# Greggs sales jump 2.9% as TikTok-famous mac and cheese stirs a viral frenzy



Greggs, the beloved UK bakery chain, is reaping the rewards of innovative menu expansions as evidenced by a recent 2.9% rise in sales during the first 20 weeks of 2025. This growth marks an improvement from the earlier nine weeks' modest 1.7% increase, highlighting the brand's successful pivot to trending items. A significant contributor to this surge has been the recent introduction of mac and cheese—a dish that has captured consumers' hearts and tastebuds and subsequently gone viral, particularly on TikTok.

Launched early this year, the mac and cheese has sparked a frenzy amongst customers, with a £4.55 box reported as a standout favourite. Under CEO Roisin Currie's guidance, the company stresses innovation as a key driver of modern success. "We launched mac and cheese earlier this year and our customers are loving it," Currie remarked, highlighting the positive reception and engagement that the dish has generated.

The dish's popularity was amplified by social media, notably influenced by food culture stars like Carmie Sellitto, whose enthusiastic TikTok review accrued over 1.5 million views. In his video, watching him delight in the dish’s creamy texture and rich flavour, he exclaimed, "Wow! I actually ate this so quickly I couldn't take a second to breathe, I was so excited!" Greggs itself participated in the online excitement, sharing a promotional video that has attracted over three million views. This viral marketing has not only driven footfall to stores but has also positioned Greggs as a brand in tune with contemporary food trends.

The mac and cheese, which features a blend of Cheddar and Red Leicester cheeses topped with crunchy ciabatta breadcrumbs, is baked fresh daily, enriching the authentic experience that loyal fans have come to expect. Its introduction followed successful trials in ten Greater Manchester locations and subsequently extended to 300 shops earlier this year. According to reports, these new offerings aim to provide consumers with greater variety and indulge the increasing demand for comforting food on the go.

Interestingly, despite the overall positive sentiment, some market analysts urge caution. They note that this growth may partly depend on favourable weather and more foot traffic in urban shopping areas, amidst economic challenges like soaring inflation and rising employee costs. This caution comes even as Greggs’ stock surged by nearly 9%, reaching its highest value since February, reflecting analysts’ mixed feelings about the sustainability of current sales improvements.

Further complementing its new offerings, Greggs has also cleverly designed meal deals, enabling customers to pair the mac and cheese with drinks for just £5.75. This strategy not only retains customer interest but also encourages higher spend per visit, an essential measure for restaurants amid increasing competition.

In all, Greggs’ strategic introduction of the mac and cheese item appears to have far-reaching implications for the brand. The company is not merely responding to trends; it is actively shaping its identity as a forward-thinking fast food destination that stays relevant with consumer demands. As they continue their rollout plans to eventually make the mac and cheese available in over 1,750 shops by late July, one thing is certain: Greggs is not just baking bread—it's crafting compelling culinary stories that resonate with the public.

