



“Power of Food”

Healthy International Mac and Cheeses
and Twisted International Desserts

Presented by John Noble Masi
June 10, 2025



Today's Agenda

- ▶ How can we make Macaroni and Cheese Healthier and more International?
- ▶ How can you Identify Trends?
- ▶ What are we seeing in the retail world?
- ▶ How can you drive improvements in your offerings of these items on your menus?
- ▶ Recipe Review

Warrior Spirit



Thomas Jefferson was so impressed by macaroni and cheese during a visit to Paris that he wrote down the recipe and instructions on pasta extrusion, imported a pasta maker, macaroni, Parmesan, and made it at his home. He served it at a state dinner in 1802.



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THAT'S TOO MUCH
MAC 'N CHEESE
— SAID —
NO. ONE. EVER.



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Improving Healthfulness

How can we make Macaroni and Cheese healthier?

VARY THE DAIRY

WHOLE GRAIN OR
GF PASTA

SMALLER PORTIONS

ADD VEGETABLES-
PUREED OR AS
ADJUNCTS

PREPARE FROM
SCRATCH



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Look at your Dairy Choice

| Milk Type | Calories | Fat | Protein | Sugars | Key Nutrients |
|-------------------------------|----------|--------|---------|--------|--|
| Heavy Cream | ~180 | ~18g | ~1.7g | ~1.5g | High in saturated fat, rich in conjugated linoleic acid (CLA) |
| Whole Milk | ~75 | ~4g | ~3.8g | ~5.8g | Good source of calcium and vitamin D |
| Low-Fat Milk | ~53 | ~1.25g | ~4.3g | ~6.1g | Moderate fat, good calcium content |
| Fairlife Filtered Milk | ~75 | ~4g | ~6.5g | ~3g | Lactose-free, high in protein, fortified with calcium and vitamin D ¹ |
| Evaporated Milk | ~85 | ~4.5g | ~4.5g | ~6g | Concentrated milk with higher nutrient density |

4 oz
serving



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Look at your Dairy Choice

| Milk Type | Calories | Fat | Protein | Sugars | Key Nutrients |
|---------------------|----------|--------|---------|--------|---|
| Almond Milk | ~15 | ~1.25g | ~0.5g | 0g | Low in protein, fortified with calcium and vitamin D |
| Coconut Milk | ~23 | ~2.25g | 0g | 0g | High in saturated fat, fortified with calcium and vitamin D |
| Oat Milk | ~60 | ~2.5g | ~1.5g | ~3.5g | Contains beta-glucans, good for heart health |
| Rice Milk | ~60 | ~1g | 0g | ~5g | Naturally sweet, low in protein, fortified with calcium |
| Soy Milk | ~40 | ~2g | ~3.5g | ~0.5g | High in protein, contains isoflavones, fortified with calcium and vitamin D |

