

FIRST WATCH

Fall Flavors Arrive at First Watch

August 20, 2024

With equal parts spicy and sweet, First Watch's fall menu brings the heat

BRADENTON, Fla. – August 20, 2024 – Fall is coming to [First Watch](#) as the breakfast, brunch and lunch concept rolls out its seasonal menu highlighting flavors of pumpkin, salted caramel, apple butter and hot honey. The chef-driven menu is available at restaurants nationwide* now through October 28.

"This menu delivers on cozy fall flavors, including pumpkin and salted caramel, and seasonal produce, like brussels sprouts," said Shane Schaibly, Senior Vice President of Culinary Strategy at First Watch. "We're also bringing the heat with the return of the customer-favorite Million Dollar Breakfast Sandwich, which uses Mike's Hot Honey® – a spicy-sweet partnership that dates back to 2019."



First Watch's full seasonal menu includes:

- **Million Dollar Breakfast Sandwich** – Million Dollar Bacon, all-natural pork sausage patty, an over-easy cage-free egg, smoked Wisconsin Gouda, fresh arugula and Mike's Hot Honey® drizzled on a griddled English muffin. Served with lemon-dressed organic mixed greens.
- **Honey Bacon Brussels Hash** – Hardwood smoked bacon and honey-roasted brussels sprouts in a potato hash topped with Cheddar and Monterey Jack, house-roasted onions, two cage-free eggs any style, herbed goat cheese, lemon-dressed arugula and a drizzle of chili crisp.
- **Pumpkin Pancake Breakfast** – A classic, seasonal First Watch favorite. Two cage-free eggs cooked any style plus one of our signature spiced Pumpkin Pancakes and a Jones Dairy Farm all-natural chicken sausage patty.
- **Salted Caramel Holy Donuts** – Cake donut holes tossed with pumpkin pie spice sugar, served over warm apple butter and drizzled with crème anglaise and sea salt caramel. Topped with gingerbread cookie crumbles and powdered cinnamon sugar.
- **Blazing Dragon** – Fresh juice featuring strawberry, lemon, cane sugar and dragon fruit.

"First Watch has regularly featured Mike's Hot Honey on their menu over the last five years and we're grateful for it," said Mike's Hot Honey founder, Mike Kurtz. "Each menu item that features Mike's Hot Honey has been thoughtfully crafted and delicious! We're excited for the return of the Million Dollar Breakfast Sandwich. It's one of my personal favorites."

First Watch's seasonal menus embody the restaurant's "[Follow the Sun](#)" approach, to sourcing fresh ingredients of the season. These menus change five times a year and have received national awards for their innovative, trend-forward approach.

First Watch is open seven days a week from 7 a.m. until 2:30 p.m. for pickup, delivery and dine-in service. For more information about First Watch and its seasonal menu offerings, visit [firstwatch.com](#).

* Not available in the Tampa Bay area.

About First Watch

First Watch is an award-winning Daytime Dining concept serving made-to-order breakfast, brunch and lunch using fresh ingredients across its network of neighborhood restaurants. A recipient of hundreds of local "Best Breakfast" and "Best Brunch" accolades, First Watch's chef-driven menu includes elevated executions of classic favorites along with specialties such as the Quinoa Power Bowl®, Farm Stand Breakfast Tacos, Avocado Toast, Chickichanga, Morning Meditation, Spiked Lavender Lemonade and its signature Million Dollar Bacon. In 2023, First Watch was recognized as the top restaurant brand in Yelp's inaugural list of the top 50 most-loved brands in the U.S. In 2023 and 2022, First Watch was named a Top 100 Most Loved Workplace® in Newsweek by the Best Practice Institute. In 2022, First Watch was awarded a sought-after MenuMasters honor by Nation's Restaurant News for its seasonal Braised Short Rib Omelet and recognized with ADP's coveted Culture at Work Award. First Watch operates more than 535 restaurants in 29 states. For more information, visit [www.firstwatch.com](#).

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Media Contact:
pr@firstwatch.com