

**FEED THEIR**



★ **LOVE** OF THE **GAME** ★



FOODSERVICE  
SOLUTIONS



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# INTRODUCTION





**At home or at their local hangout, fall sports fans come together around their favorite teams — and their favorite foods. Indulgent, fried foods top that list.**

But because they see sports as a social event, many fans are looking for more than their usual order. They're looking for spaces and menu items that lean into socializing.

**To win this fall, operators need to be mindful of:**

- How sports positively influences socializing and dining
- Changes in how and where people gather
- The demand for indulgent ingredients and bold flavors
- Age groups that identify as super fans

With those factors in mind, we've crunched the trends and plating strategies that will help you win big with sports fans this season. Game on!



**21%**

**Average increase in check sizes when fans are watching live sports.<sup>1</sup>**



# THE APPETITE FOR SPORTS IS BIGGER THAN EVER

Why tailor your fall menu and promotions to sports fans? It's a great way to capture the dollars of sought-after adults ages 18–44, for starters.



## MEET YOUR SUPER FANS — MILLENNIALS AND GEN Z

**72%** of Gen Z and a whopping  
**82%** of Millennial fans rate their  
fandom at a seven or higher.<sup>2</sup>

While these super fans are still cost conscious, they'll scrimp in other areas to save for experiences. And for them, watching sports with friends and family is a frequent and favored social experience.



## 4-5 hrs.

PER WEEK

Fan average viewing hours of sports.<sup>3</sup>





TREND

01

# CLASSICS WITH A TWIST

Updated classics are still going strong. Dial up the sports and appeal to Gen Z and Millennial super fans with a fresh take on stadium nachos. Serve on a platter for season openers or rivalry games. Go big with specialty containers like helmets.



## HOW DO YOU CREATE YOUR OWN CLASSIC WITH A TWIST?

1 part classic  
comfort food + 1 part  
twist

= **UNEXPECTED COMBINATION**



### START WITH YOUR CLASSIC (LIKE POUTINE).

Then think about what your twist could be based on existing menu items. Already have pulled pork or brisket on the menu? That's the perfect opportunity to top Anchor® Breaded Wisconsin Cheese Curds with meat and a drizzle of sauce to create your very own Southern Poutine.



## ★ MENU IDEA ★

### CHILI CHEESY CURD NACHOS

Top tortilla chips with chili con carne, guacamole, Anchor® Breaded Wisconsin Cheese Curds, sour cream and Pico de Gallo.



## SXSW BRISKET NACHOS

Sprinkle McCain® SureCrisp® Skin-On Waffle Fries with a BBQ rub, then top with slow cooked brisket, roasted red onion, dill pickle chips and scallions.



## PUB PICKLE NACHOS

Anchor® Breaded Dill Pickle Spears loaded with chili, queso, sour cream and jalapeños.



**PRO TIP**

# THINK BIG TO FEED THEIR FANDOM

Watching sports is a group activity. Feed into that with larger portion sizes and creative plating. Then dial it up even more by giving your creations sports-inspired names.

## BUCKET OF BRATS

McCain® SureCrisp® Skin-On Fries 3/8", Brew City® Beer Battered Thin Cut Onion Rings and a skewer of brats in a bucket make for a fan-approved experience.



## ★ OTHER WAYS TO DIAL UP THE DRAMA ★



### BRING THE HEAT HOT DOG TOWER

The classic seafood tower becomes a value meal. Fill the top tier of the tower with fries and the bottom tier with coney-sized hot dogs.



### HAT TRICK BURGER

Pile on Anchor® Breaded Dill Pickle Spears and Anchor® Breaded Wisconsin Cheese Curds on a burger for fans that want to split an entree — or go solo.

# IT'S MORE THAN SPORTS. IT'S A SOCIAL OCCASION

Sports unites people. Not just around their favorite teams, but also around their favorite foods. Appeal to sports fans' social nature with menu ideas that combine experimentation and shareability. Appetizers are a natural, with people saying they're more likely to always order an app (26%) than alcohol (18%) or dessert when going out.<sup>4</sup>



**Fries and apps** crush the competition, coming in as the top shared menu items for sports viewing.<sup>5</sup>





TREND  
**02**

# SOCIAL SHAREABLES

Plating is a big part of creating a fan-friendly experience. Inspired by craft beer and wine flights, food flights continue to be a hot search item for consumers when choosing a restaurant. Spurred on by big chains, "build your own" appetizer platters are also popular.

