

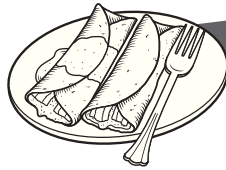
Spotlight on STARTERS, SMALL PLATES & SIDES

Frequent Left Side of the Menu Orders

% who order _____ on all or most restaurant visits



Appetizers
39%



Small plates
30%



Sides
53%

Driving Appetizer & Small Plate Purchases

What could encourage you to order _____ more frequently?

APPETIZERS

Happy hour deals..... 47%
Better value..... 41%
Entrée and appetizer deals..... 31%

SMALL PLATES

Happy hour deals..... 38%
Better value..... 38%
Better variety..... 33%

Fastest growing SIDES

LSRs

Non-breaded vegetables •
Deli salad • Fruit • Beans

FSRs

Pasta/noodles • Potato •
Fruit • Rice

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