



PREPPING FOR THE

FRY WARS

Welcome to the fry wars - where only the most innovative brands will reign supreme. Before duking it out with rival chains, prepare for battle by packing these fast facts in your arsenal of weapons.



Fries are in high demand.

In the past year alone, there have been **70 specialty fry LTOs** released on U.S. restaurant menus.

Consumers love them...

Fries are consumed more often than **90% of all other menu items**. They were the top ordered item on Uber Eats and DoorDash in 2021.



...but they have to be crispy!

The use of **crispy/crispiness** in U.S. Yelp reviews has grown 20% in the past decade.

Fries drive traffic...

51% of surveyors said they would purchase a specialty fry LTO if it were available.



...and boost check averages!

QSRs are charging **up to 97% more for specialty fries** vs. plain, standard fries.

Win the Fry Wars with

Rubix
FOODS