

THANK-FALL

FILL UP ON HAPPINESS

SPECIALTY JUICES



CARROT CRUSH NEW!

Carrot, orange, coconut water, turmeric and lemon. 3.99

KALE TONIC

Kale, Fuji apple, English cucumber and lemon. 3.99

MORNING MEDITATION

Orange, lemon, turmeric, organic ginger, agave nectar and beet. 3.99

SHAREABLES

HOLEY DONUTS!

Cinnamon sugar-dusted cake donut holes with chocolate sauce and mixed berry compote for dipping. 5.99

MILLION DOLLAR BACON



Four slices of our signature hardwood smoked bacon baked with brown sugar, black pepper, cayenne and a maple syrup drizzle. 4.99

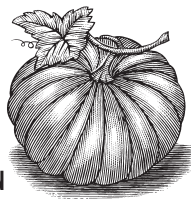
ENTRÉES

PUMPKIN PANCAKE BREAKFAST

Two cage-free eggs cooked any style plus one of our signature spiced Pumpkin Pancakes and a Jones Dairy Farm grilled all-natural savory chicken sausage patty. 11.49

CARNITAS BURRITO

Pork carnitas, scrambled cage-free eggs, fresh seasoned potatoes, black beans, Cheddar and Monterey Jack cheeses, and fresh avocado. Wrapped in a grilled whole wheat tortilla, covered with tomatillo hollandaise and topped with lime crema, pico de gallo, house-pickled onions, fresh cilantro and Cotija cheese. 11.99

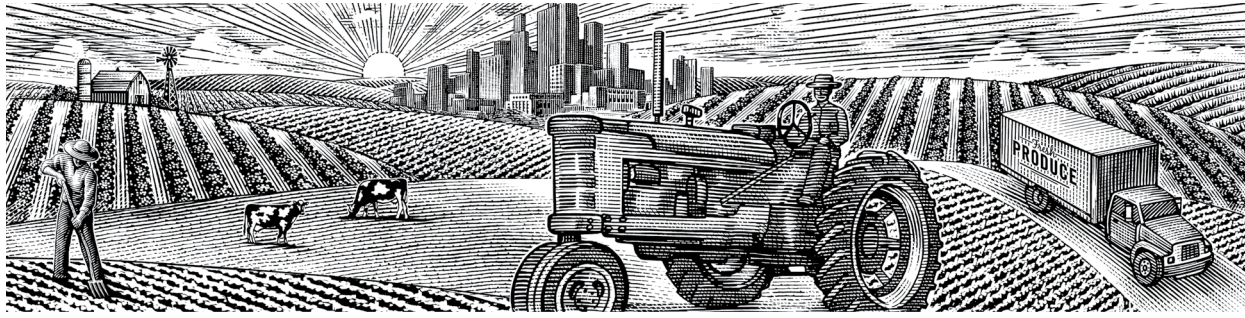


THE GREAT PUMPKIN

There is something special about reserving Pumpkin Pancakes for Fall, isn't there? Turns out, the nostalgic yearning for pumpkin isn't a new phenomenon. Here's the short story: Early American settlers stubbornly relied on pumpkin as a back-up ingredient when their more-favored crops failed. In fact, they would use the term "pumpkin eater" as an insult! But as time went on, and cities popped up, the prevalence of pumpkins was far less, and those same people began to miss the gourd. Kind of explains why some folks began decorating their homes with fake pumpkins, huh? And now, for 10 months of the year, we experience that same longing! Or you could always buy our cookbook and enjoy our delicious Pumpkin Pancakes anytime you want. Up to you.

FIRST WATCH

BREAKFAST • BRUNCH • LUNCH



OUR PHILOSOPHY FOR SERVING FRESH, IN-SEASON PRODUCE IS SIMPLE, REALLY...
WE "FOLLOW THE SUN" AND PARTNER WITH THE BEST GROWERS POSSIBLE.

CLASSIC FAVORITES

THE TRADITIONAL BREAKFAST Two cage-free eggs any style with your choice of bacon, smoked ham, savory chicken sausage patties, turkey or pork sausage links. Served with whole grain artisan toast, all-natural house preserves and fresh, seasoned potatoes. Substitute Udi's Gluten Free toast^o (200 Cal) at no additional charge. (1030-1350 Cal) 10.49

TRI-FECTA Two cage-free eggs any style with either a light and airy Belgian waffle or a multigrain pancake. Plus your choice of bacon, savory chicken sausage patty, turkey or pork sausage link. (660-930 Cal) 10.49

THE HEALTHIER SIDE

AVOCADO TOAST Our thick-cut whole grain toast topped with fresh smashed avocado, EVOO, lemon and Maldon sea salt. Served with two cage-free basted eggs. (630 Cal) 10.49

