FIRST WATCH

Sun's Out, Flavor's In: First Watch Launches Vibrant New Summer Menu

June 3, 2025

First Watch brings the sweetness of summertime to the table with new seasonal menu featuring the Strawberry Tres Leches French Toast.

Daytime Dining leader debuts new summertime seasonal offerings

Now through August 12

SPARTANBURG, Fla. – June 3, 2025 – Brighter days call for brighter dishes. First Watch, the popular breakfast, brunch and lunch concept, is turning up the heat and flavor with the launch of its newest seasonal menu. The new menu serves a refreshing lineup of dishes and drinks to celebrate the bold, sun-soaked tastes of the season. The chef-driven menu is available nationwide* now through August 12, 2025.

"With summer being the season of vibrant and fresh flavors, our newest seasonal menu delivers on just that," said Shane Schultz, Senior Vice President of Culinary Strategy at First Watch. "The Shrimp and Grits are a returning fan-favorite, inspired by the low-country classic, with creamy cheese grits, and blackened shrimp. It's bold and brings that Southern coastal vibe that fits with the energy of summer."

First Watch's full seasonal menu includes:

- ***Shrimp & Grits*** – Sauteed Cajun shrimp and andouille sausage cooked Lowcountry-style with chicken stock, house-roasted tomatoes and onions, diced green bell peppers and scallions atop Bob's Red Mill Cheddar Parmesan Cheese grits. Served with artisan ciabatta toast.
- ***Elote Breakfast Burrito*** – Chorizo, scrambled cage-free eggs, freshly season potatoes, red bell pepper, Cheddar and Monterey Jack, seasoned black beans and fresh avocado. Wrapped in a grilled whole wheat tortilla, covered in Vera Cruz hollandaise and topped with house-roasted corn salsa, Cotija cheese, house-pickled red onions, chipotle aioli, Tajinit and cilantro.
- ***Strawberry Tres Leches French Toast*** – Thick-cut, custard-dipped, griddled challah bread, macerated strawberries, warm dulce de leche, whipped cream and spiced gingerbread cookie crumbles. Lightly dusted with powdered cinnamon sugar.
- ***Blueberry Lemon Combread*** – Freshly baked combread with sweet and juicy blueberries. Topped with house-whipped lemon butter and lightly dusted with powdered cinnamon sugar.
- ***Watermelon Wake-Up*** – Fresh juice featuring watermelon, pineapple, lime and mint.

First Watch's seasonal menus embody the restaurant's "Thrive the Day" approach, in sourcing the freshest ingredients of the season. These menus change five times a year and have received national awards for their innovative, bread-forward approach.

First Watch operates more than 500 restaurants nationwide and 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 and in select recently opened new restaurants.

About First Watch

First Watch is the leading Daytime Dining concept serving made-to-order breakfast, brunch and lunch using fresh ingredients. A recipient of hundreds of hundreds of "Best Breakfast" and "Best Brunch" accolades, First Watch's chef-driven menu rotates five times a year and includes elevated executions of classic favorites alongside specialties such as its Quinoa Power Bowl, Lemon Ricotta Pancakes, Chickichanga, Morning Meditation fresh juice and signature Million Dollar Bacon. After first appearing on the list in 2022 and 2023, First Watch was named 2024's #1 Most Loved Workplace® in America by Newsweek and the Best Practice Institute. In 2023, First Watch was named the top restaurant brand in Yelp's inaugural list of the top 50 most-loved brands in the U.S. In 2022, First Watch was awarded a sought after Menu/Readers Survey by Nation's Restaurant News for its seasonal Brand Short Rib Cheese. First Watch operates more than 500 First Watch restaurants in 32 states. For more information, visit www.firstwatch.com.

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