



“Food for the Common Good”

Matcha Inspired Allergen Free Desserts

Presented by John Noble Masi

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Today's Agenda

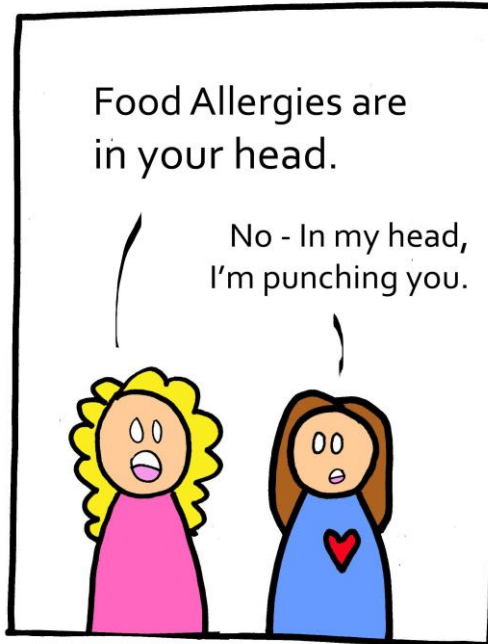
- ▶ What are Current Trends?
- ▶ What are Strategies to Improve Healthfulness?
- ▶ How can you Identify Trends?
- ▶ What are we seeing in the retail world?
- ▶ How can you drive improvements in your offerings of these items on your menus?
- ▶ Recipe Review



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Current trends

Current Matcha Trends

Estimated
Coffee
and Tea
Growth
3–5%



The US is the single largest importer of Japanese matcha, consuming roughly 80% of Japan's total powdered green tea exports



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Current Dessert Trends by Type

					
Rank	Dessert	Current Popularity	Key Popularity Evidence	5-Year Growth Potential	Growth Drivers
1	 Cheesecake	 Very High	~18% of consumers list it as a top dessert choice [gitnux.org]	 High ($\approx 4.8\%$ CAGR segment growth) [accio.com]	Classic “newstalgia,” adaptable flavors, strong retail presence
2	Tiramisu	High (rising globally)	Widely popular premium dessert; strong menu presence [pos.toasttab.com]	Very High ($\sim 5.6\text{--}6.5\%$ CAGR) [growthmark...ports.com] , [linkedin.com]	Global cuisine trend, premium positioning, social media virality
3	Truffles	High (especially chocolate-based)	Chocolate desserts preferred by $\sim 45\%$ of consumers [gitnux.org]	Moderate-High	Premium gifting, artisanal + luxury demand
4	Chocolate Tarts	Moderate-High	Chocolate remains the most popular flavor overall [ibcsimply.com]	Moderate	Benefits from chocolate demand but less differentiated
5	Blondie Bars	Moderate	Align with shareable baked goods trend [richsusa.com]	Moderate-High (niche growth)	“Casual/portable dessert” trend, snack culture

Current Allergy Trends

Allergen	% of U.S. Population Allergic	Estimated 5-Year Growth	Notes
Shellfish	~2.5% (8.4M people)	Moderate (10–15%)	Most common adult food allergy; rising steadily.
Milk	~1.9% (6.2M)	Low–Moderate (5–10%)	Common in children; many outgrow it.
Peanut	~1.9% (6.2M)	Moderate–High (15–20%)	One of the fastest-growing severe allergies.
Tree Nuts	~1.2% (3.9M)	Moderate (10–15%)	Often lifelong; increasing in children.
Celiac Disease	~1.0% (3.3M)	High (35–40%)	Autoimmune reaction to gluten; prevalence rising ~7.5%/yr.
Egg	~0.8% (2.7M)	Low–Moderate (5–10%)	Common in children; many outgrow it.
Fin Fish	~0.8% (2.7M)	Moderate (10–15%)	Often develops in adulthood.
Wheat	~0.7% (2.4M)	Low–Moderate (5–10%)	Distinct from celiac disease; stable prevalence.
Soy	~0.6% (1.9M)	Low (0–5%)	Mild growth; many children outgrow it.
Sesame	~0.2% (0.7M)	High (20–30%)	Newly recognized major allergen; rapid rise in diagnoses.
Multiple Food Allergies	~1.3% of population (40% of allergic children have multiple allergies)	High (20–25%)	Increasing due to rising early-childhood allergy rates.
Estimated Totals	12.5% (42.7M)		

