

# Pizza Sauce Trend Guide

Dei Fratelli®  
Innovation Kitchen

**\$46  
Billion**

**Pizza Industry  
Value in 2019**

## HISTORY

The introduction of tomatoes and tomato sauce to Italy in the 1500's led to the development of the pizza that we know and enjoy today. The original sauce used for pizzas was marinara, consisting of tomato, oregano, garlic, and extra virgin olive oil. Today, marinara still reigns as the most popular and widely used pizza sauce.

## PIZZA BY THE NUMBERS



**61% of customers  
prefer tomato  
based pizza sauces**



**28% of customers  
are looking for  
interesting pizza  
ingredients**



## Trending Flavors in Pizza Sauce

Cured Meat and Sausage

Chorizo Sausage

Mushrooms

Chilis & Hot Peppers

Fire-Roasted Garlic

Caramelized Onion

Smoked Paprika



**Dei Fratelli  
Recommends  
These  
Products:**

Greek Pizza Sauce

Black Garlic Pizza Sauce

Sausage Spice Pizza Sauce

Spanish Pizza Sauce

Dry Veggie Pizza Sauce

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