

The 2026 Biscotti Report

Charts for the Report

Clean report-ready PDF chart pack

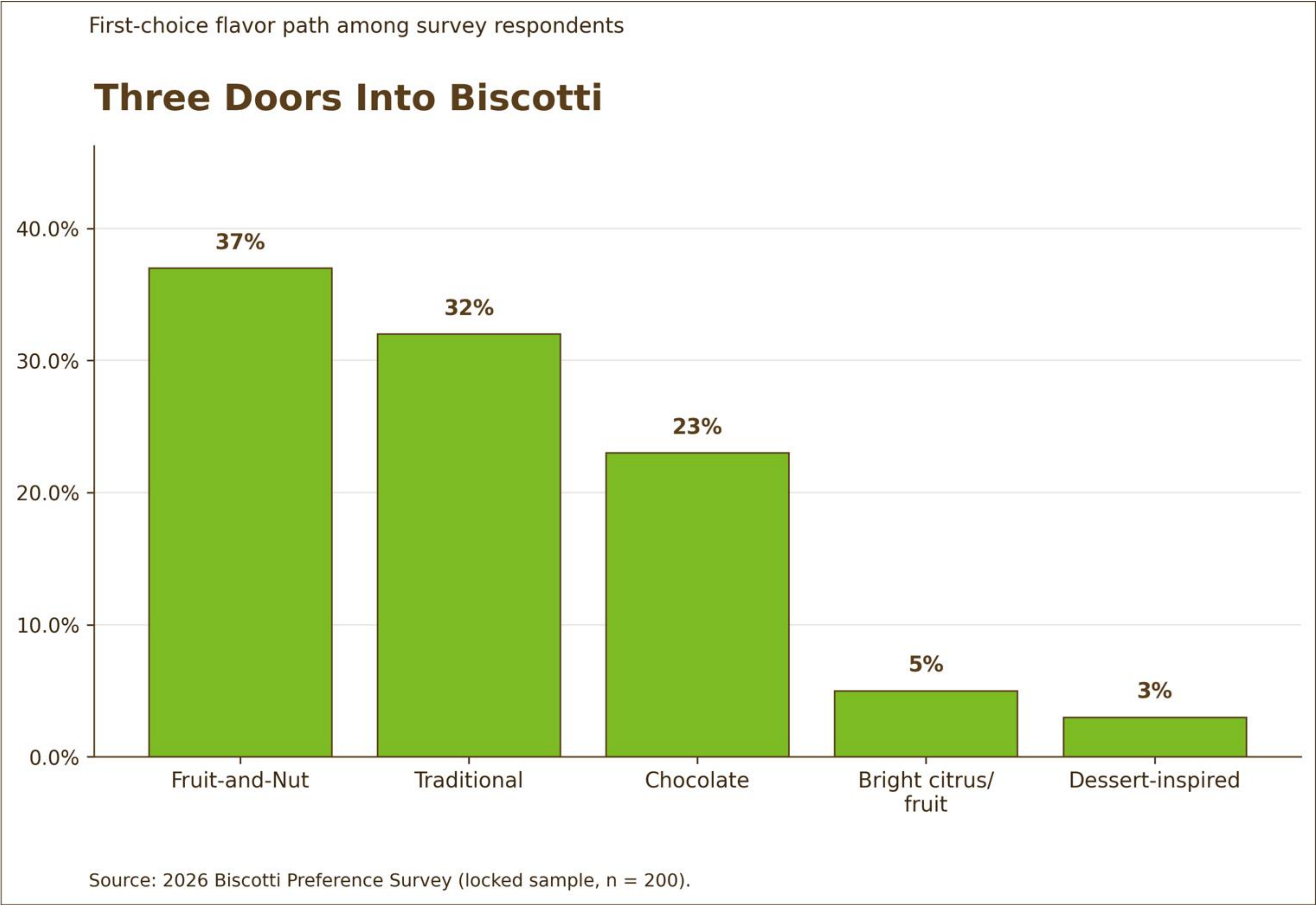
This chart pack contains the key visuals created from the locked 200-response survey sample, plus the separate 74-response Chocolate Almond follow-up.