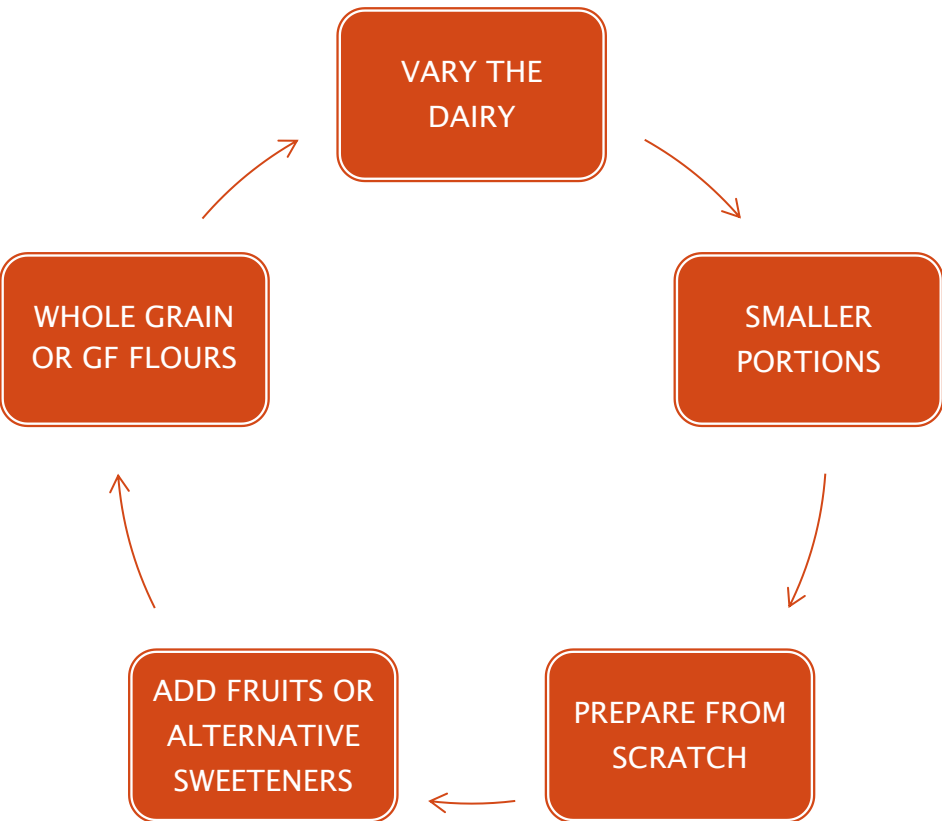
Current Trends–Desserts 2026

Key Takeaways

- Growing Dessert Market:** The North American dessert market is expanding, with ice cream and frozen desserts leading growth through 2029. Desserts remain a staple for celebrations, with 60% of restaurants offering them on menus for their high profit potential.
- Trend Highlights:** Popular trends include dessert boards for events, *plant-based treats for vegans, and dietary-friendly options like gluten-free and dairy-free desserts.* These trends make desserts accessible to more consumers.
- Premium and Artistic Creations:** High tea service, plated desserts, and premium options like macarons and *tiramisu* showcase elevated presentation and luxury that resonate with modern consumers.
- Innovative Flavors:** Unique flavor profiles, *including coffee- and tea-infused desserts,* globally inspired spices, and nostalgic classics, are capturing attention and taste buds alike.
- Desserts as a Profit Driver:** With enduring popularity and high demand, desserts are an effective way for businesses to boost revenue while delighting customers. Embracing these trends can ensure sweet success in 2026.

Improving Healthfulness

How can we make Desserts Healthier and Allergen Free?



