CONCEPT
We are First Watch — a daytime cafe concept serving made-to-order breakfast, brunch and lunch using fresh ingredients. Since our founding in 1983, we have built our brand on our people-first culture and a dedication to culinary excellence centered around an innovative menu that is always fresh and evolving.

MISSION
For more than 36 years, we have cultivated an organizational culture built on our mission of “You First,” which puts serving others above all else. As a company, we put our employees first and empower them to do whatever it takes to put our customers first. We give back in meaningful ways to our local communities and dedicate ourselves to supporting national and international causes we care about. Our “You First” mission, in addition to the quality of life advantage inherent in our single-shift operating model, has established us as an employer of choice in our industry.

MENU
At First Watch, we take a creative approach to daytime dining with a focus on freshness. Each menu item is made-to-order and prepared with care – you will not find microwave ovens, heat lamps or deep fryers in our kitchens. Every morning, we arrive at the crack of dawn to slice and juice fresh fruits and vegetables, bake muffins, brew our fresh Project Sunrise coffee and whip up our French Toast batter from scratch. Our award-winning chef-driven menu includes elevated versions of classic favorites, along with First Watch specialties such as our protein-packed Quinoa Power Bowls, Avocado Toast, A.M. Superfoods Bowl and our famous Million Dollar Bacon. While our menu constantly evolves with the seasons, our focus on – and commitment to – freshness never wavers.

Our philosophy for serving fresh in-season produce is simple, really...We “follow the sun” and partner with the best growers possible.

We receive fresh produce deliveries at least three times per week, simply because we believe that is how it should be. That commitment to quality and freshness is further evidenced throughout our carefully curated menu with ingredients such as cage-free eggs, organic mixed greens and all-natural chicken, just to name a few.

COMMUNITY
At First Watch, we are active in the communities in which we operate, and we partner with local organizations to create meaningful bonds. We believe that when we make a genuine effort to connect with the community, the community connects with us. In addition to our grassroots marketing efforts, First Watch is making an impact on a national and international level.
In our restaurants nationwide, we have the honor of serving our socially responsible and award-winning Project Sunrise coffee, which supports an independent group of female farmers called Mujeres en Café in Huila, Colombia. And through our partnership with Share Our Strength’s No Kid Hungry campaign, we have had the opportunity to help feed children throughout the United States who may not otherwise have regular access to nutritious food. First Watch has contributed more than $1.6 million for this cause through No Kid Hungry’s annual fall Dine fundraiser, new restaurant opening events and by giving 25 cents from each kid’s meal sold in our restaurants to the cause, year-round.

HISTORY
First Watch was founded in 1983 in Pacific Grove, California, on the simple concept of putting customers first. When First Watch opened, the idea was to focus on daytime dining only. For our staff, that meant “No Night Shifts, Ever.” They could leave work in time to pick up their children from school, play a round of golf or simply enjoy the afternoon. The quality of life this offers our employees is hard to come by in the industry, and that philosophy still exists in our restaurants today.

Word of our fresh concept quickly spread, and the original restaurant became popular. In 1986, First Watch partner Ken Pendery decided to fulfill his lifelong desire to live in Florida and relocated the company’s headquarters to Bradenton, where it remains today.

The restaurant’s name was inspired by a nautical term referring to a ship crew’s first shift of the day. The First Watch crew begins bright and early each morning, preparing the tastiest breakfast, brunch and lunch from only the finest ingredients. More than 36 years have passed since its inception, and First Watch continues its commitment to excellent service and freshly prepared breakfast, brunch and lunch favorites.

COMPANY
Headquartered in Bradenton, Florida, First Watch is a high-growth daytime restaurant concept serving made-to-order breakfast, brunch and lunch, with more than 365 First Watch restaurants in 29 states as of December 2019.

Hours of Operation
First Watch is open daily from 7AM to 2:30PM

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