



We help food & beverage companies of all sizes innovate, sell, and plan for the future – backed by the industry's best data.















































































































Rising labor costs and staffing issues remain some of the most salient challenges for operators, falling just short of inflation.



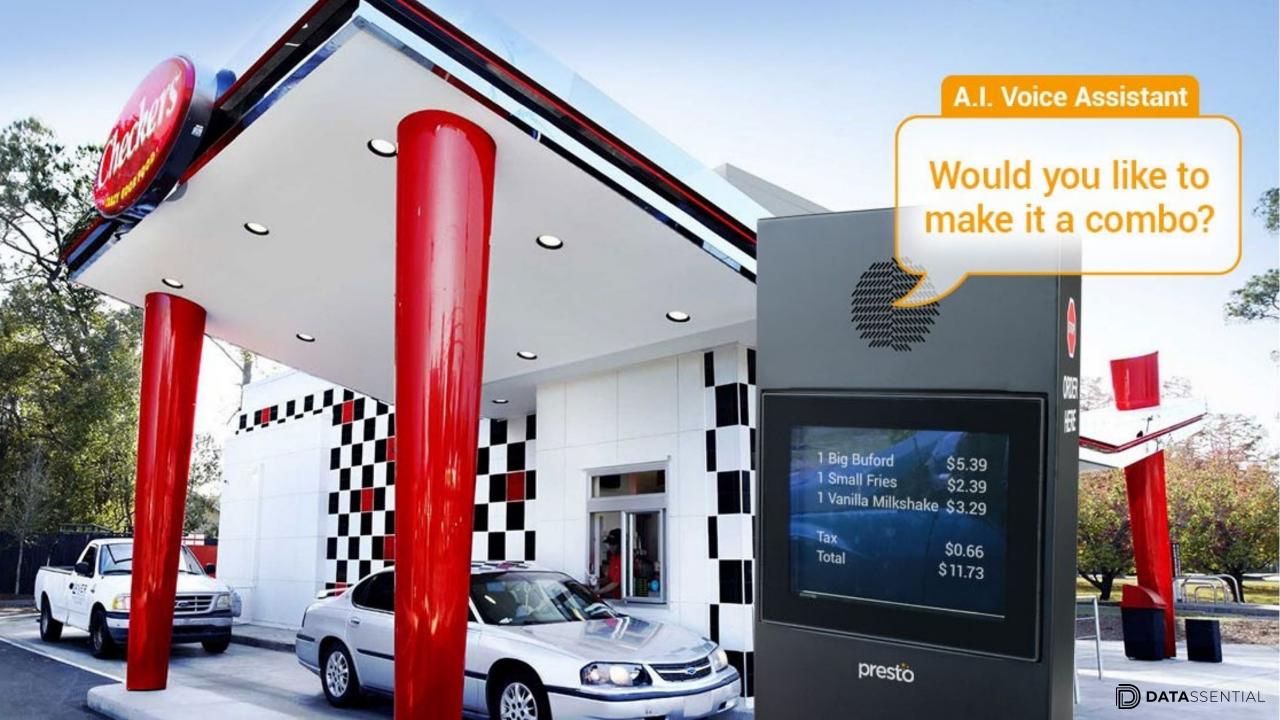


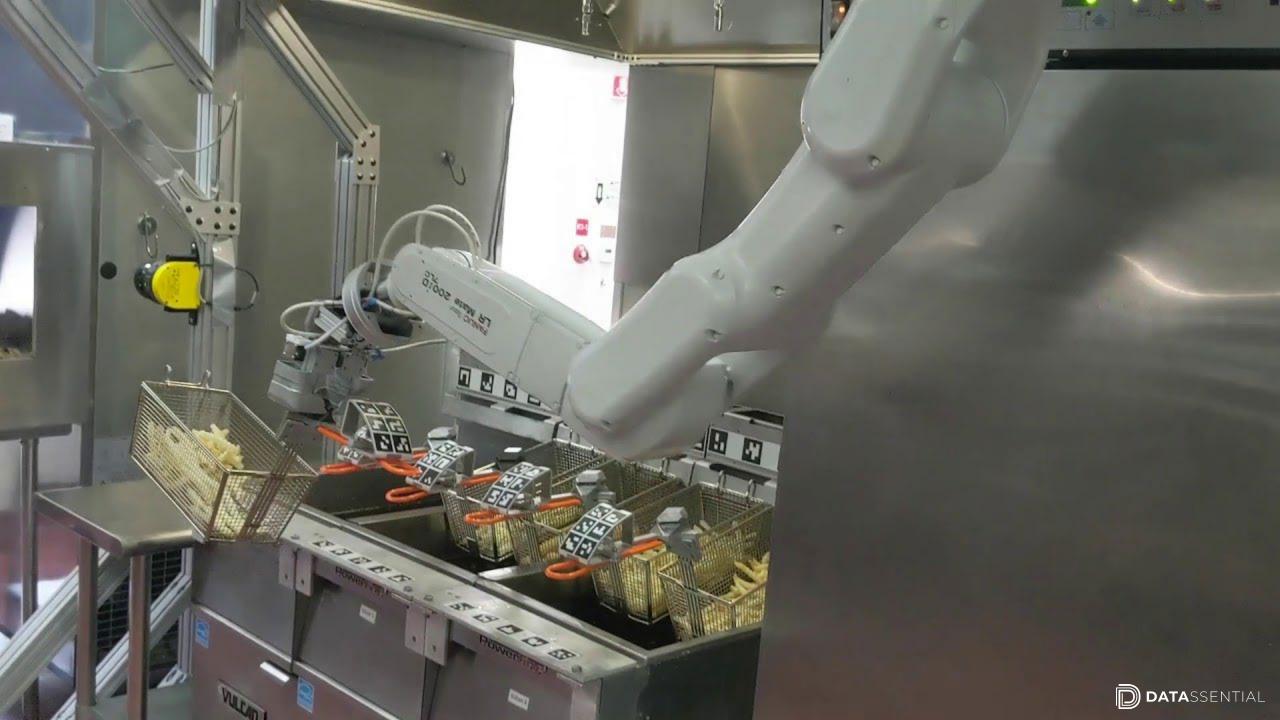
Entree	Price	PCYA
Chicken	\$ 11.89	+10%
Beef	\$ 12.74	+7%
Seafood	\$ 14.95	+7%
Pork	\$ 11.54	+6%



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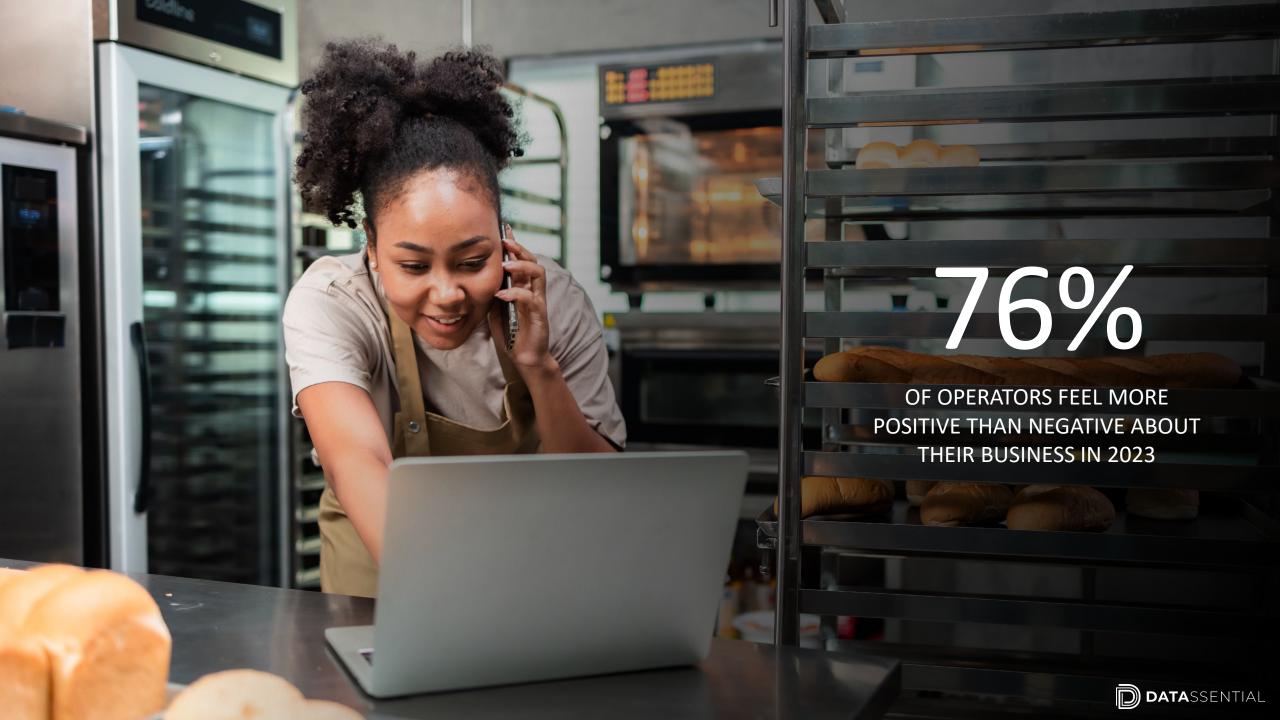






