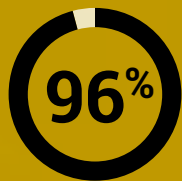


Elevating Handhelds

Find out what operators are doing to make sandwiches more upscale.

Sponsored content from our partner, J&J Snack Foods

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Sandwiches and wraps are a popular meal



of midscale restaurants offer at least one, and 78% of quick-service restaurants have them on the menu.¹

But not all handhelds are created equally—operators are upgrading various components of their restaurants' sandwiches and wraps.

Here are some of the ways these menu mainstays are getting the royal treatment:



Meats and other proteins

61% of consumers rank **meat quality** as the most important component of a sandwich.²

Top proteins in lunch/dinner sandwiches include **chicken, bacon and turkey.**²

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OPERATORS ARE SHOWCASING ALL-NATURAL, ORGANIC PROTEINS AND OTHER HIGH-QUALITY OPTIONS

Menu inspiration:

Casual dining chain Logan's Roadhouse offers a Fried Chicken Sandwich with a hand-breaded, all-natural chicken breast, fried and topped with American cheese, pickles and honey mustard.



Breads

39% of consumers say it is important for sandwiches to be made with **premium ingredients**,

and... **52%** of consumers say **bread is the most or 2nd-most important component** of a sandwich.²

34% of consumers strongly agree that they like specialty breads, such as **pretzel bread or buns.**

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OPERATORS ARE RESPONDING TO THIS PREFERENCE BY OFFERING UPGRADED BREADS

Menu inspiration:

Ram Restaurant's Chicken Bravocado Sandwich features Amber Ale-marinated chicken, dusted with Cajun spice and topped with chipotle tarragon cole slaw, cheddar, chipotle mayo and avocado on a pretzel bun.

Wayback Burgers' Das Blerburger, featuring two all-beef patties with sweet Bavarian mustard, beer cheese and crispy fried onions, served on a pretzel bun.



Premium cheeses

31% of consumers say they enjoy **artisan cheeses** for their sandwich.²

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OPERATORS ARE EXPERIMENTING WITH CHEESE OPTIONS AND OFFERING A WIDER VARIETY

Try these delicious, fast-growing cheeses for a change of pace:¹

Plant-based cheese	+19%
Queso	+14%
Paneer	+10%
Gruyere	+5%
Romano	+5%

Brand-name condiments and housemade quality

48% of consumers are willing to **pay more** for sandwiches that feature brand-name condiments or spreads.²

28% say they are **more likely to purchase** a sandwich if it comes with a housemade condiment or sauce.²

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ADD A SIGNATURE SAUCE OR CONDIMENT TO SANDWICHES TO INCREASE APPEAL

Menu inspiration:

At Fogo de Chao, diners can try the Picanha Burger, topped with smoked provolone, bibb lettuce, tomato onion and chimichurri aioli.



Sources:
 1) Ignite Menu Data
 2) Technomic's 2020 Sandwich Consumer Trend Report