

# FRIES ARE THE #1 SIDE DISH!

40%



**4X**  
THE SERVINGS  
OF THE NEXT  
SIDE DISH



10%



Fries

9%



Side Salad

7%



Hash Brown

7%

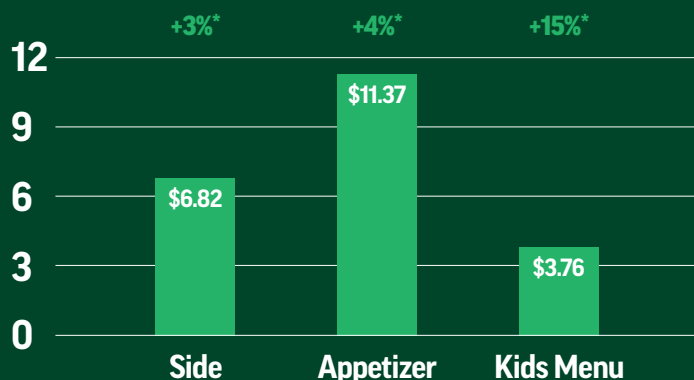


Rice

## SIDE SERVINGS SHARE

SOURCE: NPD CREST CANADA, RESTAURANTS, SIDES SERVING SHR. ME' DEC 2022

# HAVE FRIES PLAY DIFFERENT MENU ROLES



**GROW  
SERVINGS  
AND  
PROFITS**

\* OPERATOR PENETRATION YOY GROWTH  
SOURCE: TECHNOMIC IGNITE MENU. Q2 2022 FRY CANADA MENU TRENDS REPORT.

# FRY MENU TRENDS TOP 3 FASTEST GROWING FRY DISHES



**1** SWEET  
POTATO FRIES  
Side  
**+10%**



**2** SEASONED/  
HERB FRIES  
Side  
**+9%**



**3** POUTINE  
Appetizer  
**+6%**



SOURCE: TECHNOMIC IGNITE MENU. Q2 2022 FRY CANADA MENU TRENDS REPORT.





# TOP 3 INGREDIENTS PAIRED WITH FRIES



**1** Cheese Curd  
(24%)



**2** Gravy  
(23%)



**3** Onions  
(13%)



SOURCE: TECHNOMIC IGNITE MENU, Q2 2022 FRY CANADA MENU TRENDS REPORT.

## RECIPE HIGHLIGHT SUPREME FRIES



Cheese  
Sauce



Spicy  
Chipotle  
Mayo



Sour  
Cream



Green Onions



Your Favourite  
Cavendish Farms  
Coated French Fry

# TOP 3 FASTEST GROWING FRY PAIRINGS



## PROTEINS



Ground Beef  
(+19%)



Steak  
(+15%)



Fried Chicken  
(+12%)



Brown  
Sauce  
(+19.2%)



Hot Sauce  
(+19%)



Chipotle  
Mayo  
(+15%)

## CHEESES



Cheddar  
(+9%)



Cheese Curd  
(+7%)



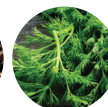
Feta  
(+6.5%)



Salt  
(+23%)



Peppercorn  
(+14%)



Dill  
(+10%)

## HERBS, SEEDS, SPICES

SOURCE: TECHNOMIC IGNITE MENU, Q2 2022 FRY CANADA MENU TRENDS REPORT.

## INNOVATE WITH PREMIUM FRY TRENDS



### BREAKFAST INCEPTION

Loaded fries and breakfast poutine as breakfast options are growing on menus.

Loaded fries are one of the fastest growing item on the Canadian menu up by +40% YOY<sup>1</sup>



### VEGAN INTERGRATION

Fries are becoming a default option for vegan/vegetarian starters.

Vegan fries 1-year growth (+15%) 4-year growth (+138%)<sup>2</sup>



### SPICY FRY BLENDS

Fries with spicy blends such as peppercorn, pepper and dipping condiments such as hot sauce and chipotle mayo are growing on menus.

Peppercorn is the fastest growing spice paired with fries (+14%)<sup>3</sup>

Hot sauce paired with fries growing by +19%<sup>3</sup>

SOURCE:  
1 TECHNOMIC IGNITE MENU Q3 2021 | 2 DATASSENTIAL FRIES MENU TREND NOV 2021 | 3 FRY MENU TRENDS CANADA Q2 2022