

FIRST WATCH

First Watch Named #1 Best Breakfast by Newsweek Readers' Choice

August 7, 2025



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Newsweek readers voted First Watch the top breakfast spot across the U.S.

BRANDTOWN, Pa. - August 7, 2025 - [Last year](#), we earned the #1 spot for [Best Breakfast](#) by Newsweek readers. Each year, Newsweek asks readers nationwide to vote for their favorite breakfast, and this year, breakfast lovers gave First Watch the top spot.

"You can't just be doing the place where so many people choose to start their day," said Chris Tomasco, President and CEO of First Watch. "The recognition goes to so many more than 10,000 employees who share with passion, creativity and kindness. It's an honor to be voted Best Breakfast by Newsweek readers, and we look forward to continuing to deliver exceptional mornings."

First Watch is widely beloved for its fresh take on breakfast, brunch and lunch, known for its seasonal dishes and chef-driven menu. First Watch has become a go-to spot for signature favorites like Avocado Toast, Lemon Ricotta Pancakes and Million Dollar Bacon. The brand's commitment to hospitality and fresh ingredients has made it a standout in the Daytime Dining space.

Last fall, First Watch was named #1 [Best Breakfast](#) by Newsweek and the Best Practice Institute, highlighting the company's focus on a "You First" culture of putting its employees first, so they feel empowered to put their customers first.

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" culture philosophy, First Watch is chef-driven menu creates the brand's year to feature the highest-quality items at their peak, offering elevated executions of classic favorites, fresh takes like the Kale Tonic, and then favorites such as the Lemon Ricotta Pancakes, Quince Power Bowl and signature Million Dollar Bacon. For every bite, First Watch proudly celebrates a portion to organizations and causes making a positive impact in our communities - serving more than 37.7 million to date. A recipient of hundreds of local "Best Breakfast" and "Best Brunch" awards, First Watch was also named COO's #1 Most Loved Workplace in America by Newsweek and the Best Practice Institute, after appearing on the list in 2022 and 2023 as well. With a commitment to quality, hospitality and community, First Watch is leading Daytime Dining across more than 600 restaurants in 31 states. For more information, visit [firstwatch.com](#).

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