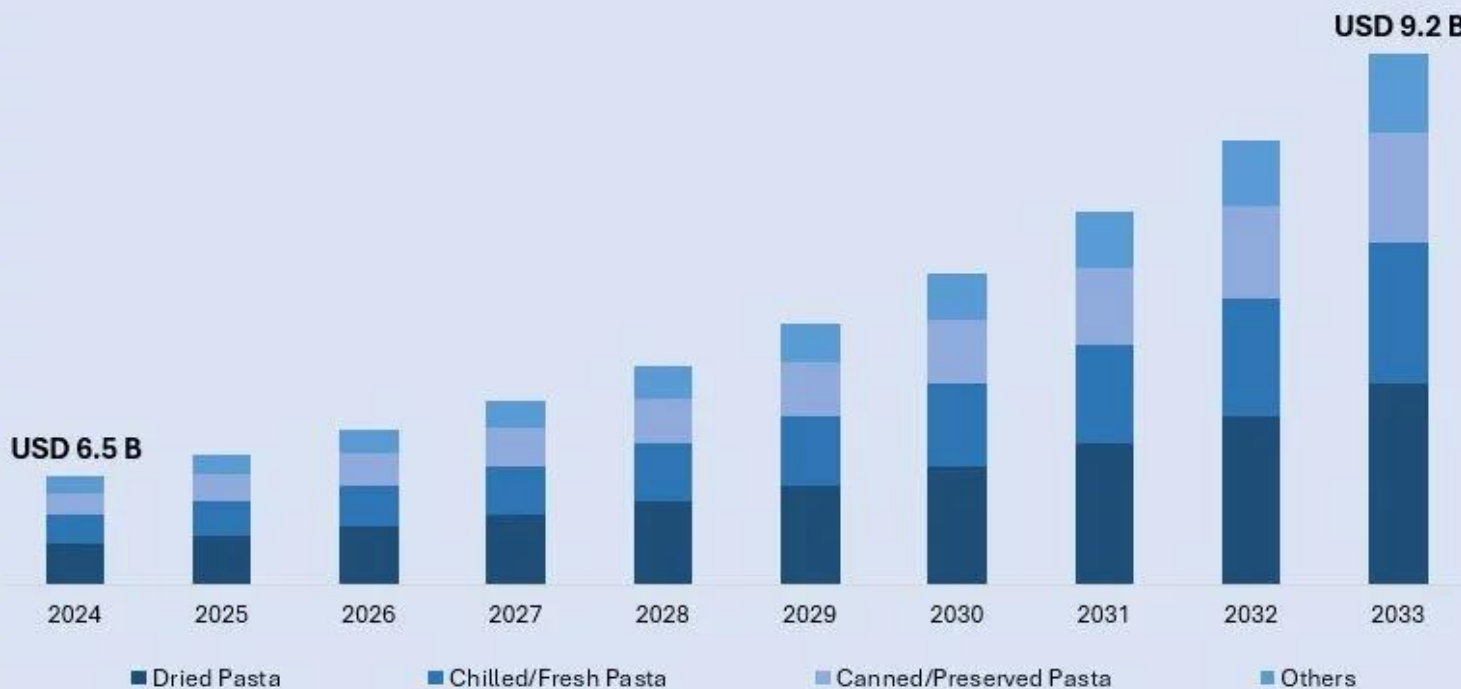


Consumption trends

Current Pasta Trends

North America Pasta Market Forecast

Size, By Type, 2024-2033 (USD Billion)



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TRANSFORMING IDEAS INTO IMPACT

