



THE GREAT GRILLED CHEESE DEBATE: ONE SANDWICH, ENDLESS POSSIBILITIES!

We asked over 2,000 Americans about their grilled cheese preferences and, while grilled cheese may be the ultimate comfort food, our new data shows what makes a melt perfect is very personal.

THE BREAD

TOAST LEVEL PREFERENCE



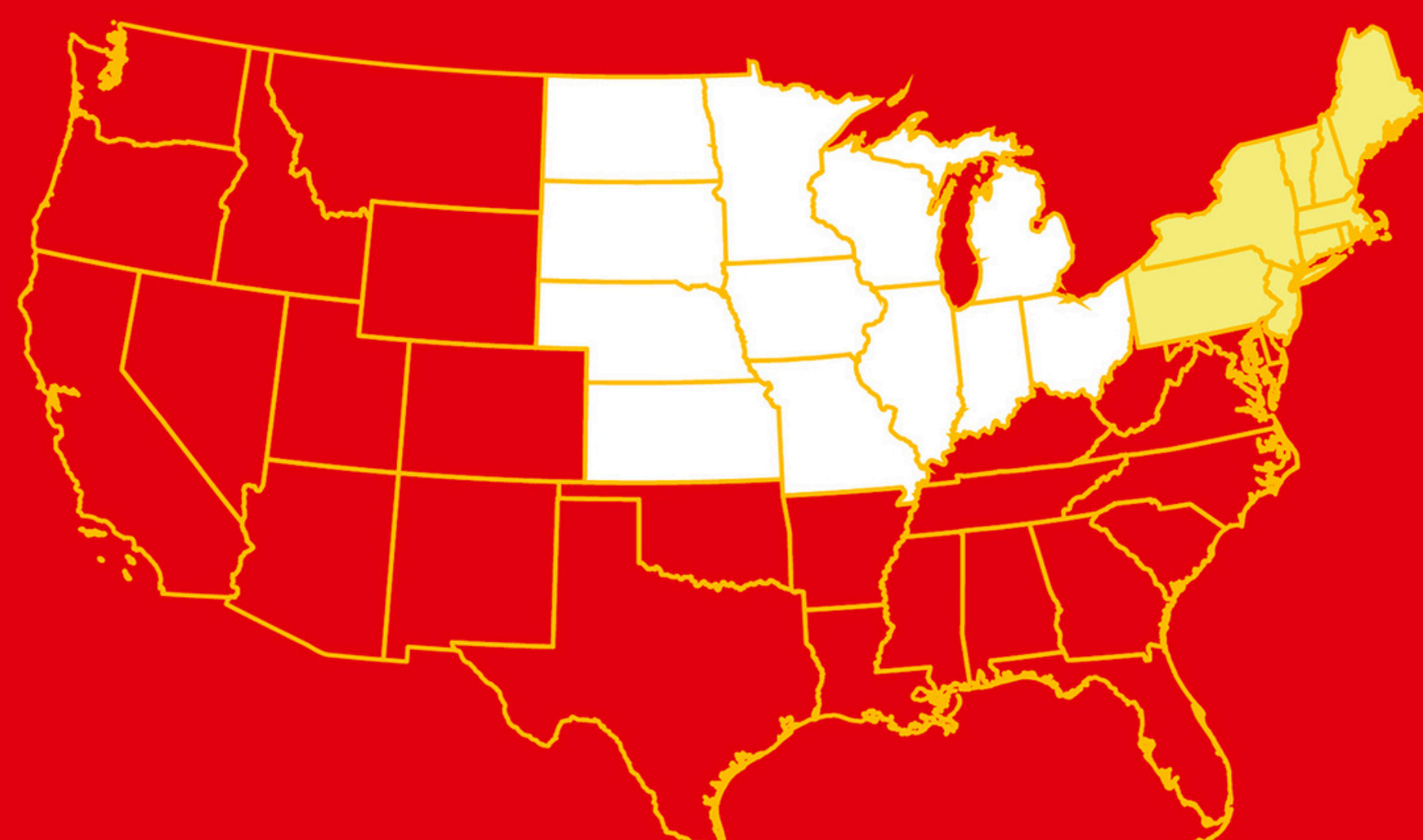
15% OF NORTHEASTERNERS PREFER **WELL-DONE TO BURNT**



30% OF PARENTS THAT MAKE GRILLED CHEESE **HAD TO REMAKE A GRILLED CHEESE FOR THEIR CHILD**

THE CHEESE

47% ARE **CHEESE PURISTS** (BREAD & CHEESE ONLY)



WHO'S MORE LIKELY TO EMBRACE CHEESE PURIST MENTALITY?

53% WOMEN **41%** MEN

51% OF MIDWESTERNERS ARE **CHEESE PURISTS**

39% OF NORTHEASTERNERS ARE CHEESE PURISTS MAKING THEM THE MOST LIKELY TO EXPERIMENT WITH EXTRAS

57% OF AMERICANS THAT MAKE GRILLED CHEESE SANDWICHES **STICK WITH 2 SLICES AS THE STANDARD** FOR GRILLED CHEESE

MORE THAN 1 IN 5 GRILLED CHEESE MAKERS (22%) **GO BEYOND WITH 3+ SLICES**

WHO'S MORE LIKELY TO ADD 3+ SLICES OF CHEESE?

