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FIRST
WATCH

First Watch

Menu Prices — July 17, 2026

Restaurant & Food Industry Reports

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US Fast Food Restaurant Market Research

This Report will provide in-depth Market and Industry Analysis, Evaluate General Indicators, Financial and Scrutinize Investment Attractiveness.

[Fast Food Industry →](#)

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The 2025 US Pizza Restaurants & Industry Trends Report



[Pizza Industry →](#)

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The U.S. Fast-Casual Restaurant Industry

A Comprehensive Analysis of Market Dynamics, Consumer Trends, Innovation, and Competitive Strategies.

[Fast Casual Industry →](#)

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2025 US Dining Restaurants & Industry

MARKET RESEARCH

[Casual Dining Industry →](#)

[Competitor Price Intelligence →](#)

Hashes	
ITEM	PRICE
Farmhouse Hash	\$16.81
Deux œufs de ferme, cuits à votre goût, reposent sur un lit de pommes de terre assaisonnées, accompagnés de bacon croust...	
Market Hash	\$16.81
Deux œufs de poule en liberté, cuisinés selon votre préférence, couronnent un lit de pommes de terre fraîches assaisonné...	

Families, Groups & Groceries	
ITEM	PRICE
The "Good Morning" Pack (for two)	\$28.99
The perfect breakfast for two! Six fresh cage-free scrambled eggs, six slices of hardwood smoked bacon, fresh fruit, pot...	
The "Good Morning" Pack (for four)	\$52.19
The perfect breakfast for four! Twelve fresh cage-free scrambled eggs, twelve slices of hardwood smoked bacon, fresh fru...	
Project Sunrise Coffee Tote (96 oz)	\$23.19
Bring our award winning Project Sunrise coffee to your home or office with our new 96 oz. coffee tote. Serves 10-12....	
Loaf of Whole Grain Artisan Bread	\$9.27
One loaf of our signature thick-cut whole grain artisan bread. It's great for homemade Avocado Toast!	
Project Sunrise Retail Coffee	\$9.62
false	
House-made Granola	\$6.14
12 oz bag of our house-made granola. Check out our cookbook for great recipes that include our fresh granola!	
First Watch Cookbook	\$32.47
A collection of more than 70 of our favorite recipes. Make your go-to First Watch brunch at home, or gift this to your f...	

More Drinks	
ITEM	PRICE
Project Sunrise Coffee	\$4.63
false	
Decaf Coffee	\$4.63
Cold Brew Coffee	\$5.32
Made with 100% Organic Aztec coffee beans.	
Fresh-Brewed Iced Tea	\$4.63
Unsweetened	
Hot Chocolate	\$4.63
false	
Reduced-Fat Milk	\$4.63
Oat Milk	\$5.56
Coca Cola Soft Drinks	\$4.63
100% Cold Squeezed Orange Juice	\$4.63
false	
Grapefruit Juice	\$4.63
Apple Juice	\$4.63
false	
Cranberry Juice	\$4.63

The Juice Bar

ITEM	PRICE
Kale Tonic Kale, Fuji apple, English cucumber and lemon.	\$6.72
Morning Meditation Orange, lemon, turmeric, organic ginger, agave nectar and beet.	\$6.72
Purple Haze Un mélange de citron, sucre de canne, thé aux fleurs de pois papillon avec une touche subtile de lavande.	\$6.72
Pineapple Express (The Juice Bar) Pineapple, orange, coconut water, lime and agave with a mint crystal rim.	\$6.72

Iced Coffee

ITEM	PRICE
Mint Mocha Iced Coffee Chocolate and mint topped with a sweet cream cold foam and mini Ghirardelli® dark chocolate chips.	\$6.72
Original Iced Coffee Creamy, sweet, cold and refreshing.	\$4.98
Honey Caramel Crunch Iced Coffee Salted caramel and honey topped with a sweet cream cold foam and toffee nut crumbles.	\$6.72

Kids First

ITEM	PRICE
Kids Half Waffle A half portion of our fluffy Belgian waffle, served with fresh fruit and your choice of bacon or sausage.	\$8.80
Kids Bacon and Egg One cage-free egg cooked any way you like, served with bacon, sourdough toast and fresh fruit.	\$8.80
Kids Pancake One of our humongous multigrain pancakes loaded with chocolate chips and topped with creamy butter. Served with your cho...	\$8.80
Kids Granola Bowl Non-fat vanilla Greek yogurt topped with our housemade granola with almonds, bananas, strawberries, blueberries and spri...	\$8.80
Kids French Toast Pain doré préparé avec notre pâte maison, accompagné de fruits frais. Choisissez entre du bacon croustillant ou des sauc...	\$8.80
Kids Grilled Cheese Ooey-goey cheese melted between two pieces of grilled sourdough bread. Served with fresh fruit.	\$8.80

Two for You

ITEM	PRICE
1/2 Sandwich and Salad Create your perfect pair. Choose a half sandwich and a half salad.	\$13.33
1/2 Sandwich and Soup Create your perfect pair. Choose a half sandwich and a cup of soup.	\$13.33
1/2 Salad and Soup Create your perfect pair. Choose a half salad and a cup of soup.	\$13.33