**300%**

increase in searches  
for "food flights" in  
the last five years.<sup>6</sup>

## ★ MEET OUR FIRST ★ ROOKIE SENSATION

### ANCHOR® CHEESY DIPPERS

- Tempura-battered for a crispy exterior
- Creamy three-cheese blend (cheddar, Asiago and pecorino)
- More pieces per serving than traditional mozzarella sticks



## ★ MENU IDEA ★

### 3X A WINNER CHEESE BOARD

Go for different textures and shapes. Load a platter with Anchor® Cheesy Dippers,, Anchor® Battered Mac & Cheese Wedges™ and Anchor® Poppers™ Original Cream Cheese Breaded Stuffed Jalapeños. Pair with gochujang BBQ, Thai sweet chili and kimchi mayo for dipping.



## BIG BITES FLIGHT

McCain® SureCrisp® Skin-On Fries 3/8",  
Anchor® Breaded Dill Pickle Spears  
and Anchor® Spicy Breaded Wisconsin  
Cheese Curds with a trio of sauces.



## ALL STAR SAMPLER

An indulgent mix of McCain  
fries, appetizers and dipping  
sauces. Or let customers mix &  
match to add in their favorites  
for an upcharge.



# GET CREATIVE TO ENCOURAGE EXPERIMENTATION

Big portions aren't the only way to make a lasting impression. Tasting portions allow customers to try new flavors and fall menu items without having to order a full serving. It also helps you eliminate risk as you try new menu ideas.



## TEENY 'TIZERS

- Smaller, sharable portions encourage trial
- Helps optimize value by delivering variety for cost of entree



## SNACK FLIGHTS

- A pint-size version of the trend
- Easy to add unique dips and dustings
- Works well with a mix & match offer
- Minimal BOH effort



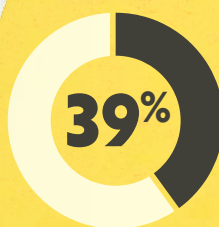
## BITE-SIZE TAKEAWAY KITS

- Portable portions of sliders, wings, tenders plus SureCrisp® fries
- Allows consumer to sample on-the-go



# AT HOME OR ON THE ROAD, TAKEOUT IS A WINNER

No surprise here. Take-out and delivery is a trend that isn't slowing down anytime soon. And with 74% of football fans choosing to watch games at home — and large numbers of other sports fans, too — fall is a great time to rethink your take-out offerings to ensure your menu items hold up to consumer demand.<sup>7</sup> And the demands of delivery times.



of sports fans order delivery when hosting at home.<sup>8</sup>



## A CUT FOR EVERY FAN

Waffle, straight, thin, skin-on, curly. Find your preferred SureCrisp<sup>®</sup> cut, all with 30 minutes or more of hold time to satisfy crispy fry lovers.





TREND  
**03**

# QUALITY TAKEOUT

Thanks in no small part to the rise of coated fries like SureCrisp®, consumers are ordering more delivery fries than ever. Fries are even the number one delivery item on DoorDash.<sup>9</sup> To meet the demand, operators need to maintain quality — starting with choosing the right fry and packaging it so moisture doesn't build up in the container.



of Gen Zs and Millennials use takeout or drive-thru at least weekly.<sup>10</sup>

## ★ MEET OUR NEXT ★ ROOKIE STANDOUT

### McCain® SURECRISP® SEASIDE FRIES

- Boardwalk-inspired seasoning of black pepper, sea salt and garlic
- 30-minute hold time for delivery or in-house loadability
- Perfect for an at-home watch party, tailgate or dine in



## ★ MENU IDEA ★

### DAY AT THE PARK SEASIDE FISH & CHIPS

Go all in on the coastal vibe  
with McCain® SureCrisp®  
Seaside Fries.





## ALL-AMERICAN SEASIDE SLIDERS

Pair everyone's favorite burger with new  
McCain® SureCrisp® Seaside Fries for a taste  
of summer all year long.



## 360° SLAM DUNK NASHVILLE HOT FRIES

Toss McCain® SureCrisp® Skin-on Spiral  
Fries in Nashville hot seasoning and  
drizzle with hot honey and bacon. For  
delivery, send the hot honey as a side.



# BRING ON BUNDLEMANIA

Simplify ordering and prep time with curated to-go bundles that elevate off-prem gatherings.

These can be a sales-boosting win for both in-restaurant customers and delivery and take-out loyalists.



## TAILGATE BUNDLES

Make pre-gaming easier and more fun with appetizer and fry bundles. Think fan favorites like wings, chicken strips and sliders paired with SureCrisp® Fries.