Important base sizes

- Main survey: locked sample of 200 responses
- First-purchase question: 199 responses
- Traditionalist subgroup: 34 respondents within the 200-response sample
- Chocolate Almond follow-up: separate survey with 74 responses

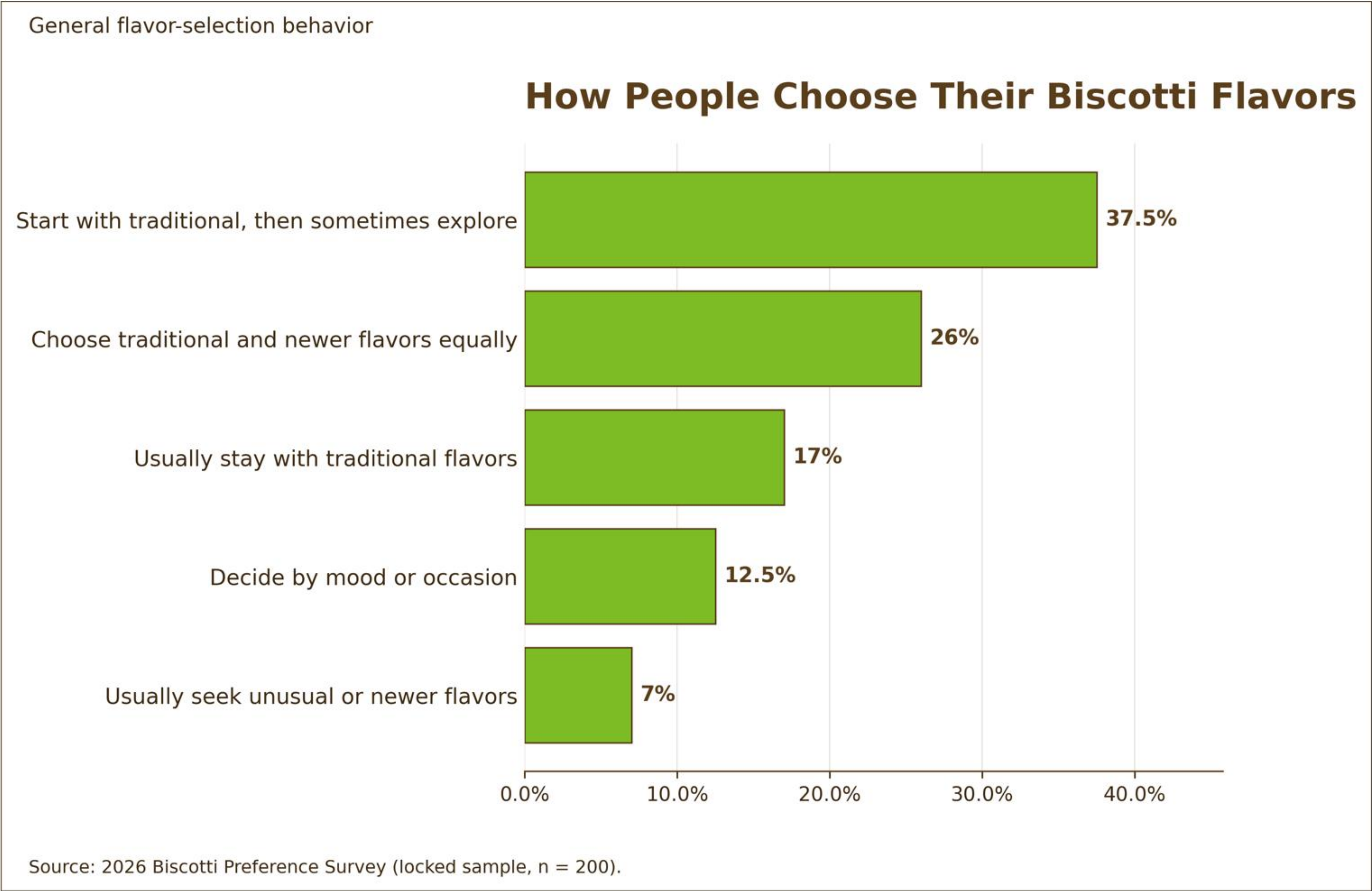
Three Doors Into Biscotti

First-choice flavor path among survey respondents



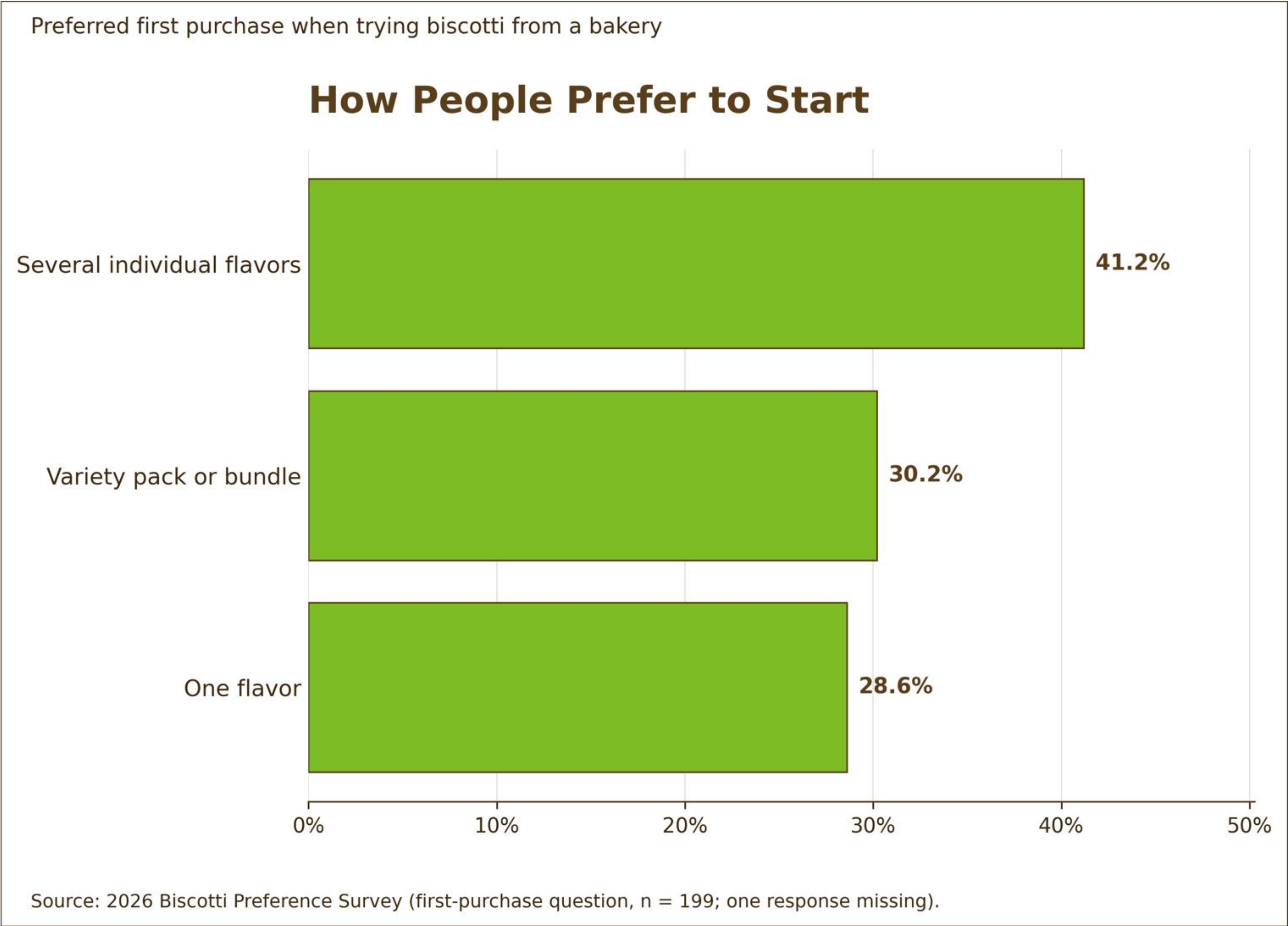
How People Choose Their Biscotti Flavors

