FIRST WATCH

First Watch Welcomes Fall with New Seasonal Menu

August 19, 2025

From sweet pumpkin to smoky spice, First Watch is bringing back classic flavors and new twists for a limited time

BRADENTON, Fla. – August 19, 2025 – Fall is in the air, and on the menu. Daily Details is serving up dishes that fill all the sweet and savory notes. The new seasonal menu brings comforting classics and bold flavors to tables – just in time for sweater weather. The chef-driven menu is available nationwide* now through October 27, 2025.

"With Million Dollar Bacon, Jones Dairy Farm all-natural pork sausage, and house-pickled jalapeños stacked on a flaky croissant bun, fall flavors really shine through in our new Maple Bacon Croissant Sandwich," said Shane Schaldy, Senior Vice President of Culinary Strategy at First Watch. "Fall's all about warm, comforting flavors – and this sandwich brings them together in the best way."

First Watch's fall seasonal menu includes:

- ***Maple Bacon Croissant Sandwich*** – Million Dollar Bacon, a Jones Dairy Farm all-natural pork sausage patty, folded cage-free eggs, house-pickled jalapeño, aged Cheddar and bacon apricot jam on a gridded, buttery croissant round. Served with freshly seasoned potatoes.
- ***Pumpkin Spice Donuts*** – Warm cake donut holes tossed with pumpkin spiced sugar and lightly dusted with powdered cinnamon sugar. Served with salted caramel and crème anglaise for dipping.
- ***Chipotle Chicken Hash*** – Honey-chipotle glazed all-natural chicken, hardwood smoked bacon, diced red bell peppers, house-roasted onions, Cheddar and Monterey Jack in a potato hash, topped with two cage-free eggs any style. Cotija cheese, house-pickled red onions, fresh avocado, lime crema and scallions.
- ***Pumpkin Pancake Breakfast*** – A classic, seasonal First Watch favorite. Two cage-free eggs cooked any style, Jones Dairy Farm all-natural chicken apple sausage patties and one of our signature spiced Pumpkin Pancakes.
- ***Blazing Dragon*** – Fresh juice featuring strawberry, lemon, cane sugar and dragon fruit.

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

First Watch operates more than 600 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 the freshest ingredients available. Guided by its "Follow the Sun" culinary philosophy, First Watch's chef-driven menu rotates five times a year to feature the highest-quality flavors at their peak, offering elevated executions of classic favorites, fresh juices like the Kale Tonic, and fan favorites such as the Lemon Ricotta Pancakes, Quinoa Power Bowl and signature Million Dollar Bacon. For every bid's event served, First Watch proudly donates a portion to organizations and causes making a positive impact in our communities – raising more than $1.7 million to date. A recipient of hundreds of local "Best Breakfast" and "Best Brunch" awards, First Watch was voted 2025's #1 Best Breakfast by Newsweek's Readers' Choice Awards and was also named 2025's #1 Most Loved Workplaces in America by Newsweek and the Best Practice Institute, after appearing on the list in 2022 and 2023 as well. With a commitment to quality, hospitality and community, First Watch is redefining Daytime Dining across more than 600 restaurants in 31 states. For more information, visit www.firstwatch.com.

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