## GAME NIGHT MEAL KITS

Bring the concession stand to the front door with DIY meal kits that strike a perfect balance of customization and convenience. Loaded fries with toppings packed separately ensures fries don't get soggy.



## FLAVOR FLIGHTS

Pack different seasoned or cuts of fries in sleeves and pair with containers of dipping sauces to give your customers the ultimate game night hosting hack.





# SPORTS FANS LIKE IT SPICY

Like all consumers, sports fans are increasingly looking for diverse flavors and dishes. They'll still reach for their favorites like burgers, pizza and hot wings, but they want to be able to explore flavors from Korean, Thai and other global influences.

Dips, sauces and seasonings are an easy way to introduce hot and spicy global flavors to your menu. A simple drizzle of chili crisp can add a sought-after and trending taste to a range of dishes.

That doesn't mean spicy global flavors are the only way to bring "new" to the menu. Taking favorites from across North America is a great way to refresh your fall sports menu. Think twists on Canadian poutine or elote fries, a twist on a Mexico City street food.



**82%**

of consumers are drawn to foods and beverages with hot and spicy flavors.<sup>11</sup>





# GLOBAL & REGIONAL FLAVORS

A whopping 59% of Millennials plus 46% of Gen Xers and 48% of Gen Zers are more likely to try new flavors than they were just three years ago.<sup>12</sup> By delivering on one trend, you can capture the interest and taste buds of people ages 12 to 60. Our menu inspirations will take you from the Guizhou province of China to a city near and dear to us, Chicago.



**Almost half** of Gen X and Gen Z are more likely to try new flavors.

## ★ MEET OUR ★ ROOKIE SENSATION

### BREW CITY® BEER BATTERED POTATO WAVES

- Crispy outside and fluffy inside for a surprising texture treat
- Levels up menu items whether used as an elevated side, entree or sandwich topper
- The perfect canvas for global seasonings and ingredients



## ★ MENU IDEA ★

### **SUNRISE SKILLET WITH CHILI CRISP**

Brew City® Beer Battered Potato Waves topped with scrambled eggs, bacon, breakfast sausage, melted cheddar cheese and a drizzle of chili crisp. Serve with a side of chili crisp for fans that like it hotter.



## CHICAGO HOME RUN FRIES

McCain® SureCrisp® Waffle Fries lightly seasoned and topped with cheese sauce, mild Italian sausage, Chicago-style beef and mild giardiniera.



## SPICY MOZZA BAO

Anchor® Italian Breaded Mozzarella Sticks on olive oil-brushed, steamed bao bun stuffed and served with sambal marinara. Topped with Parmesan cheese, green olives and herbs.

**PRO TIP**

# THINK LTOs TO REDUCE RISK

Limited-time offers (LTOs) rev up fall crowds and increase the FOMO factor. It's a low-risk way to test out new menu ideas, boost game day traffic and fuel sales.



## START WITH BACK-OF-HOUSE EFFICIENCY

Using prepared products like a cheese appetizer or fry as the base of your dish is a smart starting point. Then look at your menu and see what you can top it with to create an efficient LTO.



## BRING IN DIPS AND SEASONINGS

Adding global seasonings and dipping sauces to classic menu ideas is a fun way for guests to explore global flavors.



## COME UP WITH CREATIVE NAMES

Take new or previous standout LTOs and rename to attract sports fans. Simple sports phrases like Touchdown, Hat Trick, Bases Loaded and All Star paired with descriptive menu names like Nachos, Burger, Flight, Chicken Sandwich and Appetizer Platter can all help you drive traffic and increase check sizes.

# YOUR MENU IS ONLY PART OF THE EXPERIENCE



## YOUR STAFF

Creating a space that's sports-friendly starts with your staff. If you haven't already:

- Consider what you can do to make game day (or the whole season) fun with special T-shirts.
- Create staff contests to make sure menu specials are being promoted.
- If you have super fans on your staff, feature them on your social to rev up the crowd before game day.



## YOUR SPACE

The front door. The take-out counter. The corner booth. Show your love of sports (and fans) by decking out your space. Make sure to include flyers with to-go and delivery orders to cross-promote dine-in events and specials.



## YOUR MARKETING

If you tune in on game days, don't forget that your site, restaurant listing services, ordering services and review-based apps should include "sports" and "TV."