General flavor-selection behavior



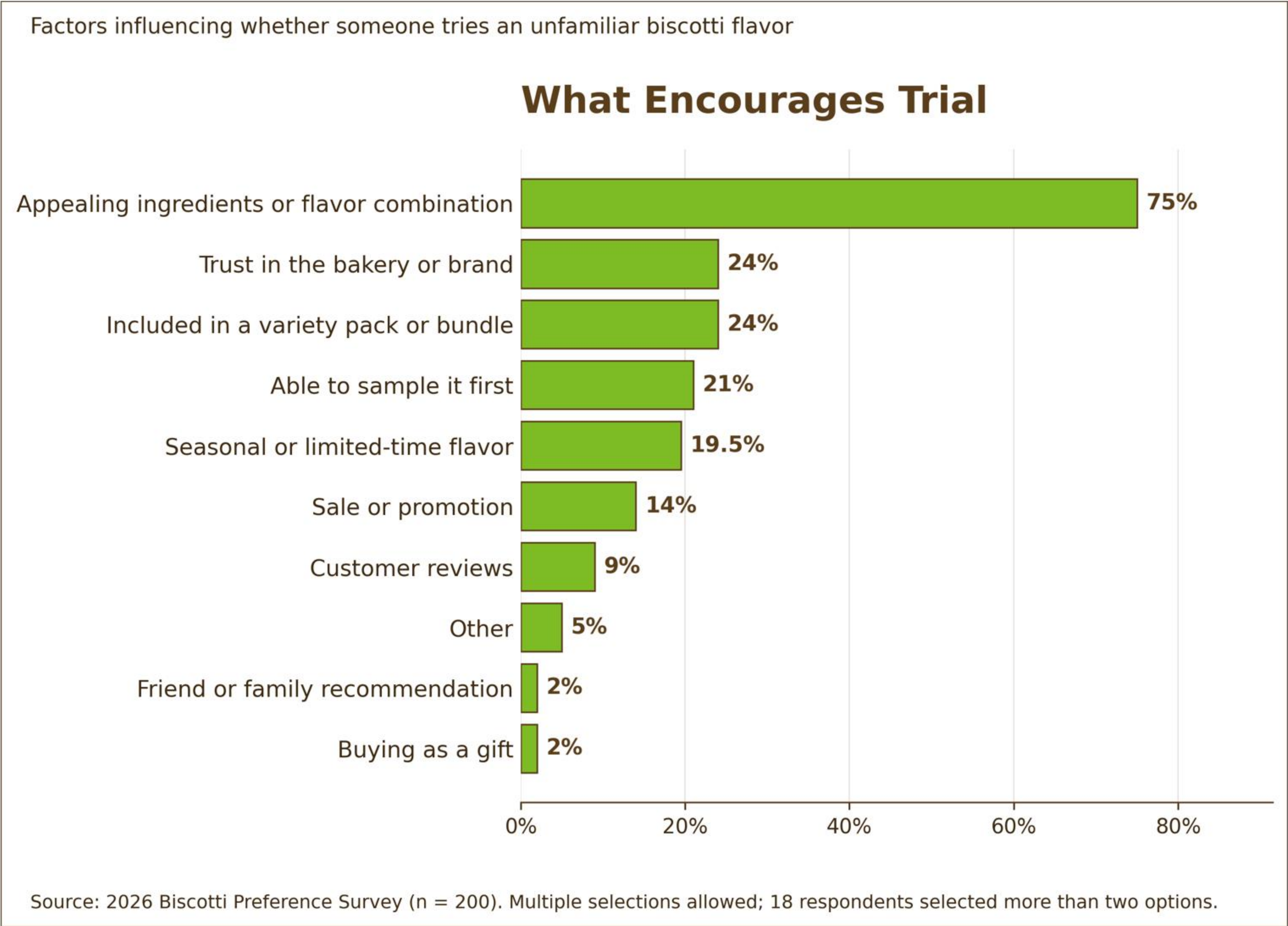
How People Prefer to Start

Preferred first purchase when trying biscotti from a bakery



