

SMART INNOVATION WEBINAR

Mastering the LTO Landscape





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SMART INNOVATION WEBINAR

Mastering the LTO Landscape

**LTO
Insights**

**Hone Your
Strategy**

**Unlock Secrets of
Successful LTOs**





+9%

increase

in LTO chain
introductions
since 2021.

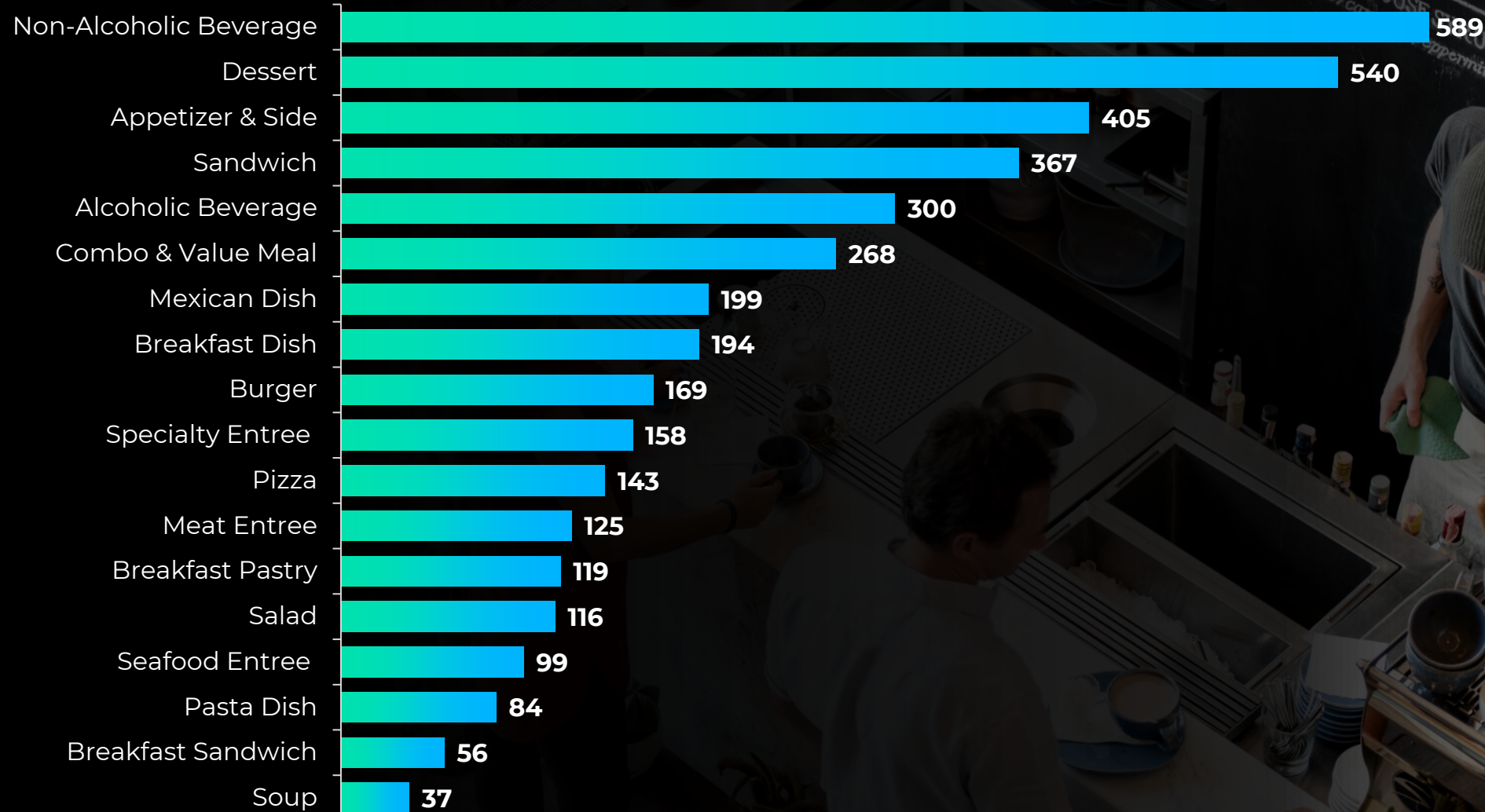


LTO Launches by Chain

	2023	2022	YoY
Starbucks	104	97	7
TGI Fridays	77	48	29
Biggby Coffee	67	19	48
Taco Bell	66	85	-19
Jack In The Box	65	36	29
Krispy Kreme	62	94	-32
IHOP	60	43	17
Ruby Tuesday	54	60	-6
Shari's	54	31	23
Tim Hortons	53	50	3
Dunkin'	52	66	-14
O'Charley's	52	50	2
Del Taco	46	36	10
Coco's Bakery	44	22	22
Buffalo Wild Wings	43	34	9
Burgerville Usa	43	31	12
Pret A Manger	43	26	17
Bob Evans	41	39	2



What item types saw the most LTO launches in 2023?





Mexican dish LTOs

have experienced the strongest increase in new item and LTO introductions since 2019.



