



LOADED FRIES MENU INSIGHTS



BBQ Mac and Cheese with Sweet Baby Ray's Hickory & Brown Sugar Barbecue Sauce

Both the young and old clamor for loaded fries, and they're not afraid of trying out-of-the-box flavors. Let these insights from the latest Technomic Trend Report help ensure your menu satisfies their strongest appetizer cravings.



Satisfying a craving is important to 65% of consumers when choosing an appetizer.

61%

of 18 to 34 year-olds purchase fries for snacking

42%

of consumers want restaurants to offer appetizers with more unique flavors

42%

of consumers will sometimes order loaded fries appetizers or small plates

SWEET BABY RAY'S
GOURMET SAUCES
★★★★★

Crispy Buffalo Chicken Fries with
Sweet Baby Ray's Buffalo Wing Sauce

FASTEST-GROWING FLAVORS PAIRED WITH LOADED FRIES



+11.1%

BARBECUE



+4.3%

PARMESAN



+4.2%

SPICY



+2.7%

BUFFALO



+2.0%

CAJUN

LOADED FRIES OFFERINGS INCREASED **20%** ACROSS EMERGING CHAINS OVER THE PAST TWO YEARS WITH **7%** MORE OPERATORS MENUING THE PRODUCT.



LEADING LUNCH AND DINNER SIDES:

French Fries | **52%**

Sweet Potato Fries | **23%**

Potato Tots | **17%**

32%

of consumers claim to order appetizers from restaurants because they wanted something to share with their dining party.

Source: Technomic 2019 Consumer Trend Report

Let's talk sauce. Visit us at sbrfoodservice.com or call us: (800) 633-5800