Look at the Dairy-Performance

Rank	Milk Type	Overall Suitability	Best Uses in Desserts	Strengths	Limitations
1	Oat Milk	★ Best overall	Cakes, muffins, cookies, custards	Creamy, mild sweetness, good browning	Lower protein (less structure)
2	Soy Milk	★ Best structural match	Cakes, breads, fillings	High protein → strong structure similar to dairy [mintel.com]	Can curdle, slight flavor
3	Coconut Milk	★ Best for richness	Ganache, brownies, puddings	High fat → rich texture, moisture [accio.com]	Strong flavor, low protein
4	Almond Milk	★ Best for light desserts	Sponge cakes, cookies	Light texture, mild flavor	Low fat/protein → weaker structure
5	Cashew Milk	★ Creamy neutral option	Frostings, creamy desserts	Smooth, neutral, creamy	Low protein → limited structure
6	Rice Milk	⚠ Specialty use	Allergen-free, delicate desserts	Very mild, hypoallergenic	Very thin, poor baking performance

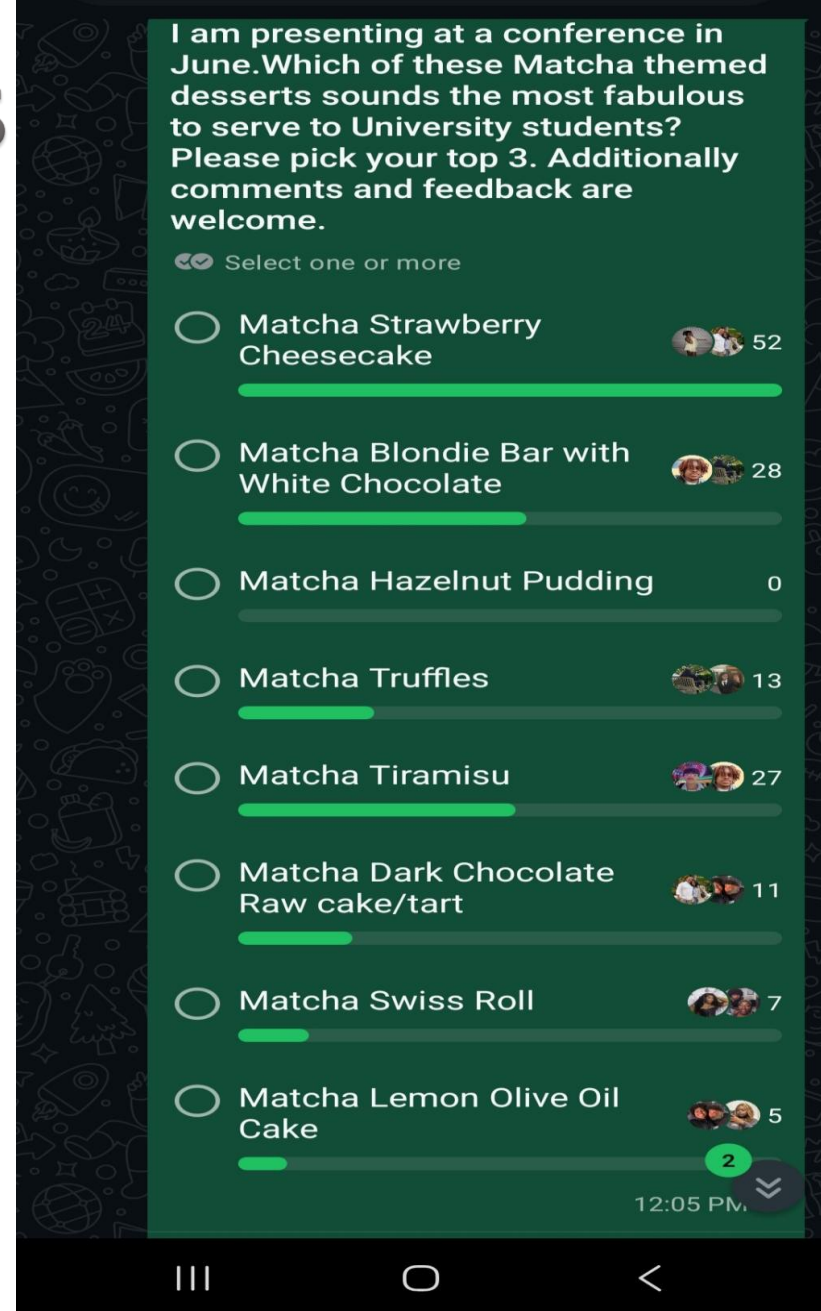
Look at the Dairy–Cost and Value

Rank (Value)	Milk Type	Cost Level	Value Assessment	When It Makes Economic Sense
1	Soy Milk	\$ Low	Best cost-to-performance ratio	High-volume baking, breads, structured desserts
2	Oat Milk	\$ \$ Moderate	Strong balance of cost + versatility	General bakery use, multi-product menus
3	Rice Milk	\$ \$ Moderate	Affordable but low performance	Allergen-sensitive niche only
4	Coconut Milk	\$ \$ – \$ \$ \$ Moderate-High	Higher cost but strong impact	Premium desserts, chocolate, custards
5	Almond Milk	\$ \$ \$ High	Higher price with weaker functionality	Select use for light/clean-flavor recipes
6	Cashew Milk	\$ \$ \$ High	Premium pricing, niche value	Specialty or upscale desserts

Identifying Trends

Identifying Trends

- ▶ Ways to identify trends
 - Primary Research