26% MEN **19%** WOMEN

GRILLED CHEESE FAVORITES

49% USE **AMERICAN CHEESE**

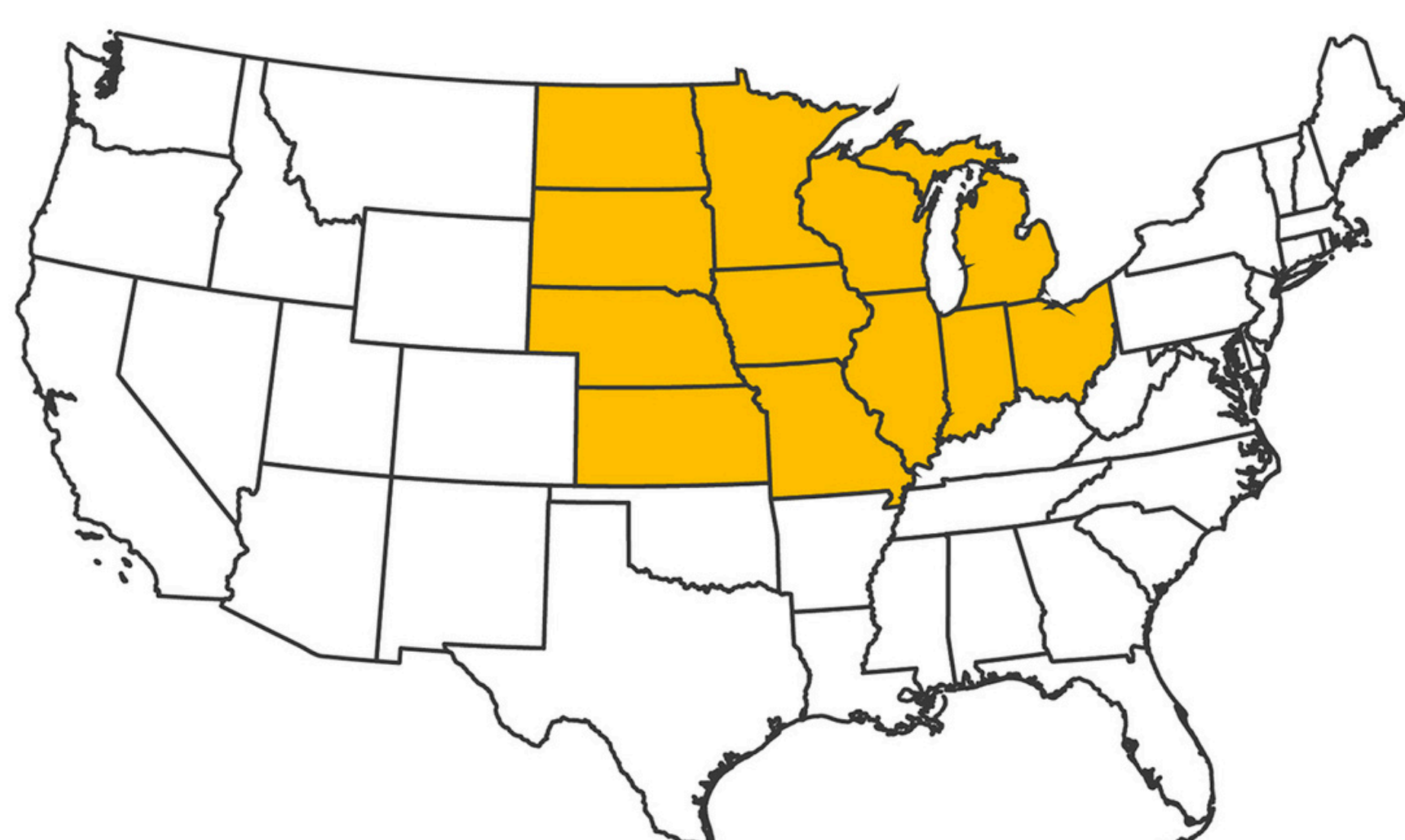
46% USE **CHEDDAR CHEESE**

WHO'S MORE LIKELY TO SPICE IT UP WITH HABANERO JACK & PEPPER JACK?

30% MEN **23%** WOMEN

THE PREPARATION

65% OF GRILLED CHEESE LOVERS **SPREAD BUTTER ON THE OUTSIDE**



WHO'S MORE LIKELY TO PUT BUTTER ON THE INSIDE?

30% MEN **23%** WOMEN

75% OF MIDWESTERNERS **SPREAD BUTTER ON THE OUTSIDE**



MILLENNIALS & GEN Z

28% **MAYO ON THE INSIDE**

14% **MAYO ON THE OUTSIDE**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,515 adults, of which 2,330 make grilled cheese sandwiches. Fieldwork was undertaken between March 17th - March 19th 2025. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).