**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%.

**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.

**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)

**J&J Snack Foods**

12% more operators are featuring soft pretzel appetizers vs. 2017.

12% increase in specialty fries across menus the past 2 years.