3.83%

**Market CAGR
(2025-2033)**

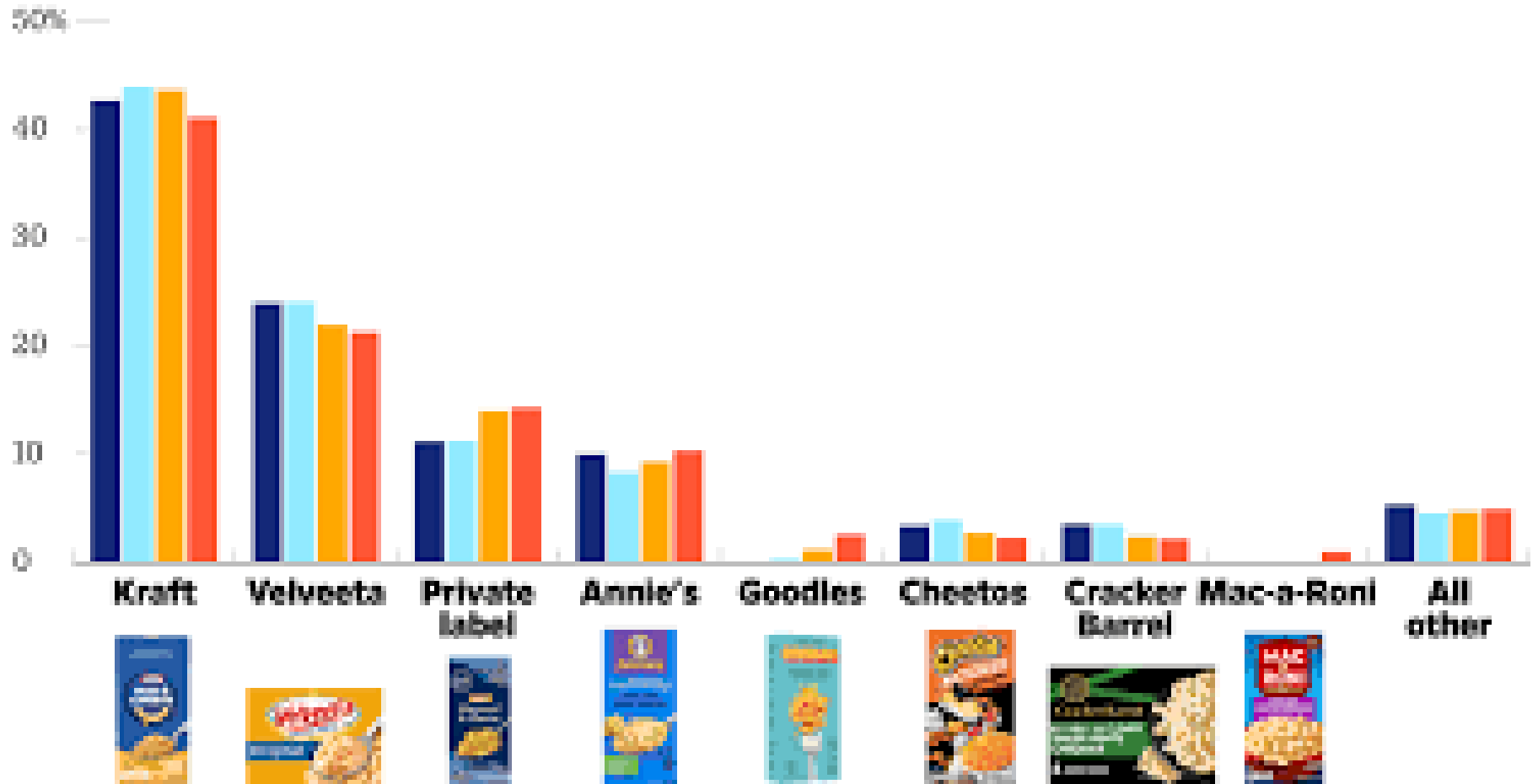
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Current Pasta Trends

| Pasta Variety | Growth Factors |
|--------------------|---|
| Rotini | Versatile for pasta salads and baked dishes, holds sauces well |
| Penne | Popular in meal prep, works well with creamy and tomato-based sauces |
| Fusilli | Increased demand for textured pasta that enhances flavor absorption |
| Orecchiette | Gaining popularity in gourmet cooking, pairs well with hearty sauces |
| Cavatappi | Preferred for mac and cheese and baked pasta dishes, fun spiral shape |

