

BISTRO

GRILLE

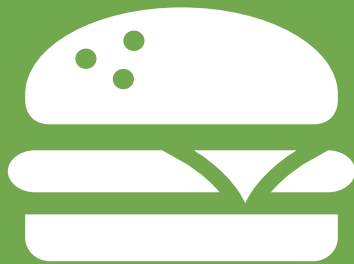


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GRILLE

Concept Description

Bistro Grille is our premium everyday grill concept that provides guests with a variety of choices from healthy to indulgent, familiar to intriguing. Bistro Grille has menued burger options, ranging from beef and beef-mushroom blend burgers to chicken, turkey and vegetarian burgers, along with fish. The full array of sides includes traditional fries, seasoned potato wedges, slaws and side salads.



Features and Benefits

- Beef-mushroom blend burger—provides a healthier and more sustainable option.
- A grill with healthy choices—baked potato wedges and side salads, along with vegetarian options.
- Robust flavors with familiar and comforting options, as well as on-trend and flavorful toppings like sriracha and chipotle.

Choice Triggers

Choice triggers influence our guests' purchasing behavior. We build our concepts and menus to offer guests what they want and how they want it. If a guest is looking for comforting, healthy or indulgent choices, they can find what they want within our café. Bistro Grille is designed to meet the choice triggers of comfort, wellness, and adventure.



Comfort

Desiring food that's familiar and comforting

Wellness

Aspiring to maintain a healthy diet

Adventure

Seeing new flavors and ingredients