

FRIES ARE THE #1 SIDE DISH!

32%



3X
THE SERVINGS
OF THE NEXT
SIDE DISH

10%



Fries

Salty Snacks

8%



Side Salad

7%



Rice

7%



Non-fried Vegetables

5%

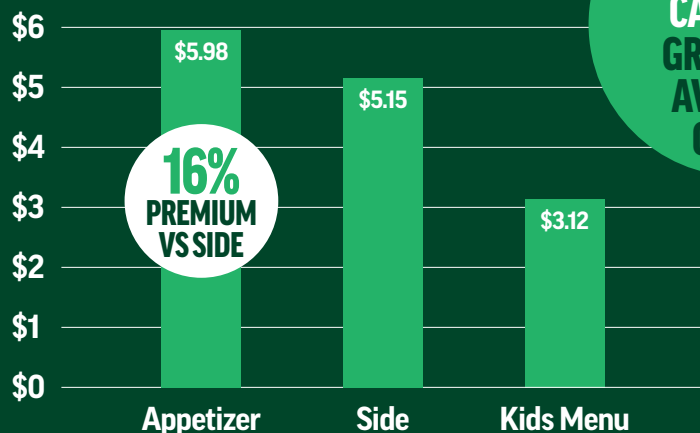


Hash Browns/
Home Fries

SIDE SERVINGS SHARE

SOURCE: CIRCANA CREST, TOTAL COMMERCIAL FOODSERVICE, SIDES SERVING SHARE, (TOP 6), 3ME MARCH 2023.

FRY AVERAGE PRICE BY MENU TYPE



FRIES AS AN APPETIZER CAN HELP GROW THE AVERAGE CHECK

SOURCE: TECHNOMIC IGNITE MENU, Q2 2023 FRY USA MENU TRENDS REPORT.

TOP 3 FASTEST GROWING FRY DISHES



1 POUTINE
Appetizer
+21.9%



2 CURLY FRIES
Appetizer
+13%



3 CHILI/CHILI CHEESE FRIES
Appetizer
+10.7%



SOURCE: TECHNOMIC IGNITE MENU, Q2 2023 FRY USA MENU TRENDS REPORT.

TOP FRY DISHES AMONG MENUS

Ranked on Highest # of Menu Items

- French Fries Side
- French Fries Appetizer
- Cheese Fries Appetizer
- Loaded Fries Appetizer
- Cheese Fries Side
- Specialty Fries Side
- Sweet Potato Fries Side
- Specialty Fries Appetizer



Specialty & sweet potato fries have **20%** share of all fry servings.*

SOURCE: TECHNOMIC IGNITE MENU

ALL FRY TYPES ARE GROWING FRY SERVINGS!

Core Traditional Fries
+2%

Specialty Fries
+3%

Sweet Potato Fries
+8%

*SOURCE: CIRCANA, CREST, 3ME MARCH 2023, TOTAL COMMERCIAL FOODSERVICE, FRIES BY SUB-CATEGORY, SERVINGS PCVA (%).

TOP 5 INGREDIENTS PAIRED WITH FRIES



1 Bacon
(7.6%)



2 Cheddar
(5.6%)



3 Mozzarella
(5.4%)



4 Ranch
(4.2%)



5 Garlic
(2.6%)



SOURCE: TECHNOMIC IGNITE MENU. Q2 2023 FRY USA MENU TRENDS REPORT.

TOP 3 FASTEST GROWING FRY PAIRINGS



PROTEINS



Pork
(+22.6%)



Beef
(+11.9%)



Chicken
(8.6%)



Cheddar
Cheese
(+23.5%)



Marinara
(+11.8%)



Truffle Oil
(+10.3%)

SAUCES

CHEESES



Cheese Curd
(+10.5%)



Provolone
(+10%)



American
Cheese
(+8.5%)



Cilantro
(+11.1%)



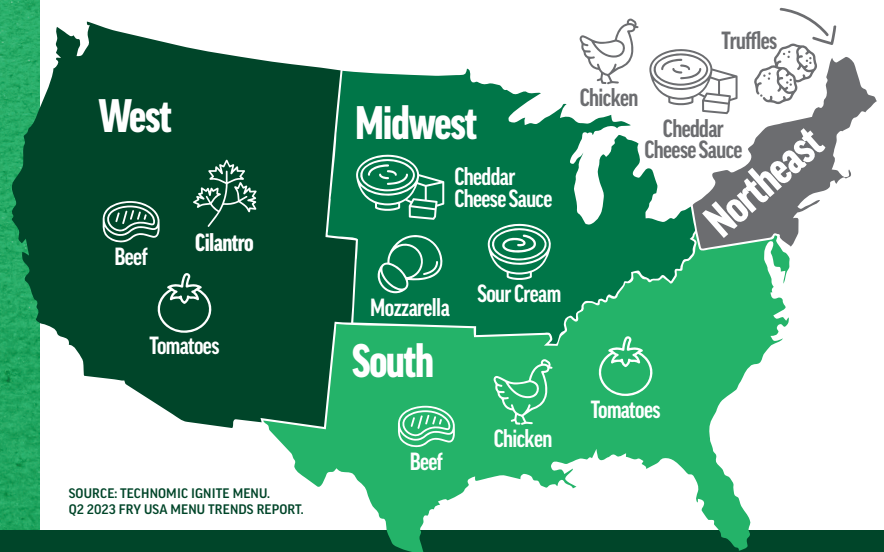
Parsley
(+6.9%)



Oregano
(+6.1%)

HERBS, SEEDS, SPICES

SOURCE: TECHNOMIC IGNITE MENU. Q2 2023 FRY USA MENU TRENDS REPORT.



SOURCE: TECHNOMIC IGNITE MENU. Q2 2023 FRY USA MENU TRENDS REPORT.

SERVE UP SOME FRY EXCITEMENT WITH THESE 3 TIPS!

1 SERVE UP A NEW FRY DISH FEATURE OF THE MONTH

Leverage menu trends and in house ingredients to try a new fry culinary tasty creation with a higher appetizer/dish average price.



2 SERVE UP A NEW COMBO DEAL WORTH DROOLING OVER

A simple sip and snack combo and or a family meal deal are on-trend for those looking for quick solutions for busy lifestyles. Test the day and time of the deal for limited time offer excitement.



3 SERVE UP A NEW LOYALTY TOOL TO EXCITE REPEAT GUESTS

Go digital or keep it simple with a printed coupon card that rewards guests for repeat visits.

