



INNOVATIVE FOOD SOLUTIONS.

# CARNE ASADA CHEESESTEAK TACO

Consumer tested and ready to take your menu to the next level.



## What's the Concept?

Cheesesteak meets taco— a warm soft taco shell is filled with carne asada steak pieces mixed with a nacho-cheese-based sauce then topped with crispy lettuce, tomatoes and shredded cheddar cheese.



| FEATURING | Muy Fresco® Nacho Cheese Sauce



Based on **TECHNOMIC®** scores, the **CARNE ASADA CHEESESTEAK TACO** has a high likelihood of succeeding as an **LTO** or permanent menu item.

## Who's Hungry?

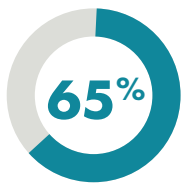


**OVERALL PURCHASE INTENT\*\***

**62%**

of all consumers would order it the next time they go to a restaurant.

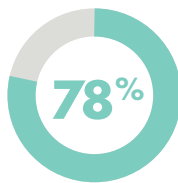
Consumers even more likely to buy are



**Gen X**



**Millennial**



**Hispanic/Latino**

## EXCLUSIVE INSIGHTS

**Uniquely Delicious** **60%** say it stands out from other menu items already available at restaurants.

**Traffic Driver** **would be 68%** more likely to visit a restaurant that serves it.

**Crave-worthy Flavor** **65%** say it sounds like something they would crave.

**Anytime Favorite** **68%** say they would purchase it any time of the year.

## Make It Yours

Whether you're planning to serve Carne Asada Cheesesteak Tacos or looking for more profitable LTO solutions, we're here to help. Get in touch for turnkey results or menu collaboration.

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## EXTRA INSPIRATION

### LTOs Made Easy (and Cheesy)

- 1 Cheesesteak Fries
- 2 Cheesy Chicken Rice Bowl
- 3 Loaded Pizza Breadsticks



\*Best in Class Items index above average in purchase intent and at least 2 of the 3 other metrics \*\*Benchmark Indexes: Purchase Intent: Above average is 120 and above

Source: Menu Concept Screener, Technomic 2023

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