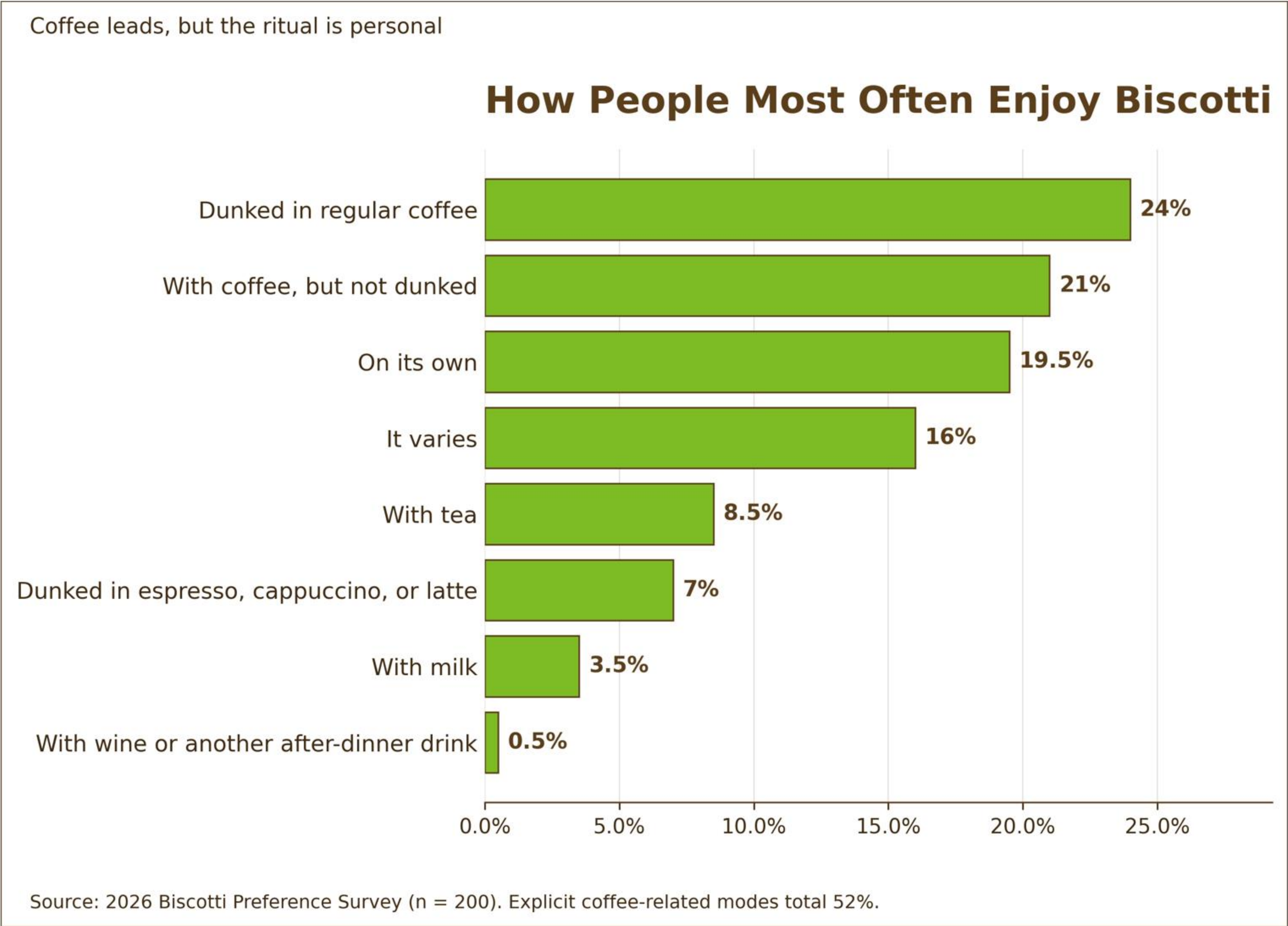
What Encourages Trial

Factors influencing whether someone tries an unfamiliar biscotti flavor



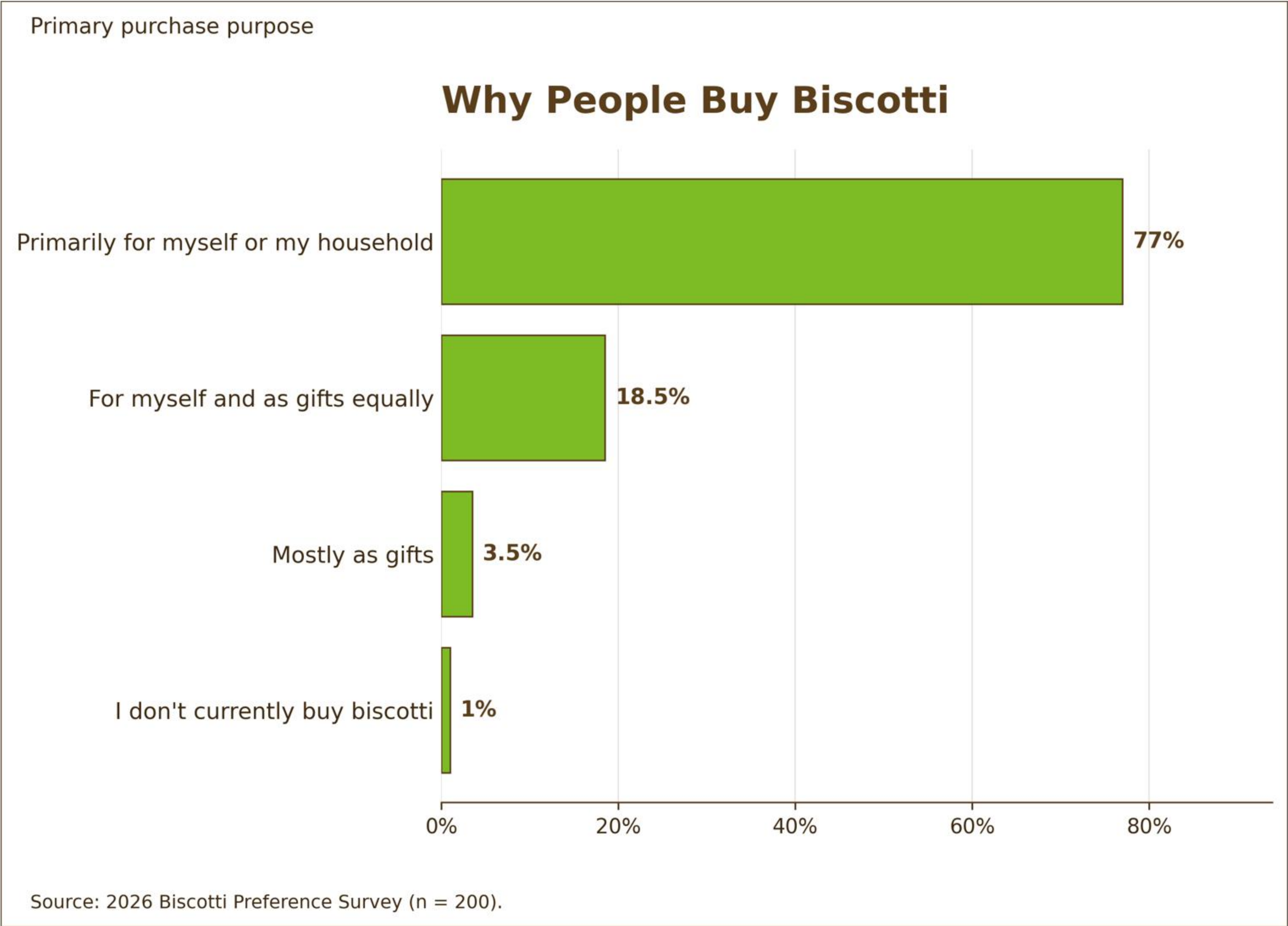
