First Watch Kicks Off 2026 with All-Star Lineup of Brunch Favorites in New Seasonal Menu

January 6, 2026



Daytime Dining leader brings in new year with fan favorites and new flavors, available for a limited-time

BRADENTON, Fla. – **January 6, 2026** – The new year is here, and First Watch is starting it off with dishes that are taking center stage. The new seasonal menu boasts an all-star lineup of returning favorites and new flavors that bring a fresh, elevated twist. The chef-driven menu is available nationwide*

"We wanted this seasonal menu to celebrate the dishes our customers know and love, while also introducing some new flavors into the mix," said Shane Schaibly, Senior Vice President of Culinary Strategy at First Watch. "The BEC is back by popular demand. Countless customers have taken to social media to ask for this comeback, and it remains one of our most-ordered limited-time dishes. The sandwich is inspired by a classic bodega bacon, egg and cheese, but elevated the First Watch way. Alongside it, we're introducing a new chimichurri hash that pairs an elevated protein like steak with the bright, herb-forward flavors of chimichurri sauce. Together with the rest of the menu, these dishes create the perfect balance of favorites with new, exciting flavors."

First Watch's full seasonal menu includes:

- ***The B.E.C*** – Bacon. Egg. Cheddar. Our twist on a traditional breakfast sandwich – hardwood smoked bacon, folded cage-free eggs, aged Cheddar, house-pickled sweet peppers and arugula with Calabrian chili aioli and roasted garlic aioli on griddled artisan sourdough bread. Served with lemon-dressed organic mixed greens.

- ***Chimichurri Steak & Eggs Hash*** – Seared steak, fresh spinach, Cheddar and Monterey Jack, diced red bell peppers and house-roasted onions in a potato hash, topped with two cage-free eggs any style, crumbled Feta cheese, house-pickled sweet peppers, roasted garlic aioli and a drizzle of chimichurri sauce.
- ***Strawberry Tres Leches French Toast –*** Thick-cut, custard-dipped, griddled challah bread, fresh glazed strawberries, warm dulce de leche, whipped cream and spiced gingerbread cookie crumbles. Lightly dusted with powdered cinnamon sugar.
- ***Blueberry Lemon Cornbread*** – Freshly baked cornbread with sweet blueberries. Topped with house-whipped lemon butter and lightly dusted with powdered cinnamon sugar.
- ***Pineapple Express*** – Pineapple, orange, coconut water, lime and agave with a mint crystal rim.

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 620 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 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 620 restaurants in 32 states. For more information, visit www.firstwatch.com.

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