OF CONSUMERS SAY THEY FEEL
OPTIMISTIC ABOUT THE YEAR
AHEAD





32%

OF CONSUMERS SAY THEY'LL NEVER
VISIT RESTAURANTS AS OFTEN AS
THEY DID BEFORE THE PANDEMIC –
OPERATORS HAVE TO STEP UP THEIR
GAME TO WIN THEM BACK







You can mix and match endlessly, choosing from a selection of fan-favorite preparations, including Parrot Isle Jumbo Coconut Shrimp, Walt's Favorite Shrimp, Garlic Shrimp Scampi, and a Grilled Shrimp Skewer and is accompanied by a choice of side and unlimited Cheddar Bay Biscuits.

**DATA**SSENTIAL



Purchase Intent 71%

Draw 66%





## LOBSTER BITES AND FISH PLATTER

Pair Lobster Bites with batter-dipped, wild-caught Alaskan Pollock with the Lobster Bites and Fish Platter with two sides and two hushpuppies.



#### FIRST WATCH

SHRIMP & GRITS
Sautéed Cajun shrimp and andouille sausage cooked
Lowcountry-style with chicken stock, house-roasted tomatoes, onions, green bell peppers and scallions atop Bob's Red Mill Cheddar Parmesan cheese grits. Served with artisan ciabatta toast.

