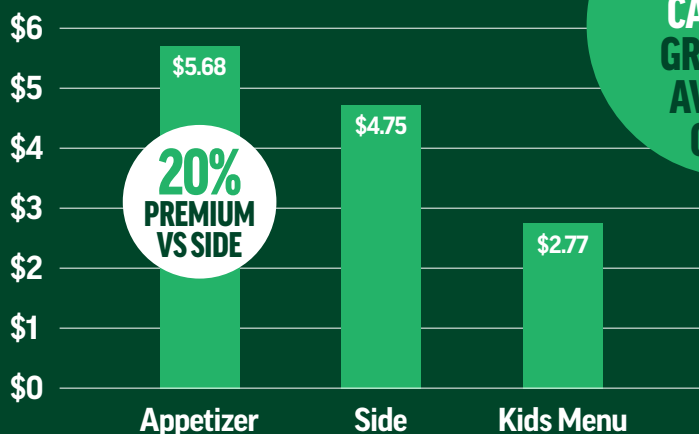


FRIES ARE THE #1 SIDE DISH!



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

FRY AVERAGE PRICE BY MENU TYPE



SOURCE: TECHNOMIC IGNITE MENU, Q4 2022 FRY USA MENU TRENDS REPORT.

FRIES AS AN APPETIZER CAN HELP GROW THE AVERAGE CHECK

TOP 2 FASTEST GROWING FRY DISHES

1 POUTINE Appetizer +10%

Breakfast Poutine is Gaining Momentum!

2 LOADED FRIES Appetizer +5%

SOURCE: TECHNOMIC IGNITE MENU, Q4 2022 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

SOURCE: TECHNOMIC IGNITE MENU

ALL FRY TYPES ARE GROWING FRY SERVINGS!

Core Traditional Fries +2%

Specialty Fries +3%

Sweet Potato Fries +8%

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

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

TOP 5 INGREDIENTS PAIRED WITH FRIES

1 Bacon
(8%)



2 Cheddar
(6%)



3 Mozzarella
(6%)



4 Ranch
(4%)



5 Garlic
(3%)



SOURCE: TECHNOMIC IGNITE MENU. Q4 2022 FRY USA MENU TRENDS REPORT.

TOP 3 FASTEST GROWING FRY PAIRINGS



PROTEINS



Beef
(+10%)



Smoked
Bacon
(+10%)



Carne Asada
(+9%)



Garlic-Parmesan
Sauce
(+16%)



Sriracha
Sauce
(+11%)



Nacho Cheese
Sauce
(+6%)

CHEESES



Cheese Curd
(+32%)



Cheddar
Jack Cheese
(+12%)



Parmesan
(+5%)



Cilantro
(+15%)

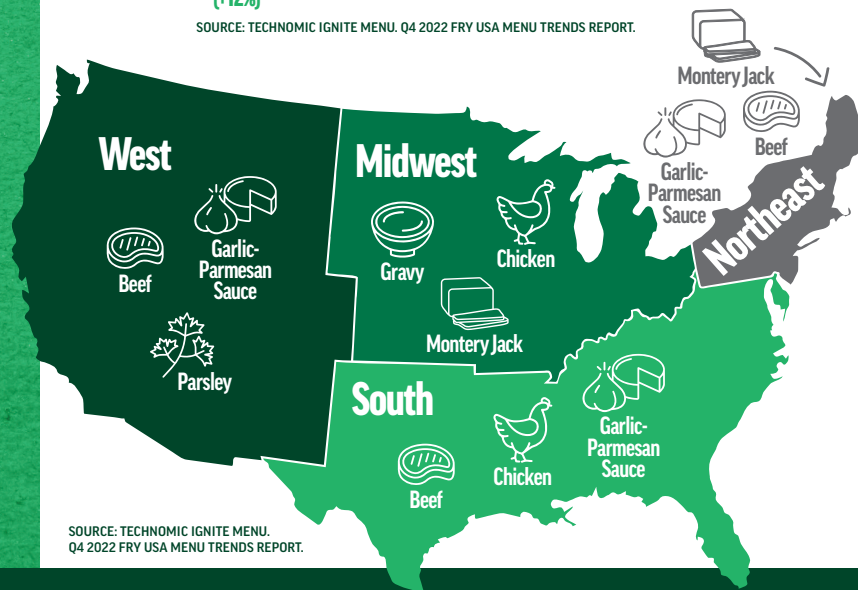


Parsley
(+11%)



Sea Salt
(+7%)

SOURCE: TECHNOMIC IGNITE MENU. Q4 2022 FRY USA MENU TRENDS REPORT.



SOURCE: TECHNOMIC IGNITE MENU. Q4 2022 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.

