



# Milkshakes on the Menu

Globally loved, emotionally driven brand that turns everyday moments into treats.



**Eye-catching visual presentations** and **rustic flavors** such as hazelnut are among the trends that make milkshakes a **must-have menu item** for operators. Branded inclusions enhance the experience, encourage trial, and help drive sales.



**6.8% of operators** have milkshakes on their menus.<sup>1</sup>



Milkshakes are **up 2.1%** on quick-service restaurant menus.<sup>2</sup>

## Milkshakes Flavors

The top three milkshake flavors<sup>1</sup>



Vanilla



Chocolate



Strawberry

The fastest-growing flavors in milkshakes (year-over-year)<sup>1</sup>



Salted caramel  
+20.7%



Custard  
+15.0%



Dark chocolate  
+13.0%



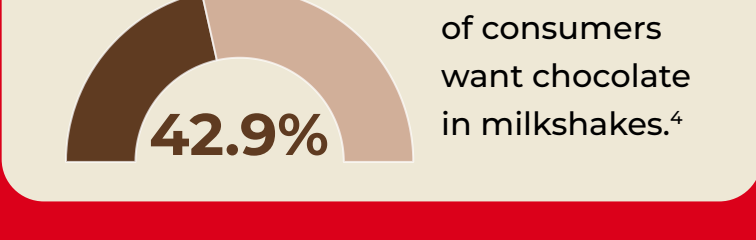
Strawberry  
Banana  
+10.3%



Mocha  
+9.7%

## Milkshakes on social media

Milkshake trends on TikTok include shakes with **branded inclusions**, **extreme toppings**, and **visual layers**.<sup>3</sup>



of consumers want chocolate in milkshakes.<sup>4</sup>



## Rustic flavors gain momentum

Hazelnut is among the top flavor profiles gaining interest.<sup>5</sup>



Peanut butter



Raisin



Hazelnut



Pumpkin



Coconut



Nutella® ranks in the **91st percentile** for growth potential, meaning it is expected to outperform 91% of all other foods, beverages, and ingredients **during the next four years**.<sup>6</sup>

Nutella® is in the **“adoption” stage** of the menu cycle as a milkshake flavor, another indication that it is **poised for growth** as a milkshake inclusion.<sup>6</sup>

## Food pairings

**Banana** is the most commonly paired ingredient with menu items that include Nutella®, with an overlap of **34.8%**. It is followed by:<sup>6</sup>



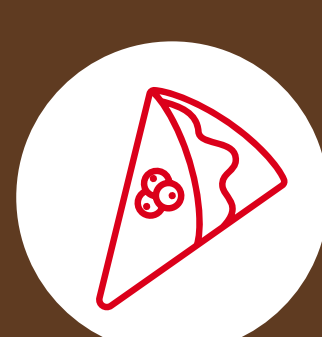
Cocoa



Strawberry



Nutella® appears on **3.8%** of dessert menus, making it the **No. 2 brand**. It's also **No. 2** on non-alcoholic beverage menus at **1.6%**.<sup>6</sup>



Nutella is the **No. 1 nut spread** within broadline foodservice distribution to midscale family-style restaurants, with a **28% share**.<sup>7</sup>

## Menu inspiration<sup>8</sup>



Quickblend® Milkshake with Nutella®



Quickblend® Banana Milkshake



Mocha Frappuccino



Nitro Brew with Nutella®

**Nutella® from Ferrero Foodservice is among the top inclusions that operators feature in their dessert and non-alcoholic beverage menus.**

For more information about how to drive additional sales by adding this brand to your beverage and dessert menus, visit **Nutella®** today.

1. Technomic's Ignite Menu National Food Trends for Q4 2025  
2. Datassential  
3. Tastewise Milkshake Trends in 2026  
4. Technomic's Taste Tracker  
5. FlavorSum 2026 Food and Beverage Trends  
6. Datassential  
7. Circana SupplyTrack®, based on share of broadline foodservice dollars shipped in the 52 weeks ended February 2024  
8. Ferrero Foodservice