

FIRST WATCH

First Watch Rings in the New Year with New Seasonally Inspired Menu

January 7, 2025

Daytime Dining leader starts the new year off right with seasonal offerings full of fresh ingredients through March 17

BRADENTON, Fla. – January 7, 2025 – [First Watch](#), the popular breakfast, brunch and lunch concept, is welcoming the new year with a fresh, flavorful limited-time seasonal menu. From prosciutto piled high to fresh berries, these dishes have something to satisfy every craving. The chef-driven menu is available nationwide* now through March 17, 2025, to give mornings the kickstart they deserve.

“Our new seasonal menu is all about embracing those comforting flavors we crave when the weather turns cold,” said Shane Schaibly, Senior Vice President of Culinary Strategy at First Watch. “The Parmesan Prosciutto Toast is a standout, from freshly grated parmesan to Volpi prosciutto piled on griddled, thick-cut sourdough, it’s the perfect balance of savory and rich flavors.”



First Watch's seasonal menu welcomes the new year with fresh flavors now through March 17th.

First Watch's full seasonal menu includes:

- **Parmesan Prosciutto Toast** – Thick-cut, griddled artisan sourdough topped with thinly shaved Volpi prosciutto, scrambled cage-free eggs, Monterey Jack, freshly grated Parmesan, lemon-dressed arugula and roasted garlic aioli. Served with a cup of fresh fruit.
- **Carne Asada Hash** – Thinly slice carne asada, crumbled chorizo and diced red bell peppers in a potato hash topped with two cage-free eggs any style, Cheddar and Monterey Jack, housemade pico de gallo, fresh avocado, shaved radish, cilantro and jalapeño crema. Served with two warm wheat-corn tortillas.
- **Raspberry Ricotta French Toast** – Thick-cut, custard-dipped challah bread griddled and topped with fresh raspberries, whipped lemon ricotta cream, raspberry purée and spiced gingerbread cookie crumbles. Lightly dusted with powdered cinnamon sugar.

- **Blue Booster** – Fresh juice featuring blueberry, Fuji Apple, lemon and basil.

First Watch's seasonal menus embody the restaurant's "[Follow the Sun](#)" approach to sourcing fresh ingredients of the season. These menus change five times a year and have received national awards for their innovative, trend-forward approach.

First Watch operates more than 540 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.

** 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 fresh ingredients. A recipient of hundreds of local "Best Breakfast" and "Best Brunch" accolades, First Watch's chef-driven menu rotates five times a year and includes elevated executions of classic favorites alongside specialties such as its Quinoa Power Bowl, Lemon Ricotta Pancakes, Chickichanga, Morning Meditation fresh juice and signature Million Dollar Bacon. After first appearing on the list in 2022 and 2023, First Watch was named 2024's #1 Most Loved Workplace® in America by Newsweek and the Best Practice Institute. In 2023, First Watch was named the top restaurant brand in Yelp's inaugural list of the top 50 most-loved brands in the U.S. In 2022, First Watch was awarded a sought-after MenuMasters honor by Nation's Restaurant News for its seasonal Braised Short Rib Omelet. First Watch operates more than 540 First Watch restaurants in 29 states. For more information, visit www.firstwatch.com.

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