Share

ITEM	PRICE
Million Dollar Bacon (Share) Four slices of our signature hardwood smoked bacon glazed with brown sugar, black pepper, cayenne and a drizzle of syrup...	\$7.30
Blueberry Lemon Cornbread (Share) Freshly baked cornbread with sweet blueberries. Topped with house-whipped lemon butter and lightly dusted with powdered...	\$7.53
Holey Donuts Cinnamon sugar-dusted cake donut holes with chocolate sauce and warm mixed berry compote for dipping.	\$7.30

Frittatas

ITEM	PRICE
Frittata Rustica Un généreux soufflé aux œufs à l’italienne, agrémenté de chou kale, de champignons Crimini rôtis maison, d’oignons et de...	\$16.00
Smoked Salmon and Roasted Vegetable Frittata A classic, Italian-style cage-free egg omelet with Wild Alaska Smoked Sockeye Salmon,* house-roasted onions and tomatoes...	\$17.16

Omelets

ITEM	PRICE
Bacado Omelet Omelette savoureuse, garnie de bacon croustillant, d’avocat crémeux et de Monterey Jack fondant. Couronnée d’une touche...	\$16.81
Chile Chorizo Omelet Chorizo, avocado, green chiles, house-roasted onions, Cheddar and Monterey Jack. Topped with all-natural sour cream and...	\$16.00
The Works Omelet Œufs garnis de jambon, bacon, saucisse, champignons crimini rôtis maison, oignons et tomates, le tout nappé d’un mélange...	\$16.81

Salads

ITEM	PRICE
Kale and Berry Salad Vitamin-rich kale and organic mixed greens with all-natural chicken breast, shredded carrots, fresh strawberries and blu...	\$15.07
Cobb Salad Organic mixed greens, romaine, bacon, turkey breast, a hard-boiled cage-free egg, diced tomatoes, avocado, Cheddar and M...	\$15.07
Sweet Honey Pecan Salad Organic mixed greens, romaine, all-natural chicken breast, bacon, toasted pecans, avocado, tomatoes and carrots with Che...	\$15.07
Chicken Avocado Chop Salad Un mélange frais de romaine croquante et de roquette, agrémenté de morceaux de poulet naturel, d’avocat crémeux, de toma...	\$15.07

Bowls

ITEM	PRICE
Power Breakfast Bowl Protein-packed quinoa, Italian sausage, house-roasted crimini mushrooms and tomatoes, kale, Parmesan, lemon white balsam...	\$15.07
Pesto Chicken Power Bowl Protein-packed quinoa, kale, shredded carrots and house-roasted tomatoes topped with all-natural chicken breast, basil p...	\$15.07
Barbacoa Chilaquiles Breakfast Bowl Seasoned braised beef barbacoa tossed with Cheddar and Monterey Jack, ranchero sauce, crispy corn tortilla chips, fresh...	\$17.39

The Sweet Side

ITEM	PRICE
Multigrain Pancake Généreuses et moelleuses, nos crêpes multigrains se déclinent selon vos envies : nature, parsemées de bleuets, garnies d...	\$9.85
Two Multigrain Pancakes We've gotta warn you: These beauties are beyond big – they're humongous! Choose your stackage accordingly.	\$12.17
Lemon Ricotta Pancakes We add fresh, whipped ricotta cheese to our multigrain batter. Served as a “mid-stack” of two pancakes topped with seaso...	\$15.65
Belgian Waffle Une gaufre légère et moelleuse accompagnée de compote de baies mélangées tiède et saupoudrée de sucre à la cannelle en p...	\$13.33
Strawberry Tres Leches French Toast (The Sweet Side) Thick-cut, custard-dipped, griddled challah bread, fresh glazed strawberries, warm dulce de leche, whipped cream and spi...	\$16.81
Floridian French Toast Thick-cut brioche bread covered with fresh banana, kiwi, and seasonal berries then lightly dusted with powdered cinnamon...	\$16.58
French Toast Pain brioché épais plongé dans un mélange de crème, servi avec du beurre fouetté, une pincée de sucre à la cannelle et u...	\$14.26

The Hits

ITEM	PRICE
Chickichanga Une tortilla de farine enroule tendrement des œufs battus avec du poulet naturel épicé, du chorizo, des piments verts, d...	\$16.81
Barbacoa Breakfast Tacos Three wheat-corn tortillas with seasoned braised beef barbacoa, scrambled cage-free eggs, melted Cheddar and Monterey Ja...	\$17.16
Elevated Egg Sandwich Bacon, an over-easy cage-free egg, Gruyère cheese, fresh smashed avocado, mayo and lemon-dressed arugula on a brioche bu...	\$16.23

The Classics

ITEM	PRICE
The Traditional Two cage-free eggs any style with your choice of bacon, smoked ham, chicken apple sausage patties, turkey or pork sausag...	\$16.58
Tri-Fecta Two cage-free eggs any style with either a light and airy Belgian waffle or a multigrain pancake. Plus your choice of ba...	\$16.81
Biscuits and Turkey Sausage Gravy with Eggs One large house-baked buttermilk biscuit split in two with homestyle turkey sausage gravy, two cage-free eggs any style...	\$15.65