Also consider your posting cadence. Game day posts are great but to feed their fandom, post:

- Ahead of big rivalry games
- After big wins
- The day or two before to promote special menu items









# CREATE A = SEASONAL = SPORTS CALENDAR

Plan ahead to include not just professional and college sports, but local and youth sports. Then think about how you can stand out and draw a crowd.



## SEASONAL EVENTS

- Sports trivia night
- Team spirit competitions
- Local school sports nights
- Weekly sport leagues
- Fantasy Football draft and key dates



## VALUABLE PROMOTIONS

- Game night family bundles (dine-in and delivery)
- Home team victory deals
- Post-game ticket stub night



## SPECIAL CELEBRATIONS

- Pre-game parties (consider opening early)
- Youth sports parties, including start of season and end of season
- Mini tailgates & homegames — especially for takeout and delivery

# BONUS!



From McCain chefs, more ways to sportify your menu.



## **BASES LOADED BEER BATTERED POTATO WAVES**

Brew City® Beer Battered Potato Waves loaded with seasoned ground beef, chopped onions, lettuce and tomatoes. Garnished with a tangy special sauce.



## **CRAFT BEER CHEESE DOUBLE PLAY**

First, pair Brew City® Beer Battered Potato Waves tossed in a sweet & spicy BBQ seasoning paired with beer cheese dip. Next, pair Waves tossed in a smoked chipotle-mezcal seasoning with queso dip. Plate on a platter.



## **TAKE THE FIELD SEASIDE FRIES**

McCain® SureCrisp® Seaside Fries paired with malt vinegar aioli, fresh parsley, dill and a lemon wedge.



## **SLAPSHOT STEAK & POTATO MELT**

Top a toasted French roll with sliced ribeye seasoned with chimchurri spice, SureCrisp® Seaside Fries, queso blanco, green chili aioli and pickled red onions.





#### **POWER PLAY SPICY BLOODY MARY**

Get creative with your Bloody Mary and serve with an Anchor® Breaded Dill Pickle Spear. For an alcohol-free twist, create a pickle lemonade or pickle iced tea with a fried pickle spear.

#### **NASHVILLE RED ZONE PICKLE FRIES**

Anchor® Spicy Battered Pickle Fries tossed in Nashville hot chicken seasoning. Serve with ranch and honey mustard dressing.



#### **TASTES LIKE VICTORY TRUFFLE HONEY CHEESY DIPPERS**

Anchor® Cheesy Dippers drizzled with truffle honey and garnished with toasted pistachios and microgreens.

#### **HOME RUN CHEESY CAESAR WRAP**

Anchor® Cheesy Dippers tossed in a garlic-parm spice blend, layered in a toasted wrap with grilled chicken, Caesar dressing, romaine and diced tomatoes.



#### **GAME DAY FAVE MUSHROOM AND SAUSAGE FLATBREAD**

Anchor® Butter Breaded Mushrooms top a crispy flatbread pizza.

#### **TOUCHDOWN MUSHROOM PO'BOY**

Anchor® Battered Mushrooms tossed in Cajun seasoning, then topped with remoulade sauce, shredded lettuce, sliced tomatoes and dill pickles on toasted French bread.



# RECAP



**FLAVORFUL ★ SHAREABLE ★ DELIVERABLE  
GO ALL IN ON WHAT FANS LOVE.**

**WHEN IT COMES TO FALL, NOTHING HOLDS AS MUCH PROMISE  
FOR OPERATORS AS SPORTS.**

More traffic, even on days where you would traditionally be slower (thank you, Monday night football). More takeout and delivery, as fans go from work to gathering in front of the TV. And more orders of high-margin items like French fries and appetizers.





# MAKE SURE YOU'RE READY WITH THIS FALL SPORTS RECAP.

## **SPECIAL MENU ITEMS**

Create and promote sports-themed menu items across the four trends. Think about how you can give fries, cheese and vegetables a starring role using bold seasonings and dipping sauces. And remember to extend menu ideas to the at-home watch party.

## **QUALITY INGREDIENTS**

Although restaurant spending is up for the year, consumers are still cautious. Focus on high-quality ingredients and value (plate coverage). Wow-worthy shareables are a big part of this.

## **SPORTS-THEMED PROMOTIONS**

Use the calendar to your advantage to plan ahead and create promotions that appeal to professional, college and youth sports fans. Promote online, in the restaurant and with each delivery order.

## **FAN-FORWARD SPACES**

Especially during game days, the fan experience is as important as the food. Create a festive atmosphere that helps fans celebrate and socialize. Engage and energize staff for the rush with game day gear and friendly competition.





