



SIZZLING SUMMER TRENDS
ELEVATE YOUR
MENU WITH
FRENCH FRIES



THIS SUMMER, FRENCH FRIES ARE NOT JUST A SIDE DISH – THEY'RE THE STAR OF THE SHOW!

Discover how to leverage the universal appeal of French fries to tap into the hottest trends of the season. From globally inspired flavors and the growth of snacking, to dipping and in-season favorites, learn how to make the #1 side dish the highlight of your summer menu.





Tater tots and specialty cut fries are leading the charge as top-growing options for the snacking daypart.¹

SNACKING: A GOLDEN OPPORTUNITY

Potatoes are the ultimate snack – any time of day!

With consumers' routines shifting and dayparts blurring, it's the perfect time to cater to their cravings with irresistible menu items.

HOW TO ACTIVATE



QSR: French fry and drink value combos are a fantastic way to satisfy those in-between meal or late-night cravings while staying budget friendly.



Casual Dine: Appetizers and shareables are key for restaurants to stay top of mind when consumers are in a snacking state of mind.



FSR: Happy hour specials featuring shareables like loaded truffle fries can attract snack-seeking patrons looking to unwind and indulge.



Signature dips are especially popular with **Millennial and Gen Z consumers** and there's no better vessel for dipping than French fries.

DIP AND DELIGHT: UNLEASH THE POWER OF FLAVORFUL SAUCES

Unlock your menu's potential with innovative dipping sauces that excite customers and boost sales. Embrace bold flavors like bacon ranch, zesty pesto, and spicy curry. These trending pairings with French fries are a treat for the taste buds and a great upsell opportunity to satisfy diners' evolving cravings.

HOW TO ACTIVATE



QSR: Dips are an accessible way to test new flavors on your menu without adding complexity to your back of house. Trendy sauces like dill pickle, BBQ, and burger sauces are perfect options.



Casual Dine: Signature dips will keep customers returning! Use dips from other menu items to create exciting shareable fry appetizers.



FSR: Boost average checks with premium dips that enhance French fry appetizers and sides.



42%
of customers are more
likely to try new or
unique flavors when
featured as part of
a limited time
offer.²

FRESH FLAVORS: SEASONAL LIMITED TIME OFFERS

Ignite excitement and drive buzz with irresistible limited time offers using seasonal ingredients. Juicy tomatoes, smoky grilled onions, and sweet corn create unique dishes that keep patrons coming back. These fresh, flavorful options enhance your menu and build incremental orders, making every season a growth opportunity.

HOW TO ACTIVATE



QSR: Boost traffic and margins with fun loaded fry creations like Mexican corn elote seasoned fries or BBQ-inspired dill pickle dip.



Casual Dine: Embrace summer flavors with new menu items like chips loaded with fresh Pico de Gallo or Mexican Street Corn fries.



FSR: Repurpose ingredients to serve up exciting appetizers and creative sides. Loaded lobster poutine and jalapeno popper tots are sure to be hits.



Masala sauce
paired with fries
has seen
+85%
4-year growth.³

GLOBAL FLAVOR FUSION WITH FRENCH FRIES

French fries are the perfect base to experiment with global flavors! Elevate your menu by topping them with vibrant masala, fresh Pico de Gallo, or creamy guacamole. These unique pairings can transform a simple dish into an unforgettable experience, enticing diners to explore new tastes and return for more.

HOW TO ACTIVATE



QSR: Masala seasoned fries are already popular among national chains, making them familiar to consumers and easy to gain traction.



Casual Dine: Globally inspired dishes diversify your menu and attract new customers.



FSR: Use daily specials to test new globally inspired dishes and see what resonates with your guests.



Waffle fries
are rapidly gaining
popularity, with a
7%
growth over the past year,
making them a perfect
second fry option.⁴

DOUBLE THE DELIGHT: ADD A SECOND FRY TO YOUR MENU

French fries are the undisputed favorite side dish among consumers. Imagine the excitement of offering a second fry option on your menu! This not only enhances your offerings but also creates a fantastic opportunity for upselling and boosting your average order value.

HOW TO ACTIVATE



QSR: Sweet potato fries are a hit with boomers and their health benefits appeal to those seeking “better for you” options.



Casual Dine: With the rise in off premise dining, a delivery fry is no longer an option. Coated French fries ensure top-notch quality with longer hold times, whether enjoyed in the car, at home, or in-restaurant.



FSR: Seasoned or sweet potato fries offer a premium, easy-to-prepare upsell for your side offerings.

SOURCES

¹ Source: CIRCANA CREST US & CANADA 12ME DEC 2024

² Source: Technomic Novel Menu Trends Report 2022

³ Source: Datassentials Menu Trends YE DEC'24, 4-YEAR GROWTH:
among restaurants serving Fry Varieties, % change in penetration for...

⁴ Source: Datassentials Menu Trends YE DEC'24, PENETRATION:
among restaurants serving Fry Varieties, % that offer...

