

# 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.