**Sandwiches**

are a leading entree on chain menus with 42% of consumers ordering them away from home once a week or more.

One of the leading purchase drivers for deciding where to purchase a sandwich is value.

While value can mean a variety of things, a common value-based tool is the combo meal.

**SIDES**

The most popular sides are french fries, potato chips and onion rings, but forward-thinking restaurants are offering better-for-you, vegetable-forward sides, too.

26% of consumers say it’s important for restaurants to offer plant-based sides.

Take inspiration from these recent menu additions:

- True Food Kitchen’s® Roasted Brussels Sprouts
- Chick-fil-A’s® Superfood Side (Broccolini, kale, maple vinagrette, dried cherries and roasted nuts)
- Red Robin’s® Zucchini Fries

**SANDWICHES**

When asked what they’d like to see more of:

- Variety in sandwich choices: 45%
- Healthy sandwiches: 42%
- Sandwiches with new or unique flavors: 39%
- Ethnic sandwiches: 31%

**DRINKS**

Fountain soda, bottled water and bottled soda are the three most popular beverages purchased with lunch combos, but operators can offer premium options for those who want a special treat, such as specialty coffee drinks, smoothies, fresh-squeezed/pressed juices and more.

Some of the fastest growing beverages on limited-service menus include:

- Flavored water: +19%
- Frozen blended tea: +18%
- Frozen blended coffee: +13%
- Iced coffee: +9%

And consumers say they’re ordering more of these drinks than they used to:

- Kombucha/shrubs: 55%
- Coconut water: 42%
- Cold/iced or blended coffee: 39%
- Smoothies: 38%
- Hot specialty coffee: 37%

Check out these tasty sips from chains around the country:

- Sonic Drive-In® offers a variety of combo ready drink choices including soft drinks, signature limeades, slushes, iced teas, hand-mixed shakes, blasts as well as the chain’s signature Ocean Water, a bright blue, lemon-lime drink with a hint of coconut flavor.
- Panera® offers several types of lemonade, smoothies and frozen coffees, as well as hot coffee, cold-brew coffee, tea, juice and more.

**Serves with confidence.**

**Butterball® Foodservice**

34% of consumers say chain restaurants offer very similar sandwiches.

**Combos**

Combo meals should reflect current trends and consumer preferences. Stand out from the crowd with these tips related to sides, sandwiches and drinks.