

Why Soft Pretzel Fries?



SOFT PRETZEL APPETIZERS ROSE ACROSS THE TOP 1500 RESTAURANTS AND LEADING C-STORES, **OUTPACING ALL OTHER BREAD APPETIZERS** IN 2019 (VS. 2017)

1 Soft Pretzels (+8%)

2 Pizza Bread (-5%)

3 Bruschetta (-12%)

4 Garlic Bread (+0.5%)

5 Breadsticks (-5%)



Average price for soft pretzels rose **13%** across the same time period

Average price for specialty fries rose **6%**

Several high-profile fried bread-based apps have already penetrated the market

The Greene Turtle®
Funnel Cake Fries
(Dec 2019)

McDonald's®
Donut Fries
(Nov 2019)

Dunkin'®
Donut Sticks
(Aug 2018)

Tim Horton's®
Donut Sticks
(Dec 2019)



CONSUMERS SEEK **NOVELTY AND UNIQUENESS** WHEN PURCHASING APPETIZERS AT RESTAURANTS

43%

of consumers consider it important that the appetizers they order be **unique to the establishment**

31%

of **Gen Z consumers** would order soft pretzel appetizers at restaurants

40%

of consumers order appetizers at least **most times they visit foodservice**



12%

more operators are featuring **soft pretzels appetizers** vs. 2017



12%

increase in **specialty fries** across menus the past 2 years



Source: Technomic Ignite menu data
Technomic 2019 Starters, Small Plates and Sides Consumer Trend Report
Note: "Specialty fries" = loaded fries, poutine, chili cheese fries, etc.

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