A grid of coffee cups with latte art. The cups are arranged in a 3x5 grid. The latte art includes various designs such as hearts, leaves, and spirals. The colors of the coffee range from light brown to dark brown and green.

+65%

of consumers were motivated to visit
an operator **specifically to order an**
LTO within the past month





44%

of Gen Z

LTOs are the main way
restaurants draw attention

46%

of Millennials

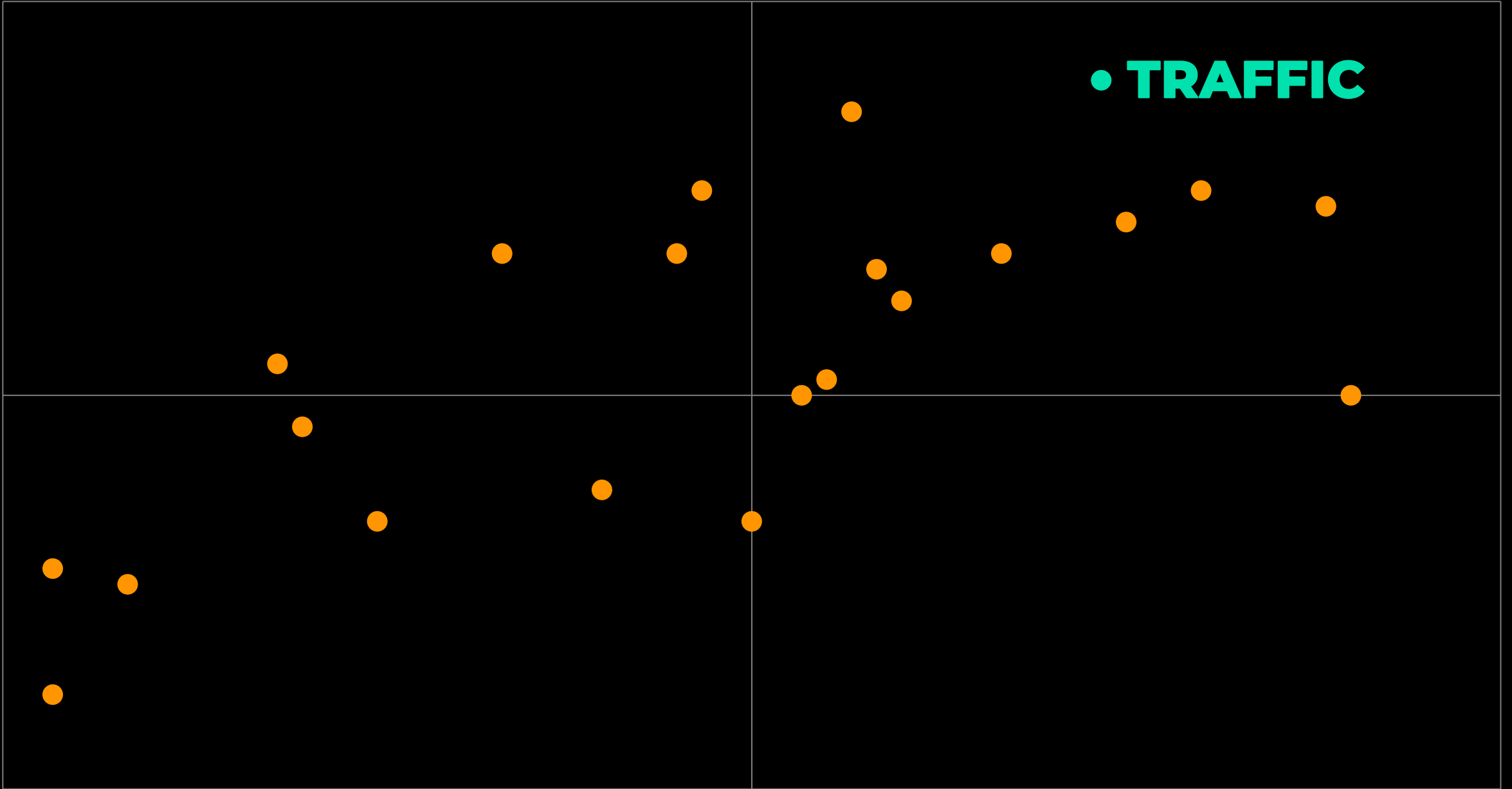
71%

of Gen Z

very likely to
return



More Challenging



More Important Objective

Generating **excitement** among customers

85%

Driving repeat **traffic**

84%

Attracting **new business**

81%

Testing possible new menu items

73%

Differentiating menu from **competitors**

68%

Top 5 Reasons for Offering an LTO





+61%

say LTOs are a profit center for their operation





67%

of operators report up to **25% more traffic** during months with successful LTOs

66%

of operators report up to **25% more revenue** generated during months with successful LTOs



A composite image featuring a coffee cup on the left with a city street scene (including a red double-decker bus) and a chocolate cake with a smiley face on the right. The background is a blurred city street. A large yellow star is on the left, and a yellow star and a yellow line graph are on the right.

