

Fry-Yay Fun: The Golden Opportunity for Restaurants

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When it comes to driving traffic and profits, few things come close to French fries. Nearly half of Americans have their eyes on fries, naming them as their go-to comfort food. It's no wonder why researchers found that fries are the #1 most important food on restaurant menus.

NPD Group/CREST uncovered a few fry-nomenal facts that show that leading with fries can attract customers while boosting the bottom line.

- With the return of on-premises dining, fries eaten at restaurants have soared by **+18.9% compared to last year**.
- Fries also come with unbeatable margins, resulting in one of the **most profitable items on menus**.
- Even when eating on the move, **offsite fries have grown 3.9%** compared to the previous year.

So, how can operators capitalize on French fry fever?

- **Diversi-fry the Menu.** Get creative with French fry offerings, from sweet potato to waffle to truffle. Dress them with delicious toppings, offer unique dipping sauces, or keep them classic and crunchy. Consider turning tasty French fry creations into Limited Time Offers (LTOs) to entice customers to keep coming back for more.
- **Market the Sizzle.** Not that we need excuses to eat more fries, but these cost-effective spuds offer a

number of marketing opportunities to increase traffic and consumer loyalty. From offering free fries on Fry-yay to bottomless fries, make sure to leverage irresistible promotional opportunities.

- **Use the Right Packaging.** French fries are only as good as they taste, and the right packaging can help you deliver a satis-frying dining experience. For instance, [Sabert's new Fries & Sides Scoop \[1\]](#) is sturdy, sustainable, and even fits into most car cup holders! Coated on the inside and outside, the Fries & Sides Scoops provide premium grease resistance, which is a must when serving fries.

As the saying goes, time fries when you're having fun and taking advantage of one of the most popular and profitable menu items.

Links

[1] https://sabert.com/product-search?search_api_views_fulltext_1=fries