

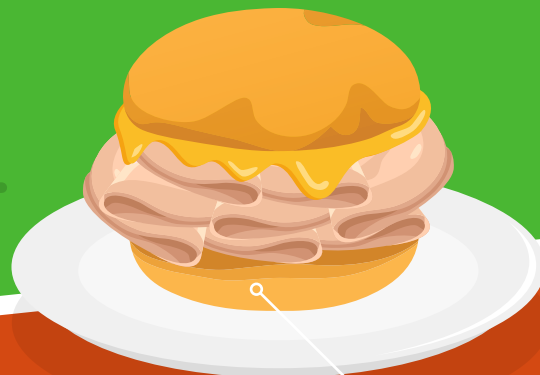
TOP 500 CHAINS:

Spotlight on Health

Check out how better-for-you is playing in **the big leagues**.

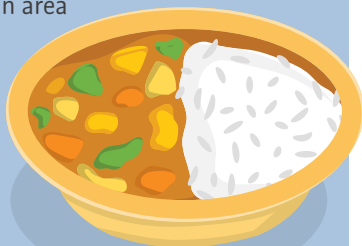
Better-for-you options are hitting menus across the Top 500 chains

...and not just at concepts that focus on health.

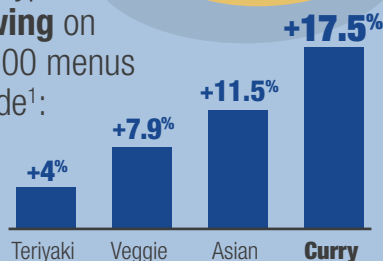


Customizable Bowls

Giving diners the option to **tailor their meals specifically to their dietary requirements** appeals to both health-conscious diners and those following specialized diets, making bowls an area of opportunity.



Bowl types **growing** on top 500 menus include¹:



MENU EXAMPLE:

True Food Kitchen, whose sales grew 22.3% year-over-year², has an entire menu section dedicated to bowls, including the Teriyaki Quinoa Bowl, featuring broccoli, heirloom carrot, bok choy, mushroom, brown rice, avocado and toasted sesame.

Snacking Opportunities

Operators are adding healthier apps and shareables, including **high-protein options**.



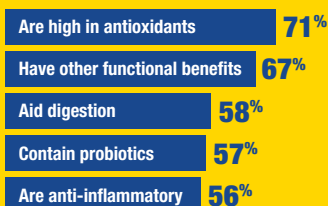
of consumers say they snack **at least once a day**²

34% say they are snacking on more healthier options than they were two years ago³

42% say that healthfulness is important when they are choosing a snack, with high-protein snacks being the most appealing³

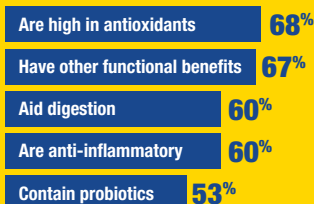
MENU EXAMPLE: Arby's lineup of sliders, available all-day, includes a **Turkey 'N Cheese** option, featuring thinly sliced turkey, melted cheese and 14 grams of protein, all in a conveniently sized, handheld portion.

Consumers think food and drinks that _____ are slightly or much more healthy⁴:



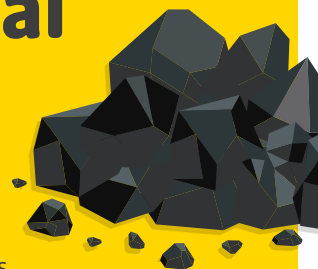
And they're more likely to buy these items, too.

"I'm more likely to buy items that _____":



Functional Foods

Operators are adding functional ingredients, such as **activated charcoal**, turmeric, spirulina and collagen, to an array of dishes.



MENU EXAMPLE:

BJ's Restaurant & Brewhouse offers its Enlightened Moroccan Chicken on its Enlightened Entrees menu—dishes that include nutrient-rich superfoods, are low-calorie or are gluten-free. It features herb-roasted chicken breast, turmeric-roasted cauliflower, mushrooms, garlic, sautéed spinach, toasted almonds and red pepper cream sauce.



Sources:
¹Technomic Ignite menu data
²Technomic's Top 500 Chain Restaurant Report, 2019
³Technomic's 2018 Snacking Occasion Consumer Trend Report
⁴Technomic's 2018 Healthy Eating Consumer Trend Report