

6 Opportunities with Sharing Plates

Get ideas on how to maximize the snacking and sharing trend.

Sign Up to see what your friends like.

Younger consumers—both millennials and Gen Z—are driving the growth of sharing plates on menus today. These influential demographics tend to seek out social, shareable, casual menus rather than the traditional three-course structure. Bar snacks, small plates and appetizers may hold the promise of menu differentiation and guest loyalty. We offer four ways that might help you implement this strategy and six on-trend menu opportunities for sharing plates.



Chicken Pakoras with Creamy Coriander Chutney

build your business

Introducing sharing plates and snacks onto your menu doesn't demand a menu overhaul or serious expansion. Instead, it could be a simple change in strategy. A few ideas:

1 RENAME appetizer section with a modern term, such as "small plates," "snacks" or "bites."

2 MOVE side dishes into expanded sharing plates section.

3 REFORMAT a few items in entrée section so they move into sharing plates.

4 HIGHLIGHT seasonal items on this part of the menu, driving interest and return visits.

MONEY MATTER



\$ SMALL PLATES tend to have a higher average price compared with appetizers, and consumers often purchase several over the course of a meal³.

\$ The average price of a **SHARING PLATE** is **\$9.94**, which is **11%** more than the average appetizer².

6 menu opportunities

Looking to tweak your sharing plates menu? Leverage these six trending categories to maximize consumer interest while delivering signature flavour experiences.



Chicken Pakoras with Creamy Coriander Chutney

1. SPICY STARTERS
Spicy flavours have grown **18%** on menus since **2016**⁴.



Picked Jalapeño Won Ton Poppers



BBQ-Ranch Pork Nachos



Loaded BBQ Chicken Nachos

2. CREATIVE NACHOS
Nachos are up **19%** on Canadian menus since **2015**⁵.

3. Flavour Mash-Ups
Items with a "wow!" factor can appeal to adventurous diners.



Chicken Waffle Tenders



Cheeseburger "Tots"



Stuffed Meatballs

4. Modern Meatballs
UP **18%** on menus since **2012**⁶.



Brisket Meatballs with Tex-Mex Grits



Chicken-Caesar Flatbread



Madras Grilled Chicken Pizzas

5. Flatbreads Pizzas
"Chicken pizza" is in the **TOP 5** pizza categories⁷.

6. Decadent Mac & Cheese
Menu mentions have grown by **38%** since **2014**⁴.



Habanero Mac & Cheese



BBQ Brisket Mac & Cheese

menu must-have
Kraft Signatures Macaroni & Cheese answers the call for rich, homey comfort food.



¹ Technomic 2016 Healthy Eating Consumer Trend Report ² 2015 Technomic Inc., Canadian Value & Pricing Consumer Trend Report ³ 2017 Technomic, Inc., Canadian Starters, Small Plates & Sides Consumer Trend Report ⁴ Technomic Canadian MenuMonitor, Q3 2016 ⁵ Technomic Canadian MenuMonitor, Q2 2017 ⁶ Technomic Canadian MenuMonitor, 2017 ⁷ 2016 Technomic Canadian Pizza Consumer Trend Report