 - WhatsApp Chat Poll
 - Focus Groups
 - Guest Surveys



Identifying Trends

- ▶ Ways to identify trends
 - Competition
 - Artificial Intelligence and Google
 - Secondary Research
 - Annual Reports–NACUFS, NRA
 - Food Industry Consultants and Research Companies
 - Trade Magazines–FoodService Director, Food Management, Campus Dining Today, 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
 - **ATTENDING THE CHEF CULINARY CONFERENCE**

What is happening in the retail Dessert market?

Better for you

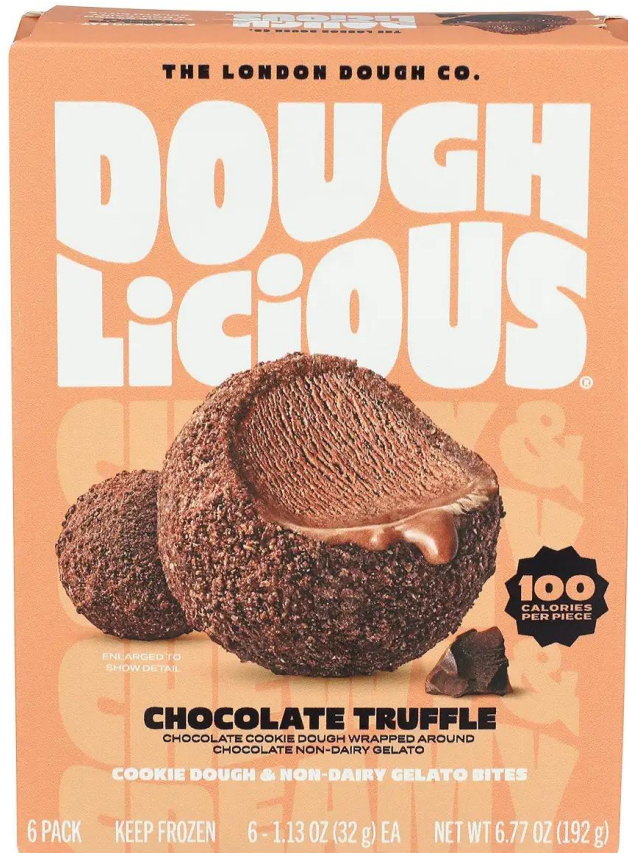


Gluten Free



Gluten Free

Better for You



Clean Label



Clean Label

Vegan



Vegan



Vegan

International Flavors



International



International

How can you improve your current Dessert Offerings?

Suggested Core Principles for Desserts

► Focus

- Prepare from scratch
- Offer gluten-free options
- Experiment with plant-based dairy and alternate sweeteners
- International Themes–Tiramisu
- Don't forget about garnishing
- Colors/Textures
- Nostalgia/local
- Differentiate your packaging/plating presentation



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Suggested Core Principles for Desserts



Focus

- Offer Early in the Day at Breakfast and Late night
- Interactive and toppings
- One stop shopping in serving area
- Expand on Core
- Train team on suggestive selling
- Signage: comparison nutritional information/education
- Develop on campus branded take-out and delivery program



Whats on our Core Menu?

Group 1

- Tart

Group 2

Blondie

Whats on our Core Menu?

Group 3
Cheesecake

Group 4
Tiramisu

Any Questions?

ANY QUESTIONS?



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Thank you!

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