

**WHAT'S NEW ON MENUS**



**Bacon Slamburger™ – Chain Website**  
A burger **topped** with **crispy hash browns**, an **egg** cooked to order, two slices of bacon, then covered with Pepper Jack queso. Served with your choice of wavy-cut French fries, **hash browns**, seasonal fruit or dippable veggies.



**Pollo Ranchito Haystack – May 2013\***  
Eggs scrambled with julienne chicken atop **crispy hash browns**. Topped with shredded cheddar cheese, ranchero sauce, tortilla strips, and green onion. Served with breakfast bread of choice.

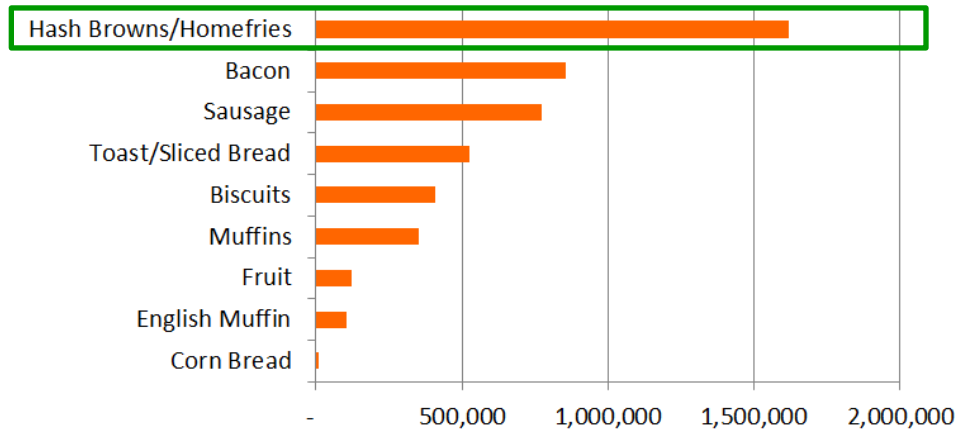


**Grilled Steak Salad\* Chain Website**  
Thinly sliced hanger steak served over fresh-chopped romaine lettuce, roasted red peppers, bruschetta tomatoes, red onions and **crispy hash brown-style potato threads**. It's all tossed in creamy tomato vinaigrette and topped with bleu cheese.

**WAKE UP THE HUNGER FOR HASH BROWNS**

**HASH BROWNS: THE TOP ORDERED SIDE DISH AT BREAKFAST**

Top Side Dishes at Breakfast – Annual Servings (000) YE July 2013\*  
Commercial Restaurants



**MENU HIGHLIGHTS**

- **Hash Browns** are the **#1 side dish** ordered at **Breakfast**. Bacon is a distant second. ▀
- **Premium ingredients** like caramelized onions and **bold flavors** like pepper-jack cheese are showing up more in Hash Browns. ▶
- Shredded Hash Browns can also be used to make Tater Tots which have grown 55% since 2009. ▶

**CONSUMER INSIGHTS**

- **Just about everyone likes Hash Browns**, especially patrons 35 years of age and older and those with household income \$45K or more. ▀
- Although over 80% of Hash Browns are ordered at Breakfast, they aren't just for Breakfast anymore. Consumers are **ordering more Hash Browns at Supper...orders grew 3%** over a year ago. ▀
- On average, consumers are most likely to order Hash Browns at Family Style Restaurants where 23% of the time guests order Hash Browns. Having a signature recipe for Hash Browns can help boost orders. ▀

**MENU INSPIRATION**

- With more consumers looking for quality breakfast options away from home, consider serving **SimplyPotatoes** refrigerated potatoes which are always made from **fresh potatoes**.
- Try one of these **recipes** found at **Center Your Sides!** to meet these consumer cravings . . .

White Cheddar Boxy Potatoes



South of the Border Hash



Pork Carnitas Stuffed Tater Tots



▀The NPD Group, CREST ▶ Datassentials Menu Trends 2013 \*New Items based on Datassential Menu Trends