Seasonal Menu

ITEM	PRICE
The B.E.C Bacon. Egg. Cheddar. Our twist on a traditional breakfast sandwich — hardwood-smoked bacon, folded cage-free eggs, aged...	\$17.39
Chimichurri Steak and Eggs Hash Seared steak, fresh spinach, Cheddar and Monterey Jack, diced red bell peppers and house-roasted onions in a potato hash...	\$18.32
Strawberry Tres Leches French Toast Thick-cut, custard-dipped, griddled challah bread, macerated strawberries, warm dulce de leche, whipped cream and spiced...	\$16.81
Pineapple Express Pineapple, orange, coconut water, lime and agave with a mint crystal rim.	\$6.72

ITEM	PRICE
Blueberry Lemon Cornbread Freshly baked cornbread with sweet blueberries. Topped with house-whipped lemon butter and lightly dusted with powdered...	\$7.53
Million Dollar Bacon Four slices of our signature hardwood smoked bacon glazed with brown sugar, black pepper, cayenne and a drizzle of syrup...	\$7.30
The Healthier Side	
ITEM	PRICE
Healthy Turkey Omelet Turkey, house-roasted onions, tomatoes, spinach and Feta cheese in a cage-free egg white omelet. Served with sliced toma...	\$16.23
Avocado Toast Pain artisanal aux grains entiers garni d'une purée d'avocat fraîche, rehaussée d'une touche d'huile d'olive extra vierg...	\$16.23
Sunrise Granola Bowl Non-fat vanilla Greek yogurt layered with fresh, seasonal fruit and our housemade granola with almonds. Served with a fr...	\$13.68
AM Superfoods Bowl Un pudding de chia au lait de coco accompagné de bananes fraîches, de baies et d'un compote de fruits rouges. Agrémenté...	\$16.23
Power Wrap Egg whites, turkey, spinach, house-roasted crimini mushrooms and Mozzarella in a sun-dried tomato-basil tortilla. Served...	\$13.91
Tri-Athlete Omelette aux blancs d'œufs garnie de champignons Crimini rôtis maison, oignons, tomates et piments verts. Accompagnée de...	\$16.23
Sides	
ITEM	PRICE
Million Dollar Bacon (Sides) Four slices of our signature hardwood-smoked bacon baked with brown sugar, black pepper, cayenne and a drizzle of syrup.	\$7.30
Million Dollar Potatoes Million Dollar Bacon, Parmesan cream sauce and fresh herbs.	\$6.83
Side Two Eggs Add a side of cage-free eggs, any style.	\$5.79
Side One Egg Add a cage-free egg, any style.	\$3.47
Fresh, Seasoned Potatoes	\$4.40
Fresh, Seasonal Fruit	\$5.56
Bob's Red Mill Buttered Grits Side of Bob's Red Mill buttered grits.	\$4.40
Bob's Red Mill Cheesy Grits Side of Bob's Red Mill cheesy grits.	\$4.40
Biscuits and Gravy One large buttermilk biscuit topped with our turkey sausage gravy.	\$7.30
Hardwood Smoked Bacon Bacon épais, fumé de manière naturelle, et préparé avec une cure classique.	\$6.72
Pork Sausage	\$5.79
Smoked Ham	\$5.79
Chicken Apple Sausage Patty	\$5.79

ITEM	PRICE
Turkey Sausage Quatre saucisses maigres de dinde, sans antibiotiques.	\$5.79
Side Toast false	\$3.00
English Muffin	\$3.00
Gluten-Free Toast	\$3.00
Freshly Baked Muffin of the Day	\$4.40
Lemon-Dressed Organic Mixed Greens	\$4.40
Bowl of Tomato Basil Soup	\$6.95
Grab N Go GF Marshmallow Treat	\$3.47
Grab N Go GF Brownie	\$3.47
Grab N Go Salted Caramel Cookie	\$3.47

Sandwiches

ITEM	PRICE
Monterey Club Turkey, bacon, avocado, organic mixed greens, tomato, Monterey Jack and mayo on sourdough.	\$16.00
Market Veggie House-roasted Crimini mushrooms, onions and spinach with basil pesto, mayo and Mozzarella on our grilled artisan whole g...	\$15.07
Roast Beef and Havarti Roast beef, Horseradish Havarti cheese, house-roasted onions and tomato with lemon-dressed arugula on grilled Parmesan-c...	\$17.39
Ham and Gruyere Melt Smoked ham, tomato and melted Gruyère cheese with Dijonnaise on grilled artisan challah.	\$16.23
BLTE The classic BLT plus two over-hard cage-free eggs, Monterey Jack and mayo on our artisan whole grain.	\$15.07
Veggie Burger Un pâté savoureux et naturel, composé de riz brun, de poivrons Peppadew, d'oignons, de carottes et de champignons. Prése...	\$15.07
Baja Turkey Burger A lean white-meat turkey patty with avocado, organic mixed greens, housemade pico de gallo, mayo and Horseradish Havarti...	\$15.07