



79% of consumers would pay more for an indulgent topped Danish Pastry



78%
of consumers consume a sweet pastry at least once a fortnight



76%
of consumers would be tempted to buy a Danish Pastry with additional toppings

78^p
more for extra toppings



66%

of consumers are more likely to buy a Danish Pastry if they could customise the toppings



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Consumers would most like to customise a Cinnamon Swirl with additional toppings
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Indulgently topped Danish Pastries are more likely purchased as a treat

Most appealing Danish Pastry toppings are:



Chocolate Sauce



Caramel Toffee Fudge or Butterscotch



Chocolate Pieces



Whipped Cream



Syrup



Ice-cream



Whipped Cream



Chocolate Pieces

Consumers would most like to add:

to a Danish Pastry to make it a dessert & 57% would prefer it hot

For inspiration and more information on our range, visit:
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