4%

of LTOs released so far this year have reached the coveted **superstar** status




TOP-PERFORMING LTOs OF 2023

2023's Top-performing LTOs tended toward offering a unique or premium twist on a classic favorite. Using bases like milkshakes, pasta, pancakes, and pizza, chains mixed these dishes with unique ingredients and presentations to appeal to consumers.

Nov 2023 \$5.99

Cracker Barrel

CINNAMON ROLL PIE



Cinnamon Rolls baked into a pie crust, drizzled with sweet cream cheese icing.

🕒 Limited Time Offer


Unbranded PI: 64%	★★★★★	SCORE 83 superstar
Branded PI: 55%	★★★★	
Uniqueness: 51%	★★★★	
Frequency: 22%	★★★★	
Draw: 51%	★★★★	
Value: 51%	★★★★	

🕒 Limited Time Offer

Sep 2023 \$8.99

Fazoli's

SUPREME PIZZA BAKED PASTA



Penne pasta in signature Pizza Bake Sauce topped with mozzarella cheese and pepperoni and then baked, plus Italian sausage, bacon, and red and green bell peppers, onions, and mushrooms.

🔄 Returning Item

Unbranded PI: 58%	★★★★	SCORE 99 superstar
Branded PI: 63%	★★★★	
Uniqueness: 52%	★★★★	
Frequency: 22%	★★★★★	
Draw: 53%	★★★★	
Value: 56%	★★★★★	

🔄 Returning Item

Mar 2023 \$3.19

Denny's

STRAWBERRY PANCAKE PUPPIES



A sweet treat at its core, this shareable features bite-sized pancake rounds made with strawberries and white chocolate chips and is sprinkled with powdered sugar and served with cream cheese icing.

🕒 Limited Time Offer

Unbranded PI: 62%	★★★★★	SCORE 99 superstar
Branded PI: 53%	★★★★	
Uniqueness: 56%	★★★★★	
Frequency: 22%	★★★★	
Draw: 54%	★★★★★	
Value: 65%	★★★★★	

🕒 Limited Time Offer

Jun 2023 \$13.99

Ninety Nine Restaurant And Pub

LOBSTER FLATBREAD



Crisp flatbread glazed with a garlic lemon butter sauce topped with sweet and tender lobster meat and fresh grape tomatoes, finished with mozzarella and provolone cheeses.

🕒 Limited Time Offer

Unbranded PI: 58%	★★★★	SCORE 99 superstar
Branded PI: 62%	★★★	
Uniqueness: 63%	★★★★★	
Frequency: 25%	★★★★★	
Draw: 59%	★★★★★	
Value: 48%	★★★★	

🕒 Limited Time Offer



Top Performing LTOs of 2023

Top-performing LTOs also trended toward the rich and indulgent, with a focus on fried offerings and combining staples like bacon, fries, and hashbrowns with new toppings, flavors, and prep methods.

Oct 2023 \$6.59

Cotton Patch Cafe

SMOKEHOUSE MAPLE CHICKEN FRIED BACON



Thick-cut, crispy bacon strips, hand-breaded and southern fried, topped with an all-new Smokehouse Maple seasoning to make it savory and sweet, served with our scratch-made cream gravy.

Limited Time Offer

Unbranded PI: 62%	★★★★★	SCORE 99 superstar
Branded PI: 61%	★★	
Uniqueness: 64%	★★★★★	
Frequency: 23%	★★★★	
Draw: 59%	★★★★★	
Value: 49%	★★★	

Apr 2023 \$1.99

Taco Bell

NACHO FRIES



Golden, crisp Nacho Fries seasoned with bold Mexican spices and nacho cheese sauce for dipping.

Returning Item

Unbranded PI: 59%	★★★★★	SCORE 94 superstar
Branded PI: 55%	★★★★	
Uniqueness: 41%	★★★	
Frequency: 27%	★★★★★	
Draw: 51%	★★★★	
Value: 75%	★★★★★	

Nov 2023 \$11.29

Huddle House

PRIME RIB TIPS STUFFED HASHBROWNS



Prime Rib tips, scrambled eggs* and American cheese stuffed between layers of our crispy hashbrowns. Served with buttery toast or biscuit.


Limited Time Offer

Unbranded PI: 61%	★★★★	SCORE 92 superstar
Branded PI: 64%	★★★	
Uniqueness: 58%	★★★★★	
Frequency: 19%	★★★	
Draw: 55%	★★★★★	
Value: 46%	★★★★	

Jul 2023 \$13.99

Outback

HOT HONEY FRIED SHRIMP



Tender, bite-sized shrimp hand-breaded with our signature Bloomin' Onion spices and cooked until golden brown. The dish is drizzled with house-made hot honey and spicy signature bloom sauce and topped with Fresno chilies and served with hot honey.

Limited Time Offer

Unbranded PI: 56%	★★★★	SCORE 91 superstar
Branded PI: 53%	★★★	
Uniqueness: 52%	★★★★★	
Frequency: 26%	★★★★★	
Draw: 65%	★★★★★	
Value: 46%	★★★	

