

# What's Trending in LTOs?

LTOs help keep restaurants top of mind in an increasingly competitive marketplace.

Top 500 LTO launches have increased **64%** over the last five years



And they're especially great for limited-service restaurants:



of consumers who visit LSRs say they'd visit a restaurant they don't normally go to for a **unique LTO**

Follow these trends to help shape new menu items for specific groups

## MEN WANT:

### Over-the-Top Creations

**4** of the **5** most-craveable LTOs for men included big portions, multiple toppings and indulgent ingredients:

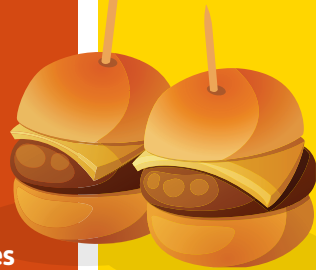
- 1** Lobster Loaded French Fries (LONGHORN STEAKHOUSE)
- 2** Triple Meat Sirloin Steak Breakfast Burrito (TACO JOHN'S)
- 3** Brownie Batter Shake (SHAKE SHACK)
- 4** Hog Heaven Burrito (FARMER BOYS)
- 5** Tuxedo Mocha (STARBUCKS)

**TIP:** Pile on the toppings, offer additional sauces or condiments and amp up the "treat yourself" vibe for big successes on the LTO menu

## GEN Z WANTS:

### Portability

**38%** say they are eating food away from home items more now than two years ago



**MENU INSPIRATION:**  
Bistro Turkey Slider (WHITE CASTLE)

## MILLENNIALS WANT:

### Innovation

**65%** of millennials say they enjoy trying different foods (50% of consumers overall)

**45%** say they prefer to visit restaurants that offer new or innovative flavors and ingredients (28% overall)

**MENU INSPIRATION:**  
Nacho Fries Supreme (TACO BELL)

## BABY BOOMERS WANT:

### Meat



of baby boomers agree that vegetarian options are satisfying or as filling as meals that include meat, poultry or seafood

**MENU INSPIRATION:**  
Double Stack Reuben (ARBY'S)

## WOMEN WANT:

### Cheesy Snacks

**45%** of women eat cheese or mozzarella sticks as a snack at least once every 90 days

**MENU INSPIRATION:**  
Cheesy Tots (BURGER KING)



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