



# TALKING TRENDS: CHEESE FRIES & TATER TOTS

## Who's Menuing Cheese Fries?

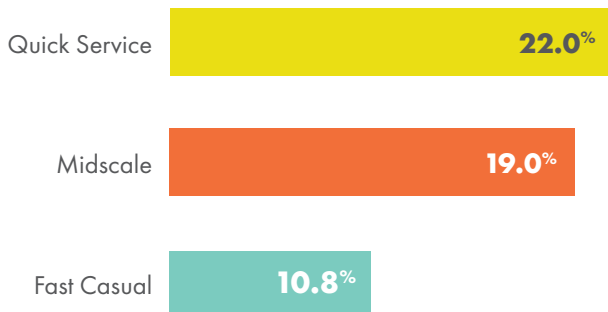
# 10.9%

of operators menu  
cheese fries

# 8.5%

of operators menu loaded fries  
or chili/chili cheese fries

### TOP SEGMENTS THAT MENU CHEESE FRIES

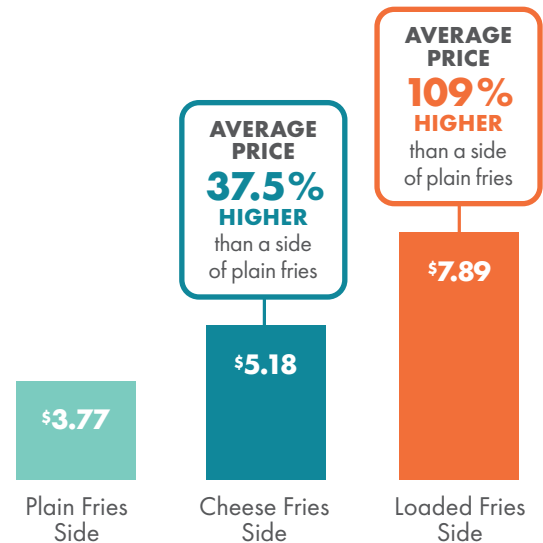


## On the Menu

# 24.7%

of French fry dishes  
feature cheese

### AVERAGE PRICE



## What's Trending?

### TRENDING CHEESE FRY/TOT APPLICATIONS

MENU ITEM	YOY GROWTH	EXAMPLE TO HIGHLIGHT
LOADED FRIES SIDE	17.2% across all chains	Hot Spicy Cheese Fries Shake Shack
TATER TOTS APPETIZER	12.9% across all chains	Buffalo Chicken Tots Buffalo Wild Wings
CHILI/CHILI CHEESE FRIES SIDE	2.3% across all chains	Hatch Green Chili Fries Lucille's Smokehouse Bar-B-Que

Image Source: Shutterstock



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Source: Technomic Ignite Menu data  
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