

COUNTRY-FRIED & BREADED STEAK

A higher proportion of **younger consumers** would order **breaded/country-fried steak** for dinner

18–34-Year-Olds

58%

35+ Year-Olds

36%

Breaded beef rose 18.5%
among Mexican Entrees
since 2014

**Country fried steak
sandwiches rose 14.3%**
since 2015

YOY Mexican Entree Price Increase

+6.0% vs. **+2.8%**

Breaded Beef

Non-Breaded Beef

Average Sandwich Prices

\$8.05 vs. **\$7.75**

Country Fried Steak

Other Sandwich