### Reference Map

1. Paragraph 1: [[1]](https://www.dailymail.co.uk/money/markets/article-14732395/Greggs-roll-new-mac-cheese-social-media-sensation.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.ft.com/content/3149458f-7b96-44ba-8a71-623becf756e2), [[6]](https://www.gbnews.com/lifestyle/food/greegs-mac-and-cheese-opinions-expensive)
2. Paragraph 2: [[1]](https://www.dailymail.co.uk/money/markets/article-14732395/Greggs-roll-new-mac-cheese-social-media-sensation.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.ft.com/content/3149458f-7b96-44ba-8a71-623becf756e2), [[6]](https://www.gbnews.com/lifestyle/food/greegs-mac-and-cheese-opinions-expensive)
3. Paragraph 3: [[3]](https://www.gbnews.com/lifestyle/food/greggs-menu-reveal-mac-cheese), [[4]](https://bristolshoppingquarter.co.uk/greggs-rolls-out-its-tiktok-famous-mac-cheese-nationwide/)
4. Paragraph 4: [[2]](https://www.ft.com/content/3149458f-7b96-44ba-8a71-623becf756e2), [[5]](https://www.sunderlandecho.com/lifestyle/food-and-drink/greggs-announces-brand-new-menu-item-after-tiktok-buzz-heres-where-you-can-get-your-hands-on-it-5004927)
5. Paragraph 5: [[2]](https://www.ft.com/content/3149458f-7b96-44ba-8a71-623becf756e2), [[4]](https://bristolshoppingquarter.co.uk/greggs-rolls-out-its-tiktok-famous-mac-cheese-nationwide/)
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7. Paragraph 7: [[5]](https://www.sunderlandecho.com/lifestyle/food-and-drink/greggs-announces-brand-new-menu-item-after-tiktok-buzz-heres-where-you-can-get-your-hands-on-it-5004927), [[6]](https://www.gbnews.com/lifestyle/food/greegs-mac-and-cheese-opinions-expensive)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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2. <https://www.ft.com/content/3149458f-7b96-44ba-8a71-623becf756e2> - Greggs, the UK-based bakery and fast-food chain, has experienced a sales uplift thanks to warm spring weather and a successful viral TikTok campaign promoting its new Mac and Cheese product. The company reported a 2.9% increase in like-for-like sales over the first 20 weeks of 2025, a notable improvement from the 1.7% growth seen in the initial nine weeks. This sales boost comes despite ongoing economic challenges such as increased national insurance contributions and a higher minimum wage. CEO Roisin Currie attributed the growth to improved consumer sentiment, more foot traffic in shopping areas, and the popularity of menu expansions like chicken burgers, fish finger sandwiches, and especially the viral Mac and Cheese. The company's shares surged 8.9% to their highest point since February. While the company remains optimistic, some analysts expressed caution, suggesting the growth might be weather-dependent and advising restraint in future capital expenditure.
3. <https://www.gbnews.com/lifestyle/food/greggs-menu-reveal-mac-cheese> - Greggs is set to roll out its popular Mac & Cheese nationwide by the end of July 2025, following a successful trial. The comfort food favourite will be available in all shops with Hot To Go units following overwhelming customer demand. The nationwide launch comes after a successful trial in 10 Greater Manchester shops in November 2024. The pasta dish was subsequently introduced to 300 UK locations earlier this year as part of Greggs' ongoing plans to expand menu options. The launch follows a successful trial in November. The food-on-the-go retailer continues its commitment to offering customers more choice and variety from its menu. The pasta box has created a social media sensation, with food influencer Carmie Sellitto's TikTok post generating over 1.5 million views. In the viral video, Carmie enthusiastically told fans: "Wow! I actually ate this so quickly I couldn't take a second to breathe, I was so excited!" Greggs also joined the online buzz by sharing their own video of the "velvety goodness". The bakery chain's official post has now been watched more than three million times. The Mac & Cheese has sparked considerable excitement online, with customers eagerly sharing their experiences. Baked fresh in shops daily, the Mac & Cheese features pasta smothered in a rich, creamy cheese sauce. It's topped with a comforting blend of Cheddar and Red Leicester cheeses. A crunchy layer of ciabatta breadcrumbs and a sprinkle of parsley complete the "divine golden crumb" topping. This "gooey, crispy and oh-so-tasty comfort food" is available from £4.55, but customers can also make it a meal deal, with Mac & Cheese and any drink available from just £5.75.