How People Most Often Enjoy Biscotti

Coffee leads, but the ritual is personal



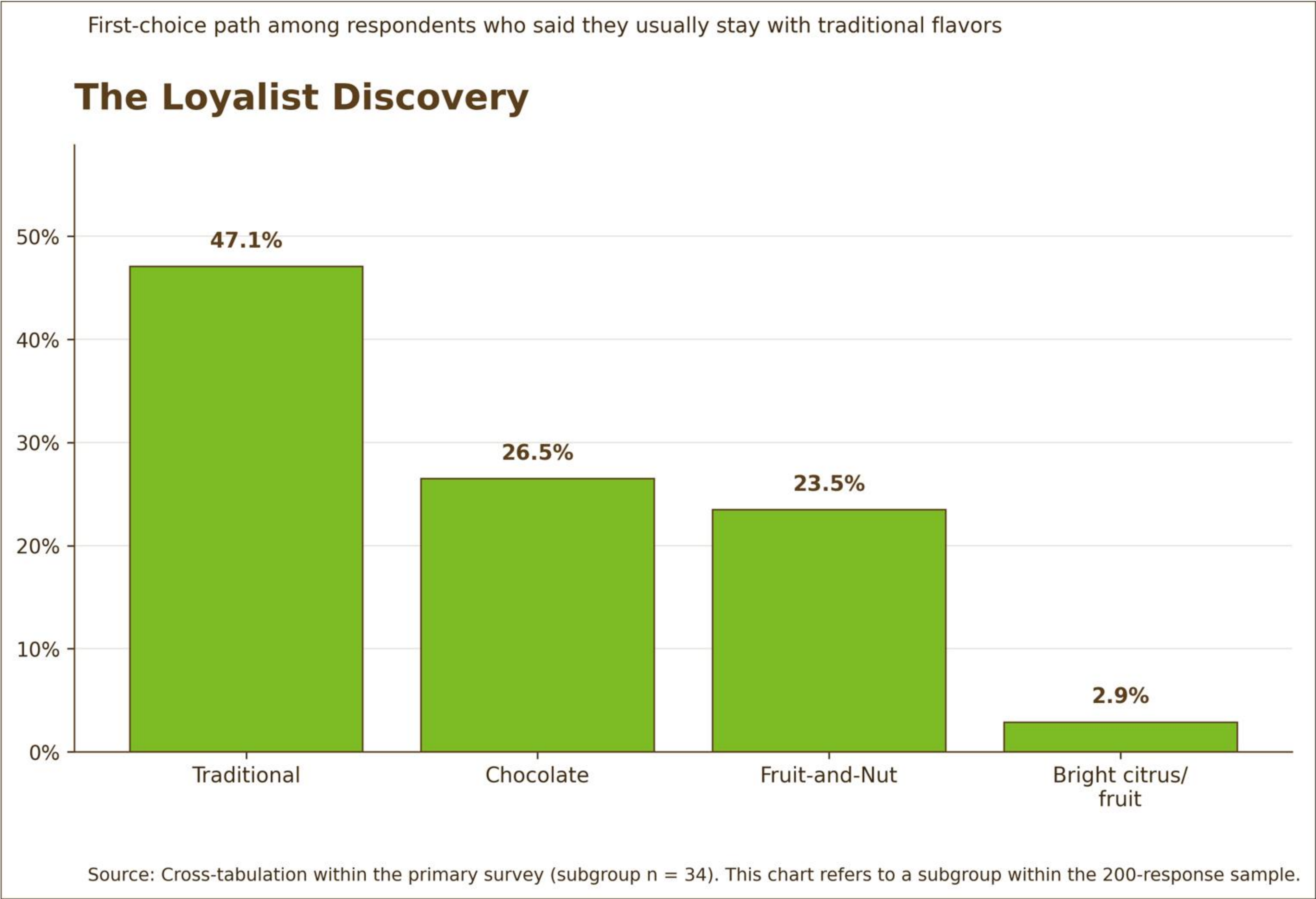
Why People Buy Biscotti

Primary purchase purpose



