

Pasta Sauce Trend Guide

Dei Fratelli
Innovation Kitchen

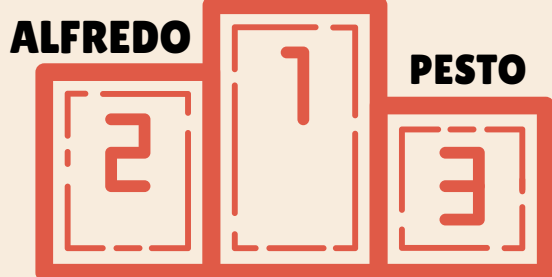
HISTORY

Pasta sauce originated in ancient Rome, however it wasn't until the 1800's when tomatoes became popular in the Italian diet that tomato based pasta sauces were introduced. In fact, some of the most popular Italian pasta sauces, such as Bolognese, pomodoro, and puttanesca, are relatively modern creations.

**\$4.62
Billion**

**Pasta Sauce
Sales in 2018**

TOMATO SAUCE



Top Pasta Sauces by Sales

Top Tomato-Based Sauces

1. Marinara
2. Simple Tomato
3. Vodka
4. Cream



FLAVOR TRENDS

- Harissa
- Mushroom
- Lemon Butter
- Charred Vegetable
- Saffron
- Bechemel

HYPER-REGIONAL PASTA SAUCE TREND

TUSCAN FLAVORS

Olive Oil
Red Wine

CALABRIAN FLAVORS

Calabrian Chili
Red Onion

SICILIAN FLAVORS

Olives
Fennel



LEADING INGREDIENTS:

- Basil
- Parsley
- Parmesan
- Mozzarella
- Ricotta
- Burrata
- Brown Butter
- Garlic
- Olives
- Olive Oil

Product Suggestions

Tomato Cream Sauce

Prima Marinara

Rustica Marinara



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