

# FIRST WATCH®

## First Watch Brings Holiday Cheer to the Table with New Seasonal Menu

October 28, 2025



*Daytime Dining leader celebrates the season with limited-time offerings*

**BRADENTON, Fla. – October 28, 2025** – Festive flavors have returned. [First Watch](#) is serving up all the dishes that make the season bright. From cozy cinnamon-spiced pancakes to an indulgent hash, the new seasonal menu captures all the flavors and feels of the holidays. The chef-driven menu is available nationwide\* now through January 5, 2026.

“The holidays are all about good food, good company and celebrating the nostalgic flavors of this time of year,” said Shane Schaibly, Senior Vice President of Culinary Strategy at First Watch. “At the heart of it all are our Cinnamon Chip Pancakes – a fan-favorite with such a cult following that some customers count down the days until they’re back on the menu. Pair that with the bold, savory kick of our Carne Asada Breakfast Tacos and the spiced sweetness of our new Cheesecake Holey Donuts with NUTELLA® and you’ve got a lineup that captures the essence of the season.”

First Watch’s full seasonal menu includes:

- **Carne Asada Breakfast Tacos** – Three wheat-corn tortillas with seasoned carne asada, scrambled cage-free eggs, Cheddar and Monterey Jack, housemade pico de gallo, fresh sliced avocado, house-pickled red onions, cilantro and Valentina crema. Served with a side of seasoned black beans.
- **Double Bacon Parmesan Hash** – Diced hardwood smoked bacon, house-roasted onions, sauteed spinach and Mozzarella in a potato hash. Topped with two cage-free eggs any style, two strips of hardwood smoked bacon, Parmesan cream sauce, freshly cracked black pepper, lemon-dressed arugula, shaved Parmesan and fresh herbs.
- **Cheesecake Holey Donuts with NUTELLA®** – Cinnamon sugar-dusted cake donut holes served over whipped cheesecake filling then drizzled with NUTELLA® and topped with glazed strawberries and spiced gingerbread cookie crumbles.
- **Cinnamon Chip Pancake Breakfast** – A classic, seasonal First Watch favorite. Two cage-free eggs cooked any style, with one of our signature Cinnamon Chip Pancakes and choice of hardwood smoked bacon or chicken, pork or turkey sausage.
- **Tangerine Dream** – Fresh juice featuring tangerine, pineapple, organic ginger, and cane sugar, topped with vanilla coconut milk.

First Watch’s seasonal menus embody the restaurant’s [“Follow the Sun” approach](#) to sourcing the freshest ingredients of the season. These menus change several 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](https://www.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 kid's meal 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 and 2024's #1 Most Loved Workplace® in America by the Best Practice Institute (as seen in *The Wall Street Journal*), 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 32 states. For more information, visit [www.firstwatch.com](https://www.firstwatch.com).

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