



# LET'S GO LTOS!

## LIMITED TIME OFFER INSPIRATION FOR LIMITED SERVICE RESTAURANTS

Your consumers' taste buds change with the seasons, and they're always looking for new, exciting flavors and menu items to try. Unique, temporary menu items create buzz and encourage consumers to visit your restaurant before they miss out. Limited time offers are also a great way to increase traffic. Here's some inspiration to get you started!

**THE AVERAGE LTO CAN BOOST SALES BY UP TO 20%.<sup>1</sup>**



Chocolate Dipped Churro Donut

**81%**  
OF CONSUMERS SAY THEY'RE MORE LIKELY TO VISIT AN ESTABLISHMENT DURING AN LTO PERIOD.<sup>1</sup>

Grape Dirty Soda with On Top® Soft Whip



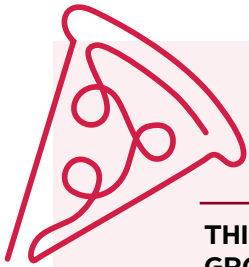
Chicken Bacon Ranch Pizza on Fresh 'N Ready Oven Rising Sheeted Pizza Dough



**+64%**  
4-YEAR GROWTH RATE FOR BACON RANCH PIZZA VARIETIES.<sup>2</sup>

# Pizza

America's most admired food and a menu staple, pizza has become a canvas for creations beyond the traditional cheese and pepperoni. From regional takes to sweet and savory topping combos, consumers are excited by new pies on the menu!



## SWICY (SWEET MEETS HEAT)

63% OF CONSUMERS LIKE OR LOVE SWEET AND SPICY CONCEPTS.<sup>4</sup>

THICK CRUST IS ONE OF THE FASTEST GROWING PIZZA TRENDS, WITH A **+113% 4-YEAR GROWTH RATE.<sup>2</sup>**

STRAWBERRY APPEARED IN **125 LTOS**, NEW MENU ITEMS AND RETURNING MENU ITEMS AT MAJOR CHAINS LAST SPRING.<sup>3</sup>



Strawberry Balsamic Pizza on 16" Fresh 'N Ready Oven Rising Sheeted Pizza Dough

Hot Honey Pizza on Fresh 'N Ready Oven Rising Sheeted Pizza Dough



HOT HONEY IS THE FASTEST GROWING PIZZA SAUCE/FLAVOR WITH **+430% 4-YEAR GROWTH RATE.<sup>2</sup>**

Buffalo Chicken Pizza on Detroit Style Pizza Crust



DETROIT STYLE PIZZA IS EXPECTED TO SEE **+169% 4-YEAR MENU GROWTH.<sup>5</sup>**



# Sweet Snacking

Sweets and desserts lend themselves to seasonality. Excite indulgent impulses all throughout the day with LTOs made for sweet teeth.

**56%** OF CONSUMERS' LAST DESSERTS WERE SNACKS.<sup>6</sup>




GEN Z'S #1 SNACK MOTIVATOR IS **INDULGENCE**.<sup>7</sup>



**48%** OF CONSUMERS LOOK FORWARD TO A SEASONAL OR LTO DESSERT FROM A SPECIFIC RESTAURANT EVERY YEAR.<sup>6</sup>

Christie Co. Chocolate Chunk Baked Cookies Topped with Mint Chocolate Chip, Strawberry and Caramel Bettercreme

 **DRESS YOUR COOKIES FOR THE SEASON!**

**CHOCOLATE CHIP/CHUNK IS THE MOST POPULAR COOKIE VARIETY.**<sup>9</sup>

**1 IN 5** AMERICANS EAT MORE THAN THREE COOKIES PER DAY.<sup>10</sup>



S'MORES IS THE FASTEST GROWING FLAVOR ON COOKIE MENUS WITH **+120%** 1-YEAR GROWTH RATE.<sup>8</sup>

COOKIES ARE THE **MOST POPULAR** DESSERT VARIETY SERVED AT QSR AND FAST CASUAL RESTAURANTS.<sup>8</sup>

Frozen Peanut Butter S'mores Cookie Sandwich with Everyday Peanut Butter Cookie Dough and On Top Mallow® Whipped Topping

**70%** OF GEN Z LOVES CHURROS.<sup>11</sup>



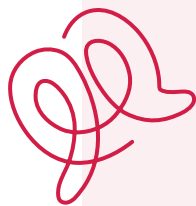
Churro Bites with Maple Syrup

DONUTS WITH **UNIQUE TWISTS** WERE THE TOP-PERFORMING PASTRY/BAKERY ITEM LAST YEAR.<sup>11</sup>



# Savory Snacking

Capture salty cravings and draw adventurous eaters alike with unique LTO apps, add-ons or even snack-sized portions of popular meals!



