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The 2026 Biscotti Report: When Does a Favorite Become a Tradition?

Long Island bakery explores flavor choices, familiar favorites and the meaning of “traditional.”

CALVERTON, N.Y., September 29, 2026: The Biscotti Company today releases The 2026 Biscotti Report for National Biscotti Day, asking whether tradition is only something people inherit or also something they make their own. The report draws on a 200-response community survey and a separate 74-response Chocolate Almond follow-up.

Within the main survey, 18 of 34 respondents who said they usually stay with traditional flavors selected a different first-choice path from the option labeled Traditional, such as Almond or Anise. The finding suggests that “traditional” may mean different things to different people, including a familiar favorite or a flavor that crosses categories.

“For me, tradition is Almond or Anise dunked in espresso after dinner. That’s how I grew up,” said Bruno LoGreco, founder and head baker. “But someone else’s familiar favorite might be Cranberry Pistachio. A flavor can be new to you and, over time, become part of your tradition.”

Across the main survey, 92% selected one of three first-choice paths: Fruit-and-Nut (37%), Traditional (32%) and Chocolate (23%). The report calls them “Three Doors Into Biscotti,” not rigid categories.

In the separate 74-response follow-up, 56.8% classified Chocolate Almond as Traditional or Both traditional and chocolate. The finding illustrates the overlap: choosing chocolate need not mean leaving tradition behind. These responses cannot be linked to the original 34-person subgroup.

Other findings: 71.4% of 199 valid answers favored multiple flavors on a first purchase, either several individual flavors or a variety pack/bundle; 75% selected appealing ingredients or flavor combinations as a reason to try something new; and 77% primarily bought for themselves or their household.

METHODOLOGY

The primary survey was collected September 3–6, 2026; the follow-up September 6–7. Both were voluntary and self-selected, with the main sample largely existing purchasers. Findings are descriptive, not nationally representative, and do not establish verified purchasing loyalty. Trial influences were multiple-select.

The full report, methodology, charts and press materials are available at The Biscotti Company’s online media center.

ABOUT THE BISCOTTI COMPANY

The Biscotti Company is a small-batch bakery in Calverton, New York, founded by Bruno LoGreco. Its classic and contemporary biscotti draw on his family’s Sicilian baking tradition.

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