Percentage growth of these
estimated at 10–20% over past 5
years

Current Boxed Mac and Cheese Trends

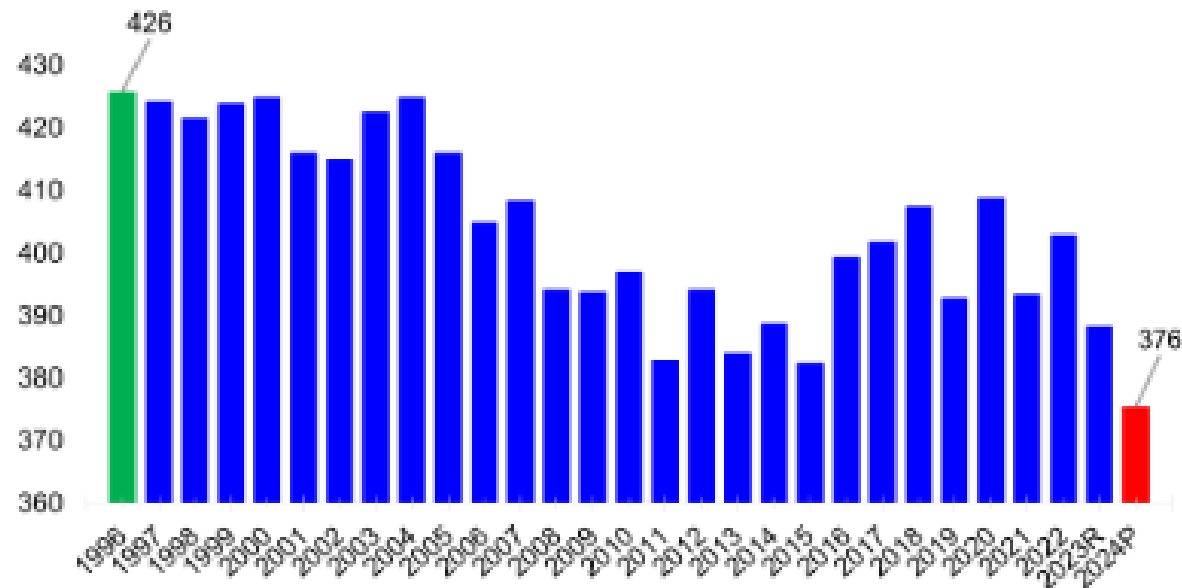


Kraft's dominance is being challenged by.....

Current Trends–Vegetables

U.S. per capita vegetable and pulse availability slips again in 2024, hitting lowest point in over 35 years/1

Pounds per person



R = revised, P = preliminary

1/ Annual per capita availability based on calendar year totals for fresh and processing vegetables (excluding melons), pulses, and mushrooms.

Source: Computed by USDA, Economic Research Service.



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Current Trends–Vegetables

VEGETABLES WITH THE MOST GROWTH IN US CONSUMPTION (PAST 5 YEARS)



CAULIFLOWER

+38% Popular in low-carb diets,
used as a rice and flour subst-



BRUSSELS SPROUTS

+24% Increased demand for nutrient-
dense foods, trendy in restau-



KALE

+19% Superfood status, high in
vitamins and antioxidants



SWEET POTATOES

+15% Seen as a healthier alternative
to regular potatoes, rich in fiber



ZUCCHINI

+12% Used in plant-based diets,
popular for making 'zoodles"
(zucchini noodles)