4. <https://bristolshoppingquarter.co.uk/greggs-rolls-out-its-tiktok-famous-mac-cheese-nationwide/> - Greggs has announced a national rollout of its viral Mac & Cheese, as the leading food-on-the-go retailer continues its ongoing plans to give customers even more choice and variety from its menu. After a successful trial in 10 Greater Manchester shops in November 2024 and a subsequent rollout to 300 UK locations earlier this year, Greggs will launch its Mac & Cheese nationwide in all shops that have Hot To Go units by the end of July. The mouth-watering pasta box sent social media into a meltdown following a series of viral videos, including a TikTok post by food influencer Carmie Sellitto which generated over 1.5 million views, with Carmie telling fans: "Wow! I actually ate this so quickly I couldn't take a second to breathe, I was so excited!" Greggs also shared a video of the box of velvety goodness, which has now been watched over 3 million times. Baked fresh in shops every day, Greggs’ Mac & Cheese consists of delicious pasta smothered in a rich, creamy cheese sauce, topped with a soul-comforting blend of Cheddar and Red Leicester, a crunchy layer of ciabatta breadcrumbs and a sprinkle of parsley to form a divine golden crumb. This warm box of gooey, crispy and oh-so-tasty comfort food is available from £4.55 and is entirely worth the visit alone – however if you want to make a meal of it, you can grab a Mac & Cheese and any drink from just £5.75. The Mac & Cheese aims to give Greggs customers even more choice and variety from its menu, adding to its already expansive options. The Mac & Cheese is now available in over 300 shops and will roll out to over 1750 shops nationwide by the end of July. Customers can also get their hands on the Mac & Cheese via Click+Collect on the Greggs App, which is free to download and gives access to a variety of tasty rewards. For every 9 purchases in different categories – from hot drinks, to sandwiches to bakes to sweet treats – app users can get one completely free. New users of the Greggs App also receive a free hot drink of their choice upon registration, as well as a free sweet treat to celebrate their birthday each year.
5. <https://www.sunderlandecho.com/lifestyle/food-and-drink/greggs-announces-brand-new-menu-item-after-tiktok-buzz-heres-where-you-can-get-your-hands-on-it-5004927> - Greggs has announced a brand new menu item which now available to customers at selected stores across the UK. After what Greggs have called ‘buzz on TikTok’, the UK bakery chain have announced that their new mac & cheese is now for sale across the country at selected Greggs stores and bakeries. "We know exactly why you’re here…" read a Greggs statement. "You’ve seen the buzz on TikTok, and you just can’t resist trying it for yourself. It’s true our Mac & Cheese is a thing of absolute beauty, but what’s the secret that has the UK’s mouth watering? Get a bespoke headline round-up, as well as breaking updates, when you sign up to your free emails. "This isn’t what you’re used to: our Mac & Cheese is delicious pasta smothered in a rich, creamy cheese sauce, topped with a blend of Cheddar and Red Leicester cheese," it continued. "And just when you think it can’t get any better, we add a crunchy layer of ciabatta breadcrumbs and a sprinkle of parsley." Keep up-to-date with the latest UK news, sport and culture with our free UK Today newsletter. Greggs have said that the mac & cheese is baked fresh in store everyday, resulting in a ‘warm box of gooey, crispy and oh-so-tasty comfort food’ which is now available in some 300 selected shops from £4.55 (£5.75 for a meal including a drink).
6. <https://www.gbnews.com/lifestyle/food/greegs-mac-and-cheese-opinions-expensive> - Greggs has released a new mac and cheese in its high street stores, which has captured the public's attention. The bakery chain launched the product in 300 stores across the UK. It costs £4.55, or customers can purchase it with a drink for £5.75. The dish features pasta enveloped in a rich, creamy cheese sauce that forms the foundation of this comfort food creation. A blend of Cheddar and Red Leicester cheese crowns the dish, adding an extra layer of indulgence. The Mac and Cheese has caught the attention of the public. Customers have taken to social media to share their thoughts on the release of the Mac and Cheese. One user on TikTok said: "I bought one for the first time today and I enjoyed it. I'm going to get another one tomorrow." Another user had mixed opinions towards the new product. They said: "The Greggs Mac and Cheese tastes nice, but it just needs salt." Some shoppers did feel it was too expensive. One exclaimed: "Just about £5 for that, why so expensive?" Shoppers are advised to visit Greggs website to see if their local Greggs is selling the new item. The fast food chain boasts over 2,500 shops across the UK, but less than 12 per cent of them will stock the Mac and Cheese. At the start of the month, Greggs unveiled a new BBQ Crispy Chicken Burger to its menu. The food-on-the-go retailer introduced the burger alongside a range of new hot menu items. Customers can access the new menu items through multiple channels, including in-shop purchases, delivery via Just Eat and Uber Eats, and Click + Collect on the Greggs App. In other food news, Marks & Spencer has unveiled a new premium Italian pasta range under its Collection brand, promising restaurant-quality fresh pasta that cooks in just three minutes.