



IS COMING

JULY 13, 2022

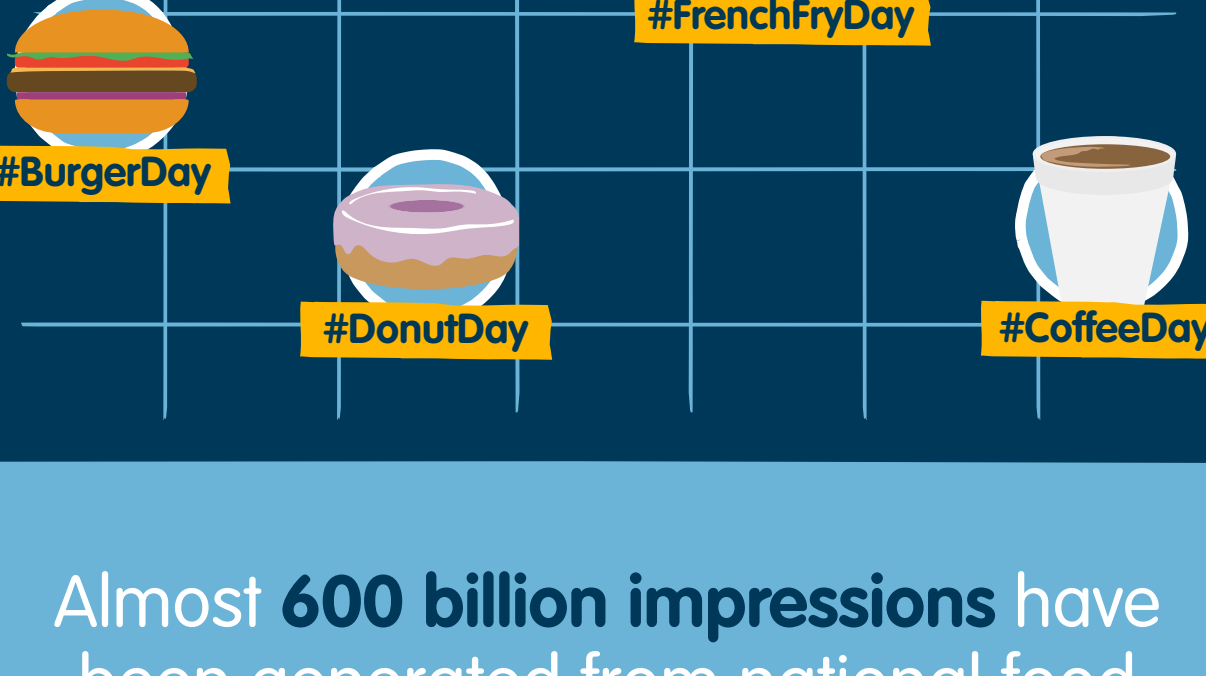
The official day to celebrate America's favorite food.¹



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National Food Holidays are a **big part of consumer culture**



Almost **600 billion impressions** have been generated from national food holidays in the past few years.²

NATIONAL FRENCH FRY DAY

150 million Impressions

National French Fry Day generated more than **150 million impressions** in one year.³

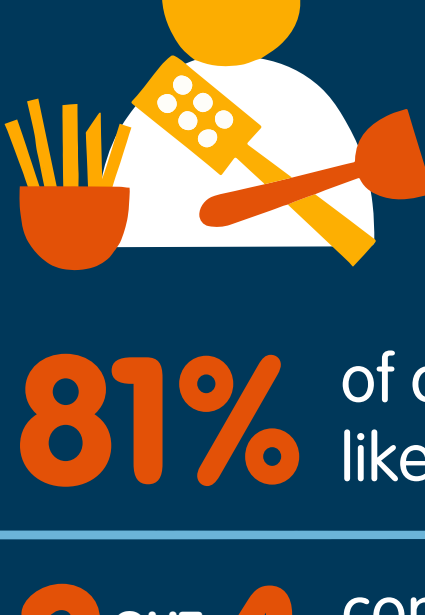


These fries have fans

90%+ positive sentiment from consumers!⁴



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Build buzz with LTO's

81% of consumer are more likely to visit during an LTO.⁵

3 out of 4 consumers say they'll tell a friend about an LTO they love.⁶

The average LTO is expected to boost sales up to **20%**.⁷

Fries are on the rise

- In the last year, there have been **double-digit increases in fry orders** with popular main dishes.⁸
- Fries are some of the most **popular and profitable items** on your menu.⁹



Fry credibility is a real thing



77%

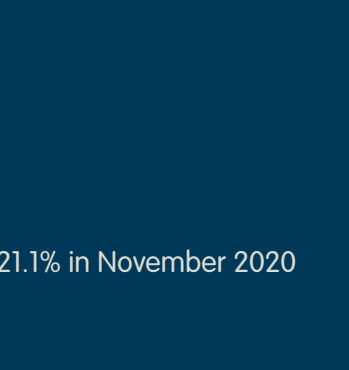
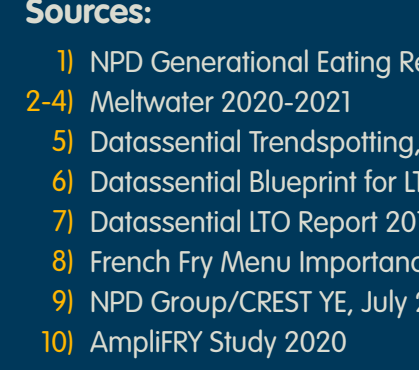
of consumers say their satisfaction with a restaurant's fries impacts their satisfaction with the restaurant overall.¹⁰



Show your guests you know how to celebrate!

Plan your promotion

Sign up to learn how to participate
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Sources:

1) NPD Generational Eating Report, US October 2019
2-4) Meltwater 2020-2021
5) Datassential Trendspotting, Make a Menu, Oct 2020
6) Datassential Blueprint for LTO Success Report 2017
7) Datassential LTO Report 2017
8) French Fry Menu Importance Drivers, January 2021, 19.1% in 2019 vs. 21.1% in November 2020
9) NPD Group/CREST YE, July 2019
10) AmpliFRY Study 2020