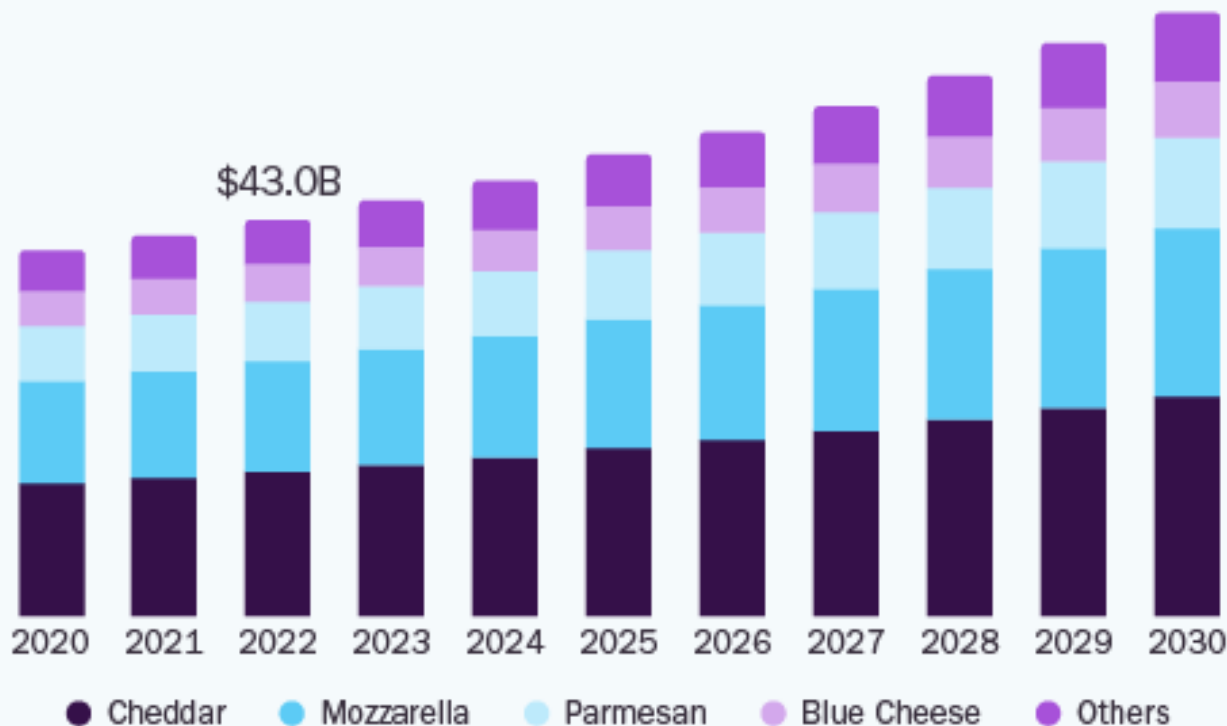


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Current Cheese Trends

U.S. Cheese Market

Size, by Product, 2020 - 2030 (USD Billion)



GRAND VIEW RESEARCH

5.5%

U.S. Market CAGR,
2024 - 2030

Source:
www.grandviewresearch.com

Cheeses used in global cuisines, such as paneer, burrata and queso quesadilla, jumped in sales 34%, 32.1%, and 22.8%, respectively.



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Identifying Trends

► Ways to identify trends

- Secondary Research
 - Annual Reports–NACUFS, NRA
 - Food Industry Consultants and Research Companies
 - Trade Magazines–FoodService Director, Food Management, Flavor
 - Social Media–Instagram, Thrillist, Tasting Table, Eater
 - Advocacy Boards
 - Websites–Trendwatcher, Huffington Post, Menu Matters, Datassential, & Technomic
 - Suppliers' sales data
 - Tracking your own sales/production
- Primary Research
 - Focus Groups
 - Guest Surveys
- Competition
- Artificial Intelligence and Google
- **ATTENDING THE CHEF CULINARY CONFERENCE**

What is happening in the retail market?

Better for You



**GLUTEN FREE
MAC & CHEESE**

SERVES ONE

Gluten Free



Gluten Free



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Better for You



Clean Label



Clean Label

Better for You



Vegan

Vegan



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How can you improve your
current Mac and Cheese
offerings?

Suggested Core Principles for Mac and Cheese

► Focus

- Differentiate your packaging/plating presentation
- Prepare from scratch
- International Theme
- Don't forget about garnishing
- Colors/Textures/More adjuncts–rainbow
- Experiment with plant-based dairy and cheeses
- Offer gluten-free options



Whats on our Core Menu?

Group 1

Mac and Cheese

- Italian

Dessert

- Tiramisu

Group 2

Mac and Cheese

- French

Dessert

- Tres Leches

Whats on our Core Menu?

Group 1

Mac and Cheese

- Tex Mex

Dessert

- Tiramisu

Group 2

Mac and Cheese

- Traditional American

Dessert

- Tres Leches

Any Questions?

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1/16/09



"Any questions?"

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Thank you!

Please remember to connect with
me:

John Noble Masi

jmasi@hppus.com

Linked 

www.hppus.com

Instagram @johnnoblemasi