# APPETIZER & POTATO ★ ALL STARS ★

As the category leader in prepared potatoes and appetizers, we're here to support your operations with business insights, menu inspiration and quality products. Start with these new and proven winners or search for your favorites on our site.



Delight customers with unique culinary twists on familiar flavors across cheese, pepper and vegetable appetizers.

## ★ NEW! ANCHOR® CHEESY DIPPERS ★



**Anchor® Butter  
Breaded Mushrooms**



**Anchor® Breaded Dill  
Pickle Spears**



**Anchor® 3¼" Italian  
Breaded Mozzarella  
Sticks**

**Anchor® Breaded  
Wisconsin Cheese Curd**



**Anchor® Poppers™  
Original Cream Cheese  
Breaded Stuffed Jalapeños**



Set menus apart with fries, onion rings and special potato cuts made using 100% premium craft beer.



★ **NEW! BREW CITY® POTATO WAVES** ★



**Brew City® Beer Battered Ridge Steak Fries**



**Brew City® Beer Battered Waffle Fries**



**Brew City® Beer Battered Thick Cut Onion Rings**



★ **NEW! MCCAIN® SURECRISP® SEASIDE FRIES** ★



With a 30-minute hold time, coated fries are a customer favorite, whether they're ordering for delivery or dine in.



**McCain® SureCrisp Max™ Regular Fries**



**McCain® SureCrisp Skin-On Spiral Fries**



**McCain® SureCrisp Skin-On Waffle Fries**



<sup>1</sup>Deloitte Tech, Media, and Telecom

<sup>2</sup>February 2025 JHP/Technomic study

<sup>3</sup>Wegryn Enterprises, [wegrynenterprises.com/2022/03/24/report-1-in-4-americans-watch-5-hours-of-sports-weekly/#:~:text=How%20Much%20Sports%20Content%20Are,week%20comes%20to%204.17%20hours](https://wegrynenterprises.com/2022/03/24/report-1-in-4-americans-watch-5-hours-of-sports-weekly/#:~:text=How%20Much%20Sports%20Content%20Are,week%20comes%20to%204.17%20hours)

<sup>4</sup>Toast, [pos.toasttab.com/blog/on-the-line/restaurant-trends#:~:text=overall%20customer%20satisfaction-,When%20going%20out%20to%20dinner%20Americans%20were%20more%20likely%20to,Thai%2C%20check%20out%20this%20article](https://pos.toasttab.com/blog/on-the-line/restaurant-trends#:~:text=overall%20customer%20satisfaction-,When%20going%20out%20to%20dinner%20Americans%20were%20more%20likely%20to,Thai%2C%20check%20out%20this%20article)

<sup>5</sup>Bottleneck Management blog, [bottleneckmgmt.com/blog/most-popular-sports-bar-menu-items/](https://bottleneckmgmt.com/blog/most-popular-sports-bar-menu-items/)

<sup>6</sup>Door Dash, [merchants.doordash.com/en-us/blog/food-delivery-statistics](https://merchants.doordash.com/en-us/blog/food-delivery-statistics)

<sup>7</sup>Google, [trends.google.com/trends/explore?date=today%205-y&geo=US&q=food%20flights&hl=en-GB](https://trends.google.com/trends/explore?date=today%205-y&geo=US&q=food%20flights&hl=en-GB)

<sup>8</sup>Peter Mayer Insights, [petermayer.com/insights/data-us-football-fans-overwhelmingly-prefer-watching-the-game-from-home#:~:text=This%20is%20where%20our%20data,SportsBar%2FPub%3A%2028%25](https://petermayer.com/insights/data-us-football-fans-overwhelmingly-prefer-watching-the-game-from-home#:~:text=This%20is%20where%20our%20data,SportsBar%2FPub%3A%2028%25)

<sup>9</sup>DoorDash 2024 report

<sup>10</sup>Modern Restaurant Management, [modernrestaurantmanagement.com/mrm-research-roundup-to-go-trends-state-of-the-plate-and-black-market-reservations/](https://modernrestaurantmanagement.com/mrm-research-roundup-to-go-trends-state-of-the-plate-and-black-market-reservations/)

<sup>11</sup>Supply Side Food & Beverage Journal, [supplysidefbj.com/food-ingredients/trending-flavors-coming-in-hot](https://supplysidefbj.com/food-ingredients/trending-flavors-coming-in-hot)

<sup>12</sup>The Restaurant HQ, [therestauranthq.com/menus/menu-trends/](https://therestauranthq.com/menus/menu-trends/)