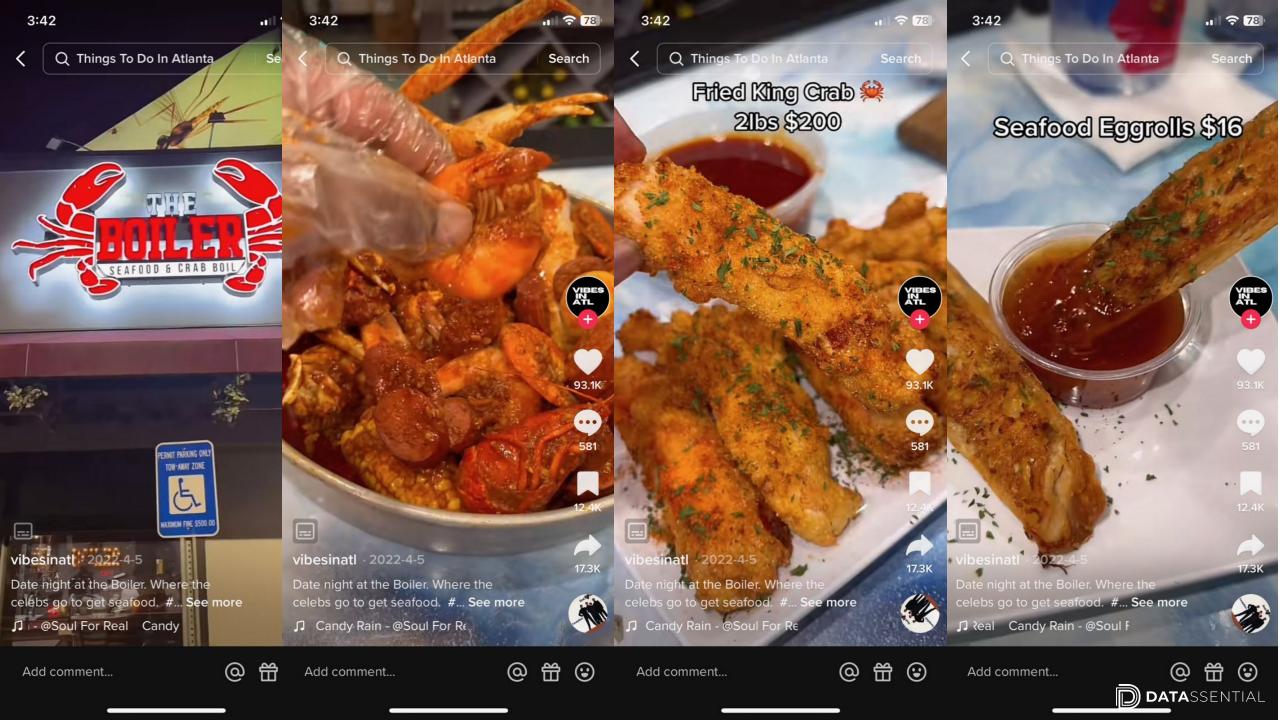


Purchase Intent 43% Draw 60%









# 67%

OF GEN Z HAS TAKEN A VIDEO OF A DISH AT A RESTAURANT OR MEAL AT HOME







### smoked tuna \$34

avocado, cucumber, marinated tuna, pickled radish, hackleback caviar



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avocado, cucumber, marinated tuna, pickled radish, hackleback caviar





















HOME » PROTEINS » PERCH

Flavor

#### **PERCH**

found on 1.2% of restaurant menus

export results

(n = 2.162)

MAC STAGE PROLIFERATION

26% Love or Like It 62% Know It 35% Have Tried It Most popular with A

Most popular with African Americans, Midwest, Boomers.



SHOW

RAW NORM

versus ALL FOOD & BEV ➤









How often do you have...



