



2025 CANADA FRY MENU TRENDS

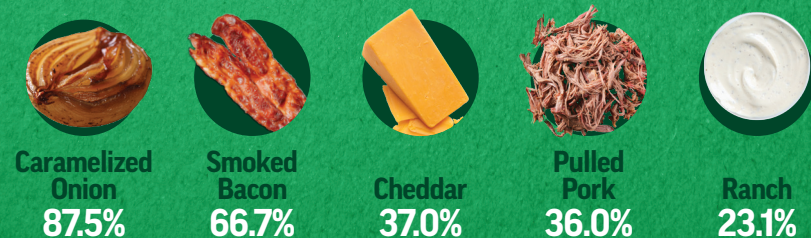
TOP FRY DISHES

POUTINE Appetizer	FRENCH FRIES Appetizer
FRENCH FRIES Side	SWEET POTATO FRIES Appetizer
POUTINE Side	SEASONED/HERB FRIES Appetizer

TOP 5 INGREDIENTS PAIRED WITH FRIES



TOP 5 FASTEST-GROWING INGREDIENTS PAIRED WITH FRIES



BASE: 1,669 MENU ITEMS ACROSS 440 OPERATORS (FULL SAMPLE) IN Q2 2023-Q2 2024
SOURCE: TECHNOMIC IGNITE MENU NATIONAL FOOD TRENDS DATA

WHAT'S NOW & WHAT'S NEXT WITH FRIES

The percentage of operators in each specific bucket who menu these ingredients/flavours/etc. within Fries

INTRODUCTION		GROWTH		MATURE	
6.9%	Pomme Frites	18.1%	Mayonnaise	46.6%	Cheese
6.2%	Chive	14.9%	Parmesan	39.8%	Sauces
4.8%	Ketchup	13.8%	Truffles	35.0%	Gravy
4.8%	Truffle Aioli	9.6%	Pickles	34.0%	Cheese Curd
3.4%	Plant-Based Cheese	9.6%	Sweet Potato	32.0%	Chicken
Innovators Independents		Ahead of the Curve Casual-dining and fine-dining chains		Proven Favourites Quick-service, fast-casual and midscale chains	
Chef-driven restaurants leading the way in new uses of flavours and ingredients (e.g., Homefire Grill, Le Serpent)		Chef-inspired concepts that watch for innovation from independents (e.g., Boston Pizza, Hooters, Red Lobster)		Concepts that focus on flavours proven to have wide appeal for many different palates (e.g., Arby's, Subway, Tim Hortons)	

SOURCE: TECHNOMIC IGNITE MENU NATIONAL FOOD TRENDS DATA, Q1 2024

DISHES CONTAINING FRIES

DISHES	Growth YOY	Average Price	Average Price Change YOY
Poutine Appetizer	+18.5%	\$14.30	+8.3%
French Fries Side	+8.3%	\$6.23	+7.8%
Poutine Side	+5.0%	\$10.12	+6.3%
French Fries Appetizer	+12.9%	\$6.65	+8.0%
Sweet Potato Fries Appetizer	+3.1%	\$10.18	+6.8%
Seasoned/Herb Fries Appetizer	+28.6%	\$9.71	+6.4%

NOTE: ONLY TOP 10 CHAINS (BY SALES) SHOWN | SOURCE: TECHNOMIC IGNITE COMPANY DATA

LTO INSPIRATION FOR 2025

LOADED PULLED PORK SWEET POTATO FRIES

Premium Sweet Potato Fries meet savoury pulled pork for a unique and memorable menu item.



BACON CHEDDAR RANCH WEDGES

A perfect menu addition for QSR, casual dine, and fast casual dining.



HONEY BBQ BRISKET AND BACON FRIES

This craveable dish is versatile as a main, appetizer or shareable.

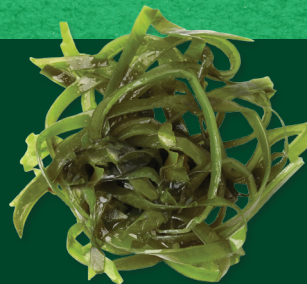


UMAMI-HEAVY INGREDIENTS SHOWING YOY GROWTH

MISO
+20.3%



SEAWEED
9.6%



TOMATOES
6.7%



MUSHROOMS
4.8%



SOY SAUCE
+4.3%



Umami flavours
have grown
13.3%
on Canadian
menus YOY