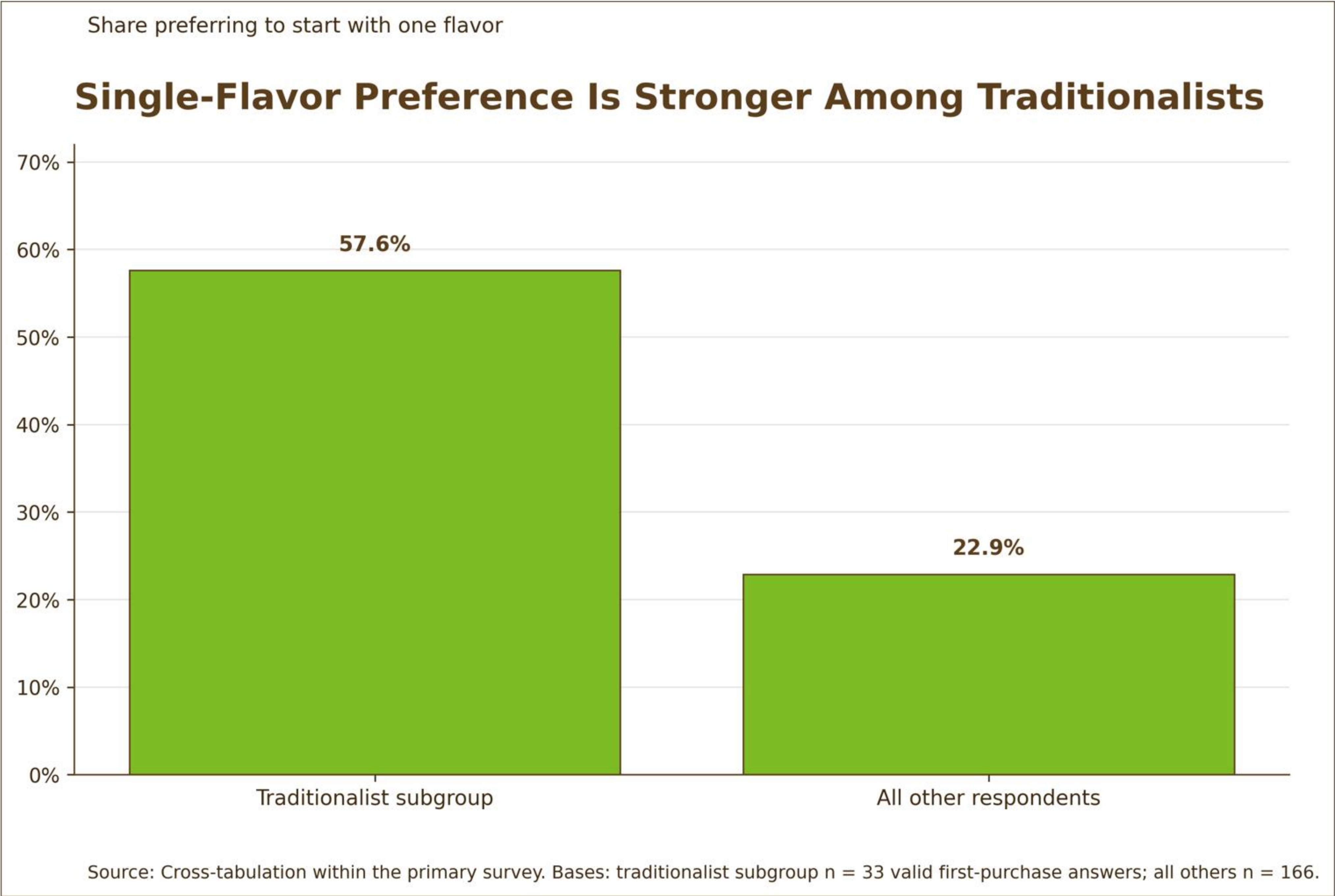
The Loyalist Discovery

First-choice path among respondents who said they usually stay with traditional flavors



Single-Flavor Preference Is Stronger Among Traditionalists

Share preferring to start with one flavor



How People Classify Chocolate Almond

Separate 74-response follow-up survey