declining





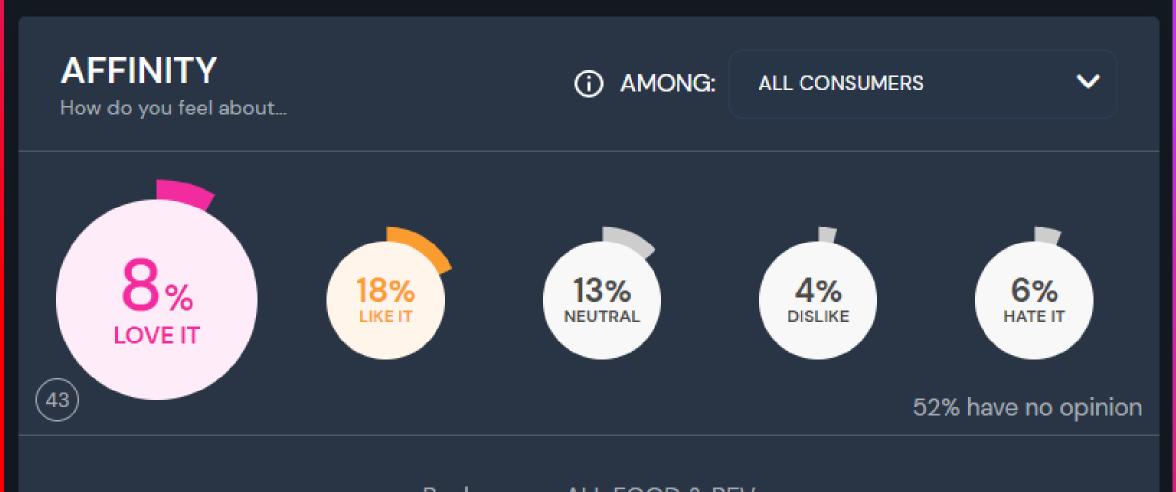


#2315 of 4190

Rank among ALL FOOD & BEV #2337 of 4190

Rank among ALL FOOD & BEV #2887 of 4190

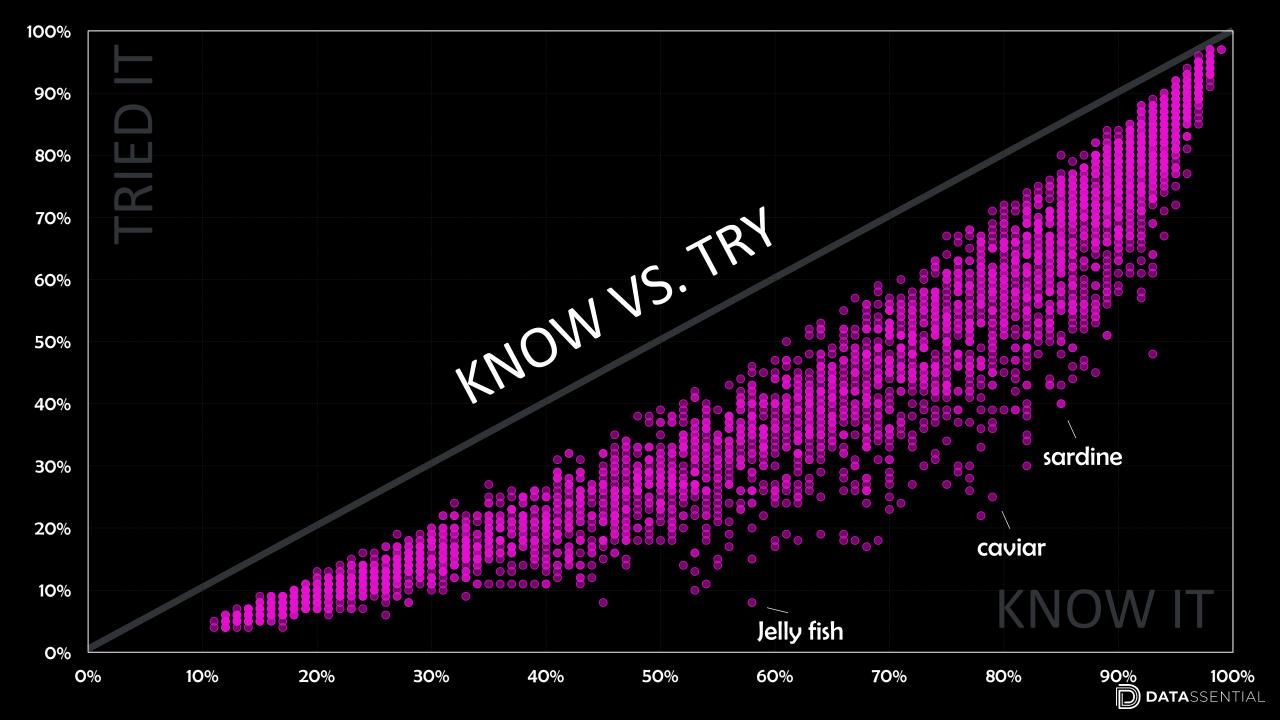




Rank among ALL FOOD & BEV #2405 of 4190

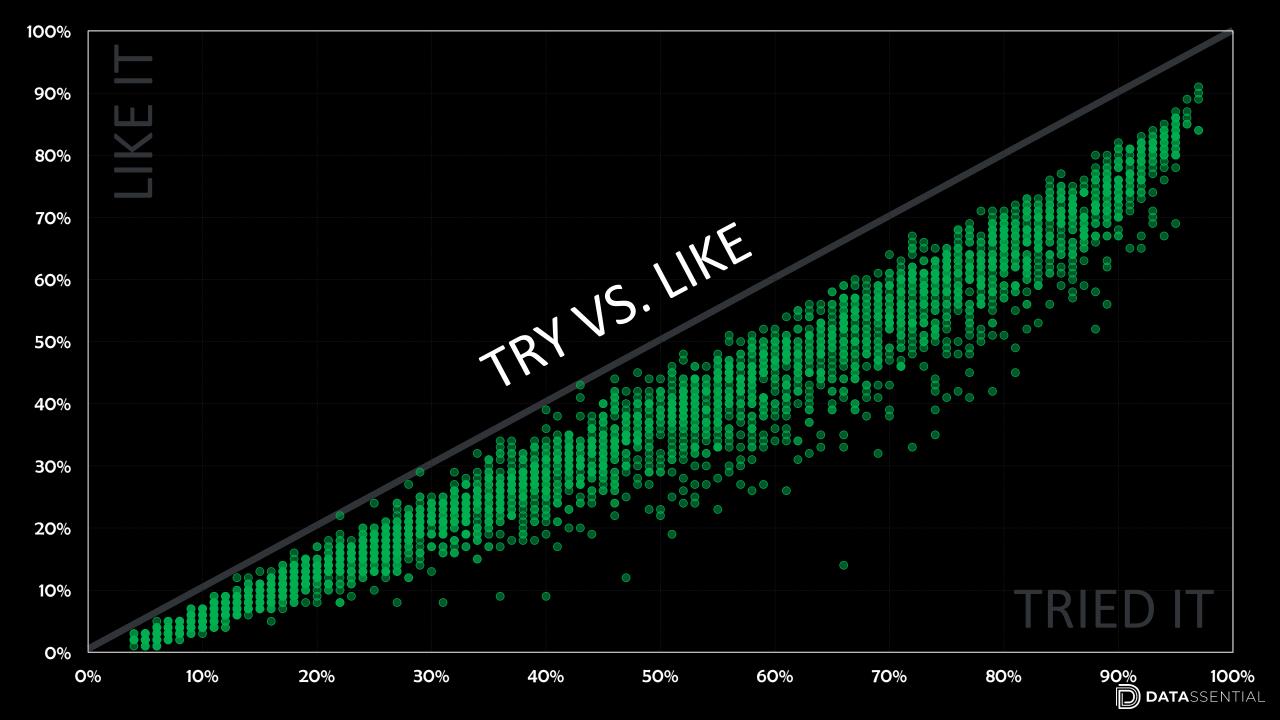


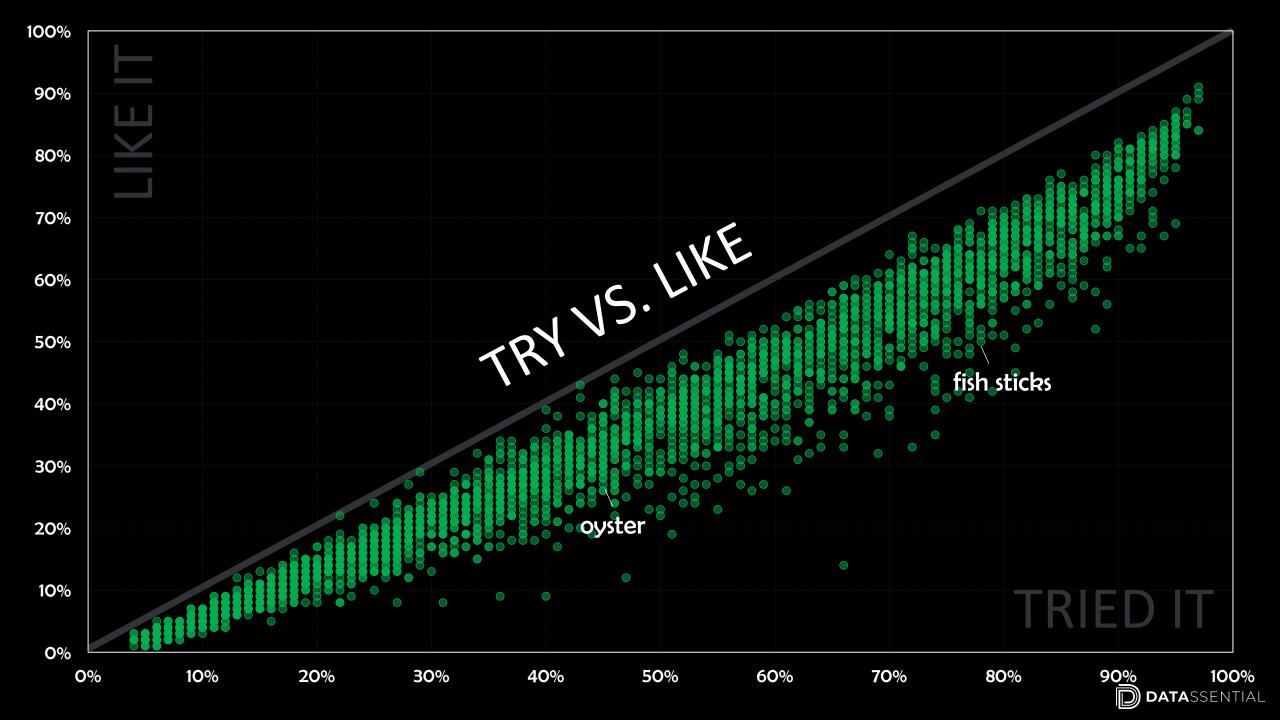














## High Trial Conversion High Affinity Conversion

... but with lots of whitespace to grow AWARENESS











