

The Happy Hour
daypart is growing

40%

of casual dining restaurants
OFFER A HAPPY HOUR,
up 2% from a year ago

50%

of consumers **ORDER APPETIZERS** at
happy hour, up 5% from two years ago

WHAT'S TRENDING ON THE MENU

Small Plates and Shareables

- ▶ Makes food more social
- ▶ Less costly than full meals
- ▶ Encourages operators and patrons to try new things



Retro/Nostalgic Foods

- ▶ Puts a new twist on classic dishes
- ▶ Quality, high-end ingredients
- ▶ Deviled eggs, tater tots and stuffed mushrooms

Healthy Options

- ▶ Fresh, locally grown ingredients
- ▶ Smaller plates = smaller portions
- ▶ More vegetables and grains, like brussel sprouts or quinoa



FASTEST GROWING

MENU ITEMS



#1 **QUINOA** +137%*

#2 **BRUSSELS SPROUTS**
+102%*

#3 **SQUASH** +90%*

Click to see all Top 20
fastest growing menu items

* one-year growth

FASTEST GROWING

SAUCES & FLAVORS



#1 ROSEMARY +66%*

#2 SRIRACHA +50%*

#3 JAM +50%*

Click to see all Top 20 fastest growing sauces & flavors

* one-year growth

HOT RECIPE

LATIN SHRIMP COCKTAIL

Adding fresh seafood to the Happy Hour menu is trending up



Click to see the recipe

WHAT FOODS ARE POPULAR

- ▶ Hot, shareable snacks like chips, fries, wings and dips
- ▶ Protein-based items like meatballs, charcuterie and fried shrimp
- ▶ Asian-inspired ingredients and foods like curry-topped fries and Thai-basil tots



WHAT'S THE FUTURE

Happy Hour menus and sales predicted for continued growth

- ▶ Local laws changing to allow happy hour drink specials, e.g. Chicago
- ▶ Younger generations enjoy social gatherings to try new foods and experiences and they seek out affordable options



GIVE IT A TRY

- ▶ Add one of the top new sauces or flavors (see Top 20) to a current appetizer. Collect consumer feedback and adjust as necessary.
- ▶ Encourage sharing for various party sizes by offering small and large versions of menu items
- ▶ Consider offering create-your-own snack flights
 - Meatballs with several different sauces
 - Small plates of fries with toppings inspired by different Asian cuisines

