

INTERNATIONAL
PIZZA EXPO
& CONFERENCE



WHAT PIZZERIA OWNERS SAY WILL TREND IN 2023

Pizza Expo turned to social media to go inside the minds of pizzeria professionals to get a pulse for what's happening in the pizzeria industry. Over the course of four days, we generated insights on the major trends, purchasing decisions & challenges. Here is what we found out:

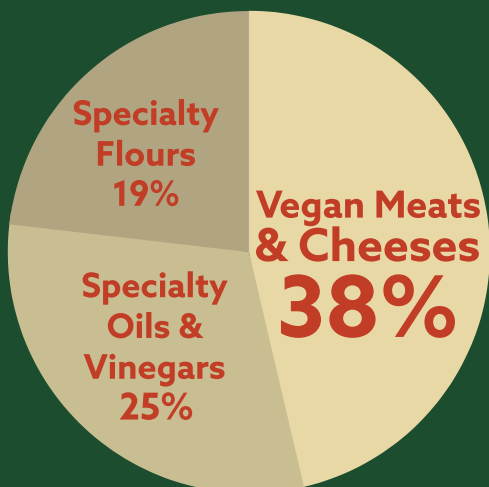
Learn more about how you can connect with pizzeria owners in 2023.
Visit PizzaExpo.PizzaToday.com

TOMORROW'S OPPORTUNITIES

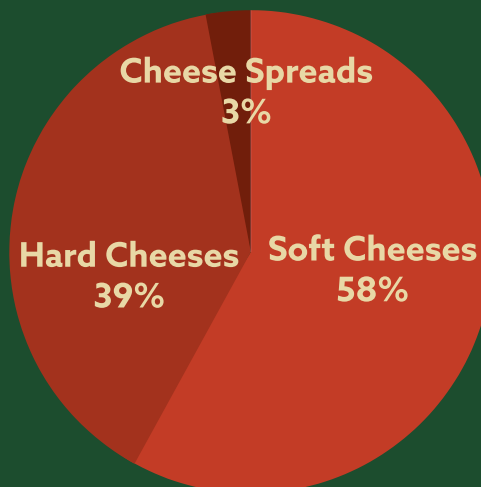
The last few years in the pizzeria industry have been filled with challenges. Going into 2023, the outlook from pizzeria professionals includes continued opportunities.

IMPORTANT INGREDIENTS

Which ingredient will take the spotlight in 2023?



What style of cheese will dominate in 2023?



{ 52%

SEE AN INCREASED DEMAND FOR MEAT SUBSTITUTES }

WHAT WILL BE YOUR BIGGEST CHALLENGE IN 2023?

The customer experience has changed since 2020 & pizzeria operators are looking at ways to improve the customer experience.



42%

Hiring/ Retaining Staff



24%

Expansion



35%

Inflation

HOW WILL YOU IMPROVE YOUR CUSTOMER EXPERIENCE?



49%

Mobile Ordering



31%

Rewards Programs



12%

Cardless Payments

WHAT AREAS OF YOUR BUSINESS NEED REFRESHING?



30%

Restaurant Design



28%

Customer Experience/Service



26%

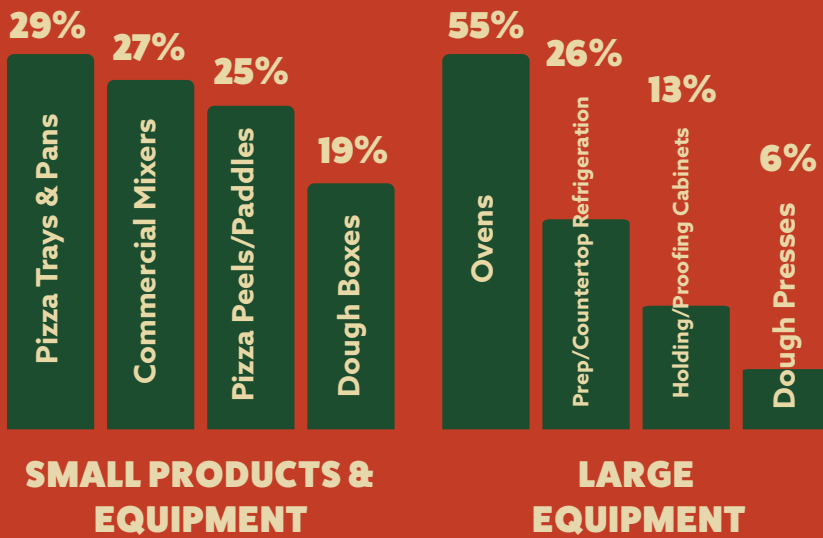
Menu/Ingredients

INGREDIENTS THAT DESERVE MORE RECOGNITION IN 2023:

BROCCOLI **HOT** **CHEESE** **CHERRIES** **SAUCES**
HONEY **PIZZA MEAT** **PINEAPPLE**
FLOUR **TOPPING** **FRUITS**
OLIVE **PESTO** **IMPOSSIBLE**
OIL **FISH** **ONION** **MEAT**
MEATS **DOUGH** **GOAT CHEESE**

BUYING DECISIONS
Piping-Hot Possibilities

Purchasing decisions will be top-of-mind for operators in 2023. Let's look at ...where pizzeria owners, and our social followers, are looking to invest.



WHICH STYLE TREND WILL DOMINATE IN 2023?

ROMAN **NEO NEW** **TAVERN** **THC** **SICILIAN**
YORK HYBRID **INFUSED** **DETROIT**
NEAPOLITAN **SQUARE OR** **WOOD**
TOKYO STYLE

Learn more about how you can connect with pizzeria owners in 2023.

Connect with Stacie to get started today.

Visit PizzaExpo.PizzaToday.com

Stacie Dennison, Sales Director
 502-901-2528
 sdennison@pizzatoday.com

INTERNATIONAL
PIZZA EXPO
 & CONFERENCE