**78%** OF OPERATORS SAY THAT SNACKS ARE PROFITABLE.<sup>12</sup>

**66%** OF CONSUMERS SAY ANYTHING CAN BE A SNACK.<sup>12</sup>



**97%** OF CONSUMERS WOULD TRY A NEW SNACK UNDER THE RIGHT CONDITIONS.<sup>12</sup>

Fried Cheese Dippers and Sriracha Ranch Sauce with Farm Rich Mozzarella Sticks



FRIED CHEESE AND SRIRACHA IS EXPECTED TO SEE **+70%** 4-YEAR GROWTH ON MENUS.<sup>13</sup>

Jalapeño Cheddar Bacon Pull Apart Flatbread



MORE THAN HALF OF CONSUMERS LIKE OR LOVE JALAPEÑO PEPPERS.<sup>5</sup>

**80%** OF CONSUMERS LIKE OR LOVE BREADSTICKS.<sup>5</sup>

Mexican Street Corn Poppers with Cornbread Poppers



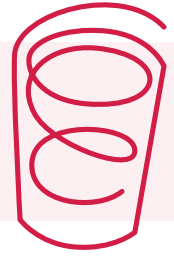
**+68%** OVER THE PAST DECADE, FAST CASUAL RESTAURANTS HAVE SEEN THE MOST GROWTH IN PENETRATION OF MEXICAN DISHES<sup>14</sup>

MEXICAN STREET CORN (ELOTE) HAS A **+215%** 4-YEAR GROWTH RATE ON QSR MENUS.<sup>5</sup>

# Beverages

Non-alcoholic beverages are by far the most popular category for LTOs, with 749 total LTO introductions last year. Maximize this huge opportunity with exciting, buzzworthy beverages, from seasonal coffees and teas to specialty sodas and fruit smoothies.

THE PROJECTED CAGR GROWTH OF THE SMOOTHIE MARKET FROM 2024-2033 IS **+9.4%**.<sup>15</sup>



OAT MILK HAS A **+50%** YOY GROWTH ON LSR BREAKFAST MENUS.<sup>16</sup>

MATCHA LATTES ARE EXPECTED TO SEE **+93%** 4-YEAR GROWTH.<sup>17</sup>

Matcha Latte with On Top Oat Milk Soft Whip



Strawberry Coconut Cooler with On Top® Soft Whip

THE TOP PERFORMING BEVERAGE LTOs LAST YEAR WERE FRUIT-FORWARD DRINKS.<sup>17</sup>

**88%** OF CONSUMERS LIKE OR LOVE STRAWBERRY.<sup>5</sup>

**54%**

**OF CONSUMERS HAD ICE CREAM OR A SHAKE AT LEAST 1X IN THE LAST WEEK.<sup>6</sup>**



f'real by Rich's Blend & Serve Oreo Shake



Peanut Butter Banana Protein Shake with f'real by Rich's Made to Order Shake Base



**PROTEIN/ ENHANCED BEVERAGES, +12% IN INCIDENCE YOY.<sup>18</sup>**



**DRIVE PROFIT MARGINS WITH ON TOP® BEVERAGE TOPPINGS FOR SIMPLE YET IRRESISTIBLE UPSOLLS!**

**83% OF CONSUMERS LIKE OR LOVE OREO.<sup>6,5</sup>**

<sup>1</sup>Datassential, 2024   <sup>2</sup>The World of Pizza, Datassential, 2024   <sup>3</sup>Datassential Launches & Ratings, 2024   <sup>4</sup>Datassential Trend Wire, 2024   <sup>5</sup>SNAP! Datassential, 2024   <sup>6</sup>SNAP! Datassential Desserts Keynote, 2023   <sup>7</sup>Datassential 'Snack Trend' FoodBytes, 2023  
<sup>8</sup>Datassential Cookie Trend Report, 2024   <sup>9</sup>Datassential Cookies Custom Trend Report 2024   <sup>10</sup>Boost 'American Love of Cookies' Report, 2023   <sup>11</sup>Datassential Donut & Breakfast Pastry Trend Report, 2024   <sup>12</sup>SNAP! Datassential Snacking Keynote, 2023  
<sup>13</sup>Datassential Appetizer Report, 2024   <sup>14</sup>Datassential 'The World of Mexican Food,' 2024   <sup>15</sup>Precedence Research, 2023   <sup>16</sup>New Now Next Menu Trends to Watch 2024, Technomic   <sup>17</sup>Datassential Non-Alcoholic Beverage Trend Report, 2024  
<sup>18</sup>Q1 2024 Technomic C-Store Consumer Market Brief



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