lobster mac n cheese

**VOLUME** 

**EXCITEMENT** 

bacon wrapped shrimp

inception

fine dining, mixology, earliest stage

adoption

trendy restaurants + specialty grocers

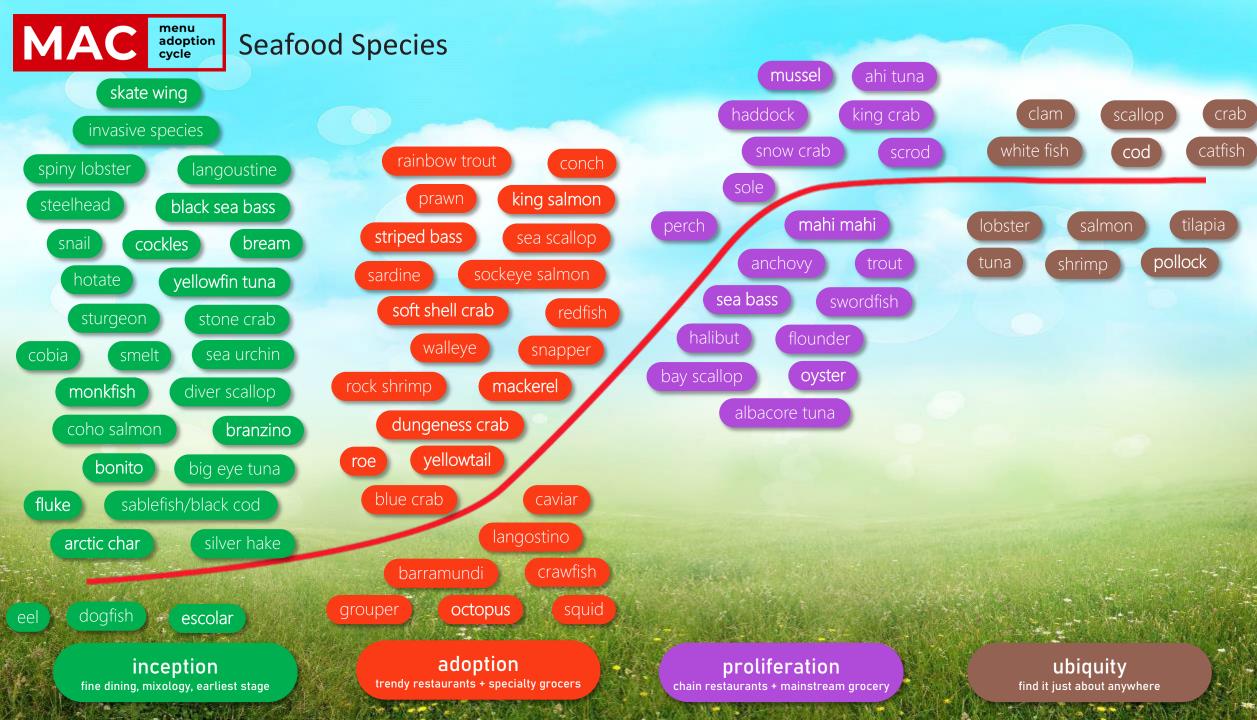
proliferation

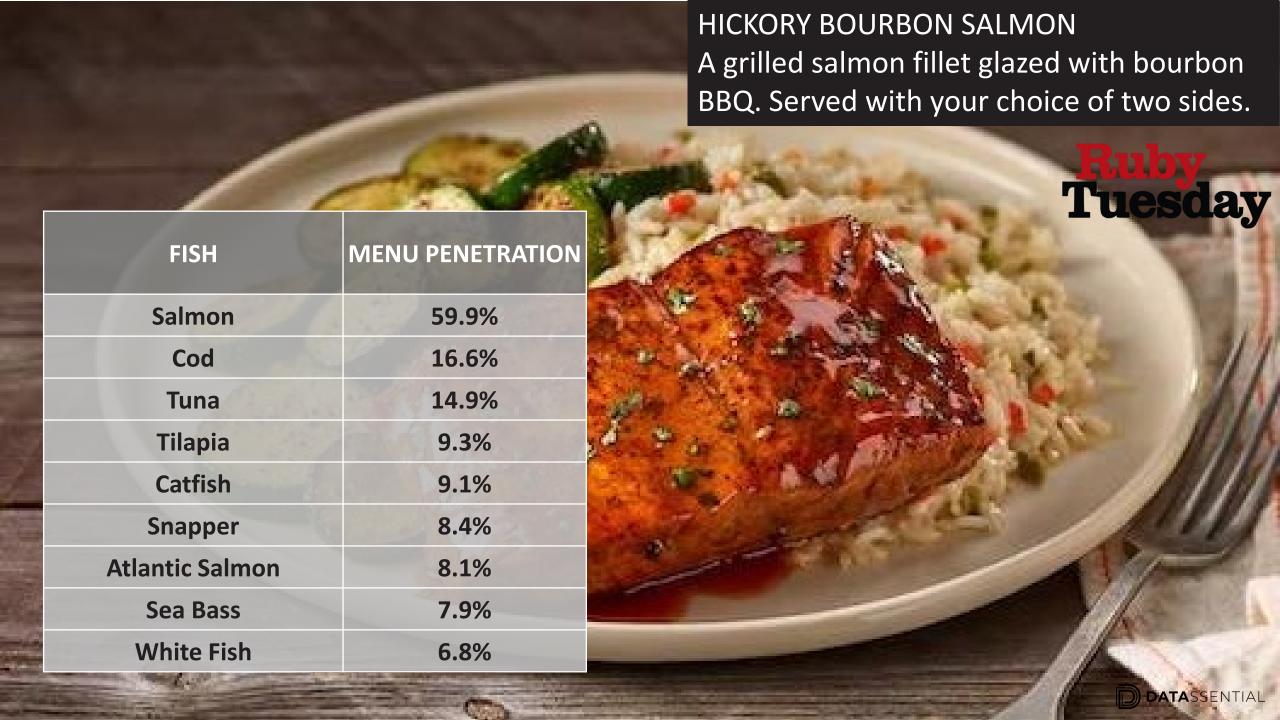
chain restaurants + mainstream grocery

ubiquity

find it just about anywhere









