

Holiday Desserts Feature Familiar Flavors

Consumers gravitate to comfort foods made with chocolate, hazelnut and more

As temperatures cool and families gather together, the fall and winter months herald the return of holiday traditions and celebrations. Foodservice operators can contribute to the festive spirit with flavors and ingredients that their customers love, whether in familiar forms or in more creative desserts and beverages that drive excitement and trial.

Chocolate appeared on

53.4%

of restaurant holiday dessert menus last year¹

Flavored cheesecakes were up

18.9%

in last year's holiday season¹

Other fast-growing desserts include²

+8.3% Plain cheesecake	+7.9% Chocolate cake	+13.2% Other cakes bundt cakes, butter cakes, angel food cakes, etc.	+8.4% Bread/rice pudding	+6.5% Fruit pies
-------------------------------------	-----------------------------------	---	---------------------------------------	-------------------------------



Doughnuts up in double digits¹



Cake doughnuts saw item growth of **15.9%** over the last year

Glazed doughnuts grew **14.8%** over the last year



Iced specialty coffee was up

13.5%

in item growth over the last year¹

nutella

stars in winter desserts

Some recent consumer-rated LTO desserts featuring Nutella® include:¹



Acai Bowl from Playa Bowls

Playa Coconut blend, banana, cacao nibs, chocolate protein, coconut milk, Nutella® and coco whip (Playa Bowls, Q4 2025)



Chocolate Hazelnut Cheesecake With Nutella®

A chocolate and hazelnut cheesecake nestled on a cookies-and-cream crust, topped with Nutella® and whipped cream (Crumbl, Q1 2026)



Chocolate Hazelnut Cruffin with Nutella®

Buttery cruffin filled with chocolate hazelnut cream and topped with a Nutella® dollop (Paris Baguette, Q1 2026)

nutella consumers skew young

Gen Z and Millennial consumers especially like Nutella® in cookies, cakes/cupcakes and pastries.¹



Nutella Menu Inspiration



Banana Bread

[View Recipe](#)



Savoy-Cake

[View Recipe](#)



Tiramisu

[View Recipe](#)



Red Velvet Waffles

[View Recipe](#)



Blondie Bars

[View Recipe](#)



Bread Pudding

[View Recipe](#)

Here are some links to additional Nutella® recipes that could also help make a holiday menu more festive:²

[Cappuccino with Nutella®](#)

[Chocolate Cake made with Nutella®](#)

[Rolled Crepes with Nutella®](#)

[Flaky Pumpkin Parfait with Nutella®](#)

[Mini Chocolate Cloud Cakes with Nutella®](#)

[Churro French Toast Stack with Nutella®](#)



6.6 lbs

Nutella® appears on **6.2%** of foodservice menus and is growing at a rate of **9%** in menu penetration over the last 4 years.⁴

Nutella® as the **largest and fastest-growing** emerging nut spread brand within broadline foodservice distribution to commercial and non-commercial foodservice outlets.⁴

Nutella® is the **No. 1 nut spread** within broadline foodservice distribution to Midscale Family Style restaurants, holding a **36%** share.⁵

¹ Technomic Ignite Menu Dashboard

² Ferrero Foodservice

³ Datassential

⁴ Circana SupplyTrack®, based on share and absolute change of broadline foodservice dollars shipped in 52 weeks ending June 2026, category: spreads and butters excluding peanut, apple and pumpkin butters

⁵ Circana SupplyTrack®, based on share of broadline foodservice dollars shipped in 52 weeks ending June 2026, category: spreads and butters excluding apple, cookie, and pumpkin butters.



FEB 5TH

World nutella Day

With the winter holidays approaching and World Nutella® Day 2027 taking place on Feb. 5, now is the time for operators to embrace the momentum of this popular ingredient. Nutella® from Ferrero Foodservice is among the top inclusions that operators feature in their dessert, brunch and non-alcoholic beverage menus. For more information about how to drive more seasonal sales visit Nutella® today.

nutella