FAVOR DESSERTS THEY ENJOYED AS CHILDREN\*

Thanks to their nostalgic charm, childhood favorites like snack cakes and whoopie pies are showing up in retro-meets-whimsical desserts and over-the-top milkshakes.



Domino Foods, Inc.

**THE SCOOP**

\*Technomic, 2018





# COOKIES HAVE GROWN IN EVERY SEGMENT OVER THE PAST DECADE

Their greatest growth has actually occurred in fine dining, with a 64% increase in menu mentions.\* Macarons are especially popular and have become one of the most "Instagrammed" desserts.

## FRIED DESSERTS ARE A SUREFIRE FAVORITE

In fact, fried dessert items are experiencing growth across menus, with churros seeing a 125% growth in full service restaurants and funnel cake mentions rising by 67%. Donut mentions are up by 30% on limited service restaurant menus.\*\*



Domino Foods, Inc.

THE SCOOP

\*Datassential, 2019

\*\*Technomic, 2019





# CHEF'S CORNER

For each edition of The Scoop, we bring you exclusive insights from Eleonora Lahud, research chef from Domino Foods, Inc.



## ELEONORA LAHUD | Research Chef, Domino Foods, Inc.

Eleonora has a degree in Food Science and is a Certified Baker from the American Institute of Baking, with management studies in Barcelona, Spain. She has experience working with leading global food companies in research & development, technical sales, consumer engagement and catering.

### WHAT ARE THE ADVANTAGES OF SERVING DESSERTS “MADE IN HOUSE”?

*When I eat out, I almost never skip dessert. I call it “research,” since it’s what I do for a living, but the truth is, I just cannot resist my sweet tooth. But, when I go out, I do always ask, “Is it made in house?” This inspires me to order multiple desserts for the table. If the answer is “no,” I still inquire, and if I find it is provided by a local baker, I dig in.*

### WHAT ARE SOME OPTIONS IF YOU DO NOT HAVE A PASTRY CHEF ON STAFF?

*I understand the challenges that preparing a dessert in house may present. Not all operations have the luxury of having a pastry chef on staff. In that case, it’s always a good idea to partner with local purveyors of artisanal and handcrafted desserts. By collaborating with them, you provide a sense of community, and they are usually experts in their craft. Do-it-yourself desserts are also a great idea when a pastry chef is not in house. Items like DIY s’mores at the table create enthusiasm for the guests, and they own the craftsmanship. Just make sure all the ingredients are the best quality possible.*

### WHAT ARE SOME GLOBAL TRENDS YOU ARE SEEING IN DESSERTS?

*We see lots of globally influenced items appearing on menus in all kinds of operations. One great example is sweet empanadas. These are great portable snacks that limited service restaurants can incorporate into their menus. These sweet empanadas can be filled with guava and cheese or pastry cream. Latin American, Middle Eastern and Asian influences are finding their way into a variety of desserts. Consider integrating international flavors and ingredients such as masala chai and panettone, chiles and cajeta...the possibilities are endless.*

### WHAT SUGGESTIONS DO YOU HAVE FOR APPEALING TO DINERS WHO MIGHT NOT BE INCLINED TO ORDER DESSERT?

*A “better for you ingredients” approach is a great way to entice those who may feel guilty indulging. One approach is to use seasonal fruits, grains and nuts. With fresh and natural ingredients, guests can satisfy their sweet tooth while still feeling good about what they are eating. Also, offering mini desserts is another way to tempt those looking to control their portions of indulgence.*



Domino Foods, Inc.

# THE SCOOP

For more behind-the-scenes insights from Eleonora, [click here](#).



# SWEETLY DISTINCT



## SALES-BUILDING IDEAS FROM DOMINO FOODS, INC.

Along with the ambiance and service, your menu offerings play a major role in what sets you apart. When it comes to leaving a lasting impression and ensuring return visits, your dessert offerings are a great encore for your presentation. Here are some simple ideas on how desserts can make your operation sweetly distinct.

### TIPS FOR BOOSTING DESSERT SALES

**Create and customize LTOs and daily/weekly specials** that give your standard dessert menu more appeal and ownability. Offering seasonal flavors that change throughout the year is a great way to keep your dessert offerings irresistibly fresh.

**Take advantage of the cookie craze.** Cookies are ideal for any operation because you can simply freeze the dough and bake fresh batches every time. Offer weekly seasonal cookie offerings that match the trending flavors of the time of year. To add a crunchy texture, sprinkle them with turbinado sugar.

**Leverage the perception of “baked in house”** so as to appeal to patrons who feel it is important to know that they are indulging in something made fresh. A light dusting of powdered sugar also conveys a sense of freshness.

**Consider “grown-up sundaes” and boozy desserts.** Top off cakes with a sweet liqueur drizzle, or blend the liqueur into a filling to enhance the cake's flavor profile and add a touch of sophistication.

**Be creative with your plating.** Adding color can help enhance visual appeal. Seasonal berries and flowers add freshness and bright pops of color to help transform brown desserts. Use sugar as a garnish – either in granulated form to add textural crunch or use colored crystals for extra eye appeal. Serve desserts with edible silverware such as a chocolate spoon.

**Make coffees a part of your dessert array.** Sweeten them with a variety of flavored syrups to create a diverse coffee menu. Top them with syrup-infused whipped cream for added appeal.





# FEATURED RECIPE



## RICOTTA DOUGHNUTS

Created by Chef Gabriel Freeman  
*Scofflaw, Chicago*

Portable, poppable and very much on-trend, these confectioners sugar-topped donut bites are made with ricotta to keep them moist and fluffy. A bit of coriander adds just a hint of citrus flavor for seasonal flair.

### HOW TO MAKE:

(approx. 40 doughnuts)

#### Ingredients:

- 2 Tbsp whole coriander seeds
- 2 cups Domino® Confectioners Sugar or C&H® Powdered Sugar
- 360g all-purpose flour
- 20g baking powder
- 120g Domino® or C&H® Granulated Sugar
- 2 lemons, microplaned
- 6 eggs
- 456g ricotta
- 8g vanilla extract

#### Instructions:

1. Preheat fryer to 350°F.
2. Blend coriander seeds and mix with 2 cups of confectioners sugar.
3. Mix all remaining dry ingredients. Repeat with wet ingredients, and then combine.
4. Scoop tablespoon-sized balls of dough into the oil. Fry until golden and cooked through – approximately 7 minutes.
5. Top with confectioners sugar.



# FEATURED PRODUCT



This month's featured product is a favorite for pastry chefs. Our **Domino® Confectioners** and **C&H® Powdered Sugars** are ideal for frostings, glazes and fudge as well as for dusting favorite dessert creations. Confectioners/powdered sugar has an exceptionally smooth texture and is mixed with cornstarch to prevent caking. It's available in a variety of pack sizes and granule sizes, including sugars specifically for fondant and icing applications.



## BROUGHT TO YOU BY DOMINO FOODS, INC.

This exclusive newsletter has been provided by Domino Foods, Inc. Domino Foods is a leader and innovator in sweetening solutions, with more than 150 years of experience taking sugarcane from the farm to the table. We are proud to offer the brands of sugar, sweeteners and syrups that foodservice professionals know and trust, including Domino®, C&H®, Florida Crystals® and Tate+Lyle®.

To learn more, contact your Domino Foods sales manager or visit us at [dfifoodservice.com](http://dfifoodservice.com).

Subscribe to get your monthly edition of The Scoop [here](#).