



US MENU TRENDS INSIGHTS

TOP TRENDING ITEMS

WEST		MIDWEST	
Carne Asada	253	Tater Tot	200
Carne Asada Fries	245	Waffle	189
Garlic Fries	229	Potato Wedge	167
Chili Fries	167	Wedges	164
Vegetable Sandwich	160	Cheddar Cheese Sauce	164

SOUTH		NORTHEAST	
Dip	178	Pizza Fries	184
Crinkle Cut Fries	162	Home Fries	175
Queso	152	Pizza	167
Cuban	131	Loaded Fries	152
Seasoned Fries	126	Cheddar Cheese Sauce	150

SOURCE: MENU TRENDS YE DEC'24

MOST POPULAR FRY VARIETIES

Fry Type	QSR	Fast Casual	Midscale	Casual Dining	Fine Dining
 Sweet Potato	16%	34%	23%	27%	12%
 Cheese Fries	28%	17%	18%	11%	2%
 Chili Cheese Fries	11%	7%	7%	3%	0%
 Diced Potatoes	3%	2%	10%	5%	5%
 Waffle Fries	5%	6%	4%	5%	2%

SOURCE: MENU TRENDS YE DEC'24, PENETRATION: AMONG RESTAURANTS SERVING FRY VARIETIES, % THAT OFFER...

TOP 5 SAUCES AND TOPPINGS

SAUCES/FLAVORS



TOPPINGS



SOURCE: MENU TRENDS YE DEC'24, PENETRATION: AMONG RESTAURANTS SERVING FRY VARIETIES, % THAT OFFER...

FASTEST GROWING MENU ITEMS



SAUCES/FLAVORS		SPICE		PROTEIN		VEGGIE		CHEESE	
Crema	+99%	Black Pepper	+82%	Grilled Chicken	+184%	Pickle	+110%	Shredded Cheese	+115%
Truffle Oil	+89%	Salt and Pepper	+59%	Shrimp	+99%	Pickled Onion	+82%	Beer Cheese	+85%
Bacon Ranch	+86%	Roasted Garlic	+42%	Ground Beef	+77%	Red Onion	+72%	Pecorino	+82%
Masala	+85%	Cilantro	+36%	Chicken	+65%	Truffle	+35%	Cheddar Jack	+68%
Pico De Gallo	+79%	Parsley	+26%	Chicken Strip	+56%	Pomme	+20%	Queso	+60%

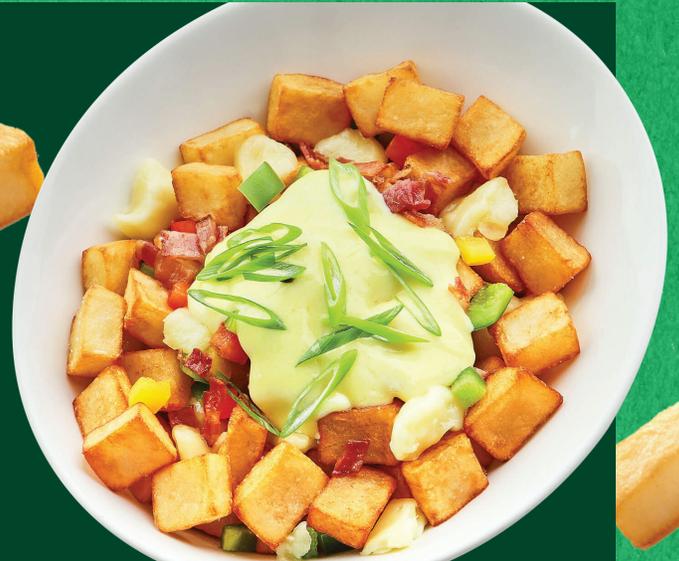
SOURCE: MENU TRENDS YE DEC'24, 4-YEAR GROWTH: AMONG RESTAURANTS SERVING FRY VARIETIES, % CHANGE IN PENETRATION FOR...



LTO IDEAS FOR 2025

BREAKFAST POUTINE

Up and at 'em! Breakfast poutine on premium diced potatoes is a great way to start your day.



JALAPENO POPPER TOTS

Spice up your customers' palate with this flavorful twist on classic potato tots.

LOADED CHILI CHEESE FRIES

Enjoy two popular dishes in one! A classic blend of flavors that everyone is sure to love.

