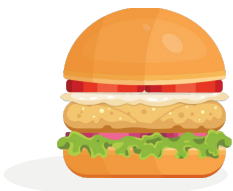




TRENDS IN DAIRY

FRESH MOZZARELLA

Top Dishes Featuring Fresh Mozzarella



- 1 Chicken Sandwich
- 2 Veggie Sandwich
- 3 Margherita Pizza
- 4 Specialty Pizza
- 5 Caprese/Tomato Salad Appetizer



56% of Italian/Pizza operators menu fresh mozzarella

NOTABLE LTOs WITH FRESH MOZZARELLA

Spaghetti Squash Casserole

Crushed organic tomato, caramelized onion, zucchini and fresh mozzarella
(True Food Kitchen)

28% of consumers are **very likely to increase visits** to the restaurant if this item were on the menu



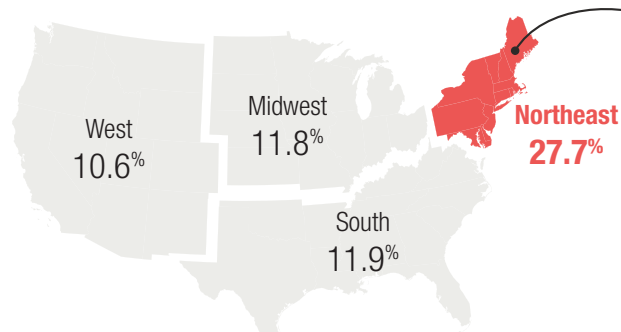
Lobster and Fresh Mozzarella Flatbread

Wood-grilled red peppers, fresh mozzarella, scallions, lobster and sour cream
(Seasons 52)

28% of consumers deem this item **very craveable**

Fresh mozzarella mentions overindex at restaurants in the Northeast

(% of operators who menu fresh mozzarella by region)



Italiano Sub

With baby romaine, cherry tomatoes, sumac pickled red onions, fresh mozzarella, roasted red peppers and pesto aioli
(Mordi's Sandwich Shop in Jersey City, N.J.)

Roasted Red Pesto Mac

Topped with basil pecorino pesto, roasted red peppers, fresh mozzarella and potato chip panko
(Mac Mart in Philadelphia)



California Milk Advisory Board, an instrumentality of the California Department of Food & Agriculture