

# FRIES ARE THE #1 SIDE DISH!

48%



**4X**  
THE SERVINGS  
OF THE NEXT  
SIDE DISH



12%



Hash Brown

11%



Side Salad

9%



Rice

9%

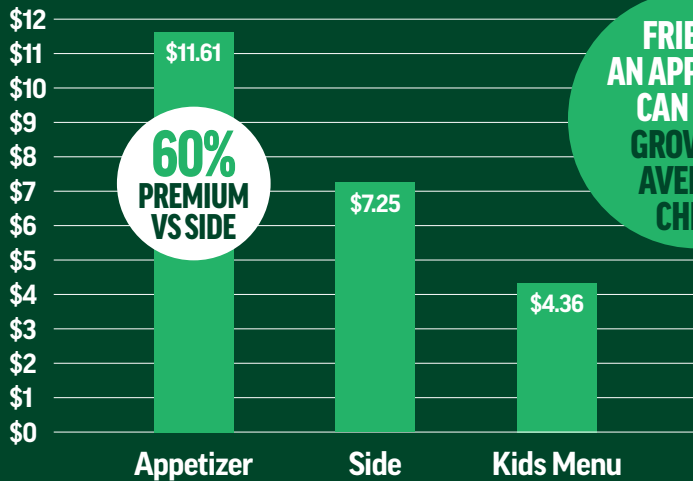


Non-fried Vegetables

## SIDE SERVINGS SHARE

SOURCE: NPD CREST CANADA, RESTAURANTS, SIDES SERVING SHR. ME' MAR 2023  
12 MONTHS ENDED MAR 2023 RESTAURANTS - SIDES SERVING SHR %

## FRY AVERAGE PRICE BY MENU TYPE



**60%  
PREMIUM  
VSSIDE**

FRIES AS  
AN APPETIZER  
CAN HELP  
GROW THE  
AVERAGE  
CHECK

SOURCE: TECHNOMIC IGNITE MENU, Q2 2023 FRY CANADA MENU TRENDS REPORT.

## TOP 3 FASTEST GROWING FRY DISHES

**1** POUTINE  
Appetizer  
**+17%**



**2** SEASONED/HERB FRIES  
Side  
**+11%**



**3** SWEET POTATO FRIES  
Side  
**+4%**



SOURCE: TECHNOMIC IGNITE MENU, Q2 2023 FRY CANADA MENU TRENDS REPORT.

## TOP FRY DISHES AMONG MENUS

Ranked on Highest # of Menu Items

- 1 Poutine Appetizer
- 2 French Fries Side
- 3 Poutine Side
- 4 French Fries Appetizer
- 5 Sweet Potato Fries Appetizer
- 6 Sweet Potato Fries Side
- 7 Seasoned/Herb Fries Side
- 8 Loaded Fries Appetizer

SOURCE: TECHNOMIC IGNITE MENU



# TOP 3 INGREDIENTS PAIRED WITH FRIES



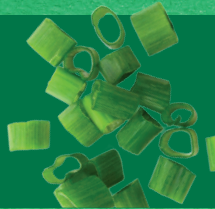
**1** Cheese Curd  
(20.3%)



**2** Gravy  
(19.4%)

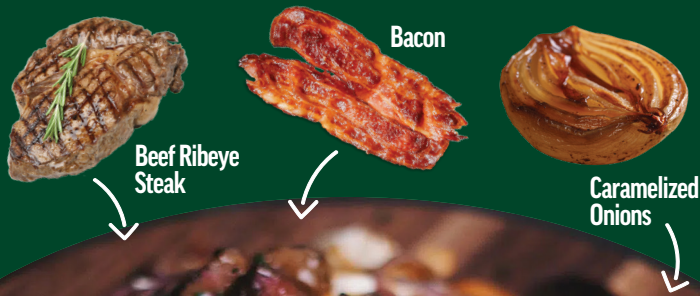


**3** Onions  
(9.5%)



SOURCE: TECHNOMIC IGNITE MENU. Q2 2023 FRY CANADA MENU TRENDS REPORT.

# RECIPE HIGHLIGHT STEAK POUTINE



# TOP 3 FASTEST GROWING FRY PAIRINGS



**1** Garlic  
**10.4%**



**2** Green Pepper  
**9.1%**



**3** Cheese Sauce  
**8.3%**



## PROTEINS



Steak  
(+63%)



Fried Chicken  
(+41%)



Sausage  
(+28%)

## SAUCES



Brown Sauce  
(+19%)



Hot Sauce  
(+19%)



Chipotle Mayo  
(+15%)

## CHEESES



Cheese Curd  
(+21%)



Cheddar  
(+18%)

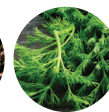


Feta  
(+16%)

## HERBS, SEEDS, SPICES



Peppercorn  
(+10%)



Dill  
(+10%)



Pepper  
(+3%)

SOURCE: TECHNOMIC IGNITE MENU. Q2 2023 FRY CANADA MENU TRENDS REPORT.