## 3 PIECE COD PUB BASKET Three pieces of battered cod served with slaw and a side of fries.



FISH	MENU PENETRATION	4 YEAR TREND
Alaskan Cod	1.5%	+36%
King Salmon	2.4%	+33%
Norwegian Salmon	1.6%	+26%
Scottish Salmon	1.8%	+12%
Branzino	4.2%	+7%
Chilean Sea Bass	3.6%	+6%
Alaskan Halibut	1.1%	+5%
Cod	16.6%	+3%
Eel	6.0%	+3%
Salmon	59.9%	+3%



SHELLFISH	MENU PENETRATION	
Shrimp	87.3%	
Scallop	29.4%	
Crab	28.6%	
Lobster	16.6%	
Clam	11.6%	
Squid	10.6%	
Mussel	10.2%	
Prawn	9.0%	
Calamari	8.1%	
Octopus	7.1%	
	. 63	



BAKED STUFFED SHRIMP
Jumbo shrimp filled with seafood stuffing and baked to perfection.
Served with two sides.





## BAR HARBOR LOBSTER BAKE

Petite Maine lobster tails, split and roasted, with shrimp, bay scallops, mussels and fresh tomatoes. Served over linguini in a garlic and white wine broth.

## WHAT CONSUMERS LOVE ABOUT RESTAURANTS:









**Questions** & Answers?

