

The 2026 Biscotti Report

5 Findings at a Glance

Tradition Defines the Ritual. Flavor Drives the Choice.

Five findings from a voluntary, 200-response community survey. [1]

71.4% 142 of 199 answers	Variety is a preferred starting point For a first purchase from a bakery, 41.2% preferred several individual flavors and 30.2% a variety pack or bundle, rather than one flavor.
92% 184 of 200 answers	Three flavor paths lead Fruit-and-Nut (37%), Traditional (32%) and Chocolate (23%) led first choices. These are preference paths, not fixed consumer types.
52.9% 18 of 34 in subgroup	The loyalist discovery Of 34 respondents who said they usually stay with traditional flavors, 18 chose a first-choice path other than the option labeled Traditional.
75% 150 of 200 answers	Flavor appeal gives people a reason to try Appealing ingredients or flavor combinations were the most frequently selected influence on trying an unfamiliar flavor. A sale or promotion was selected by 14%.
77% 154 of 200 answers	Biscotti is mostly a purchase for home Respondents primarily bought biscotti for themselves or their household. Another 18.5% bought for themselves and as gifts about equally.

THE DOORS ARE NOT WALLS | SEPARATE FOLLOW-UP: 74 RESPONSES

Chocolate Almond crossed categories: **56.8%** chose Traditional or Both traditional and chocolate (42 of 74). This separate survey cannot be linked to the 34-person subgroup above. [2]

Research note. Self-selected company community, largely prior purchasers; not nationally representative. "Loyalist" describes an exploratory preference pattern, not verified repeat purchasing. The first-purchase question has one missing answer. Trial influence was multiple-select; all selections were retained, including 18 responses exceeding the two-choice limit.

Sources. [1] 2026 Biscotti Preference Survey, September 3–6, 2026 (locked first 200 responses). [2] One More Biscotti Question, September 6–7, 2026 (74 responses, analyzed separately). Full methodology appears in The 2026 Biscotti Report.

Some traditions are inherited. Others are made our own.