HEALTHY TURKEY Egg white omelet with turkey, house-roasted onions, tomatoes, spinach and Feta. Served with whole grain artisan toast and all-natural house preserves. (540 Cal) 10.39

A.M. SUPERFOODS BOWL Coconut milk chia seed pudding topped with fresh bananas, berries, blackberry preserves and housemade granola. Served with whole grain artisan toast topped with almond butter and Maldon sea salt. (1000 Cal) 8.99

SUNRISE GRANOLA BOWL Non-fat vanilla Greek yogurt layered with fresh, seasonal fruit, nuts and our housemade granola. Served with a fresh baked muffin of the day. (950-1080 Cal) 8.89

STEEL-CUT OATMEAL Made-to-order topped with house-marinated berries, fresh sliced banana and pecans. Served with low-fat milk, brown sugar and a fresh baked muffin of the day. (1000-1130 Cal) 8.29

TRI-ATHLETE Egg white omelet with house-roasted Crimini mushrooms, onions, tomatoes and green chilies. Served with housemade pico de gallo, whole grain artisan toast, all-natural house preserves and fresh fruit. (520 Cal) 9.79

POWER WRAP Egg whites, turkey, spinach, house-roasted Crimini mushrooms and Mozzarella in a sun-dried tomato-basil tortilla. Served with fresh fruit and a side of housemade pico de gallo. (610 Cal) 9.29

FROM THE GRIDDLE

MULTIGRAIN PANCAKES We've gotta warn you: These beauties are beyond big – they're humongous! Choose your stackage accordingly.

- Plain (510/1020 Cal)
- Chocolate Chip (630/1260 Cal)
- Banana Granola Crunch (660/1320 Cal)
- Blueberry (570/1140 Cal)
- Carrot Cake & Pecan (620/1240 Cal)

One 4.99 Two 6.79

LEMON RICOTTA PANCAKES We add fresh, whipped ricotta cheese to our multigrain batter. Served as a "mid-stack" of two pancakes topped with marinated berries, creamy lemon curd and powdered cinnamon sugar. (1040 Cal) 9.89

BELGIAN WAFFLE Our light and airy waffle with a side of warm, berry compote and powdered cinnamon sugar. (420 Cal) 8.59

FRENCH TOAST Custard-dipped, thick-cut brioche bread topped with whipped butter and powdered cinnamon sugar. (640 Cal) 9.79

FLORIDIAN FRENCH TOAST Thick-cut brioche with wheat germ and powdered cinnamon sugar, covered with fresh banana, kiwi and seasonal berries. (840 Cal) 9.99

REGULAR SYRUP (200 Cal)

SUGAR-FREE SYRUP (20 Cal) AVAILABLE UPON REQUEST
100% PURE MAPLE SYRUP (190 Cal) AVAILABLE FOR 1.29

EGG-SCLUSIVES

CHICKICHANGA Whipped eggs with spicy, all-natural chicken breast, chorizo, green chilies, Cheddar, Monterey Jack, onions and avocado rolled in a flour tortilla. Topped with Vera Cruz sauce and all-natural sour cream. Served with fresh fruit and fresh, seasoned potatoes. (1230 Cal) 10.99

EGGS BENEDICT Two poached cage-free eggs atop toasted ciabatta piled high with your choice of combinations below and topped with hollandaise. Served with lemon dressed organic mixed greens. (Fresh, seasoned potatoes (340 Cal) available upon request.) 11.59

- **Classic** - smoked ham and vine-ripened tomato (570 Cal)
- **Florentine** - fresh baby spinach, avocado and vine-ripened tomato (530 Cal)
- **BLT** - bacon, vine-ripened tomato, avocado and lemon dressed arugula (580 Cal)
- **Smoked salmon** - Wild Alaska Smoked Sockeye Salmon*, red onion and vine-ripened tomato - Add 2.20 (510 Cal)

THE ELEVATED EGG SANDWICH An over-easy cage-free egg with bacon, Gruyere cheese, fresh smashed avocado, mayo and lemon dressed arugula on a brioche bun. Served with fresh, seasoned potatoes. (1060 Cal) 10.49

FARM STAND BREAKFAST TACOS Three wheat-corn tortillas with scrambled eggs, Cajun chicken, chorizo, Cheddar and Monterey Jack cheeses. Topped with fresh avocado and housemade pico de gallo. Served with seasoned black beans. (980 Cal) 10.29

BISCUITS AND TURKEY SAUSAGE GRAVY WITH EGGS Freshly baked biscuits with savory turkey sausage gravy. Served with two cage-free eggs any style and fresh, seasoned potatoes. (1190 Cal) 10.59

SKILLET HASH Two cage-free eggs any style atop fresh, seasoned potatoes. Served with whole grain artisan toast with all-natural house preserves. Choose one from below.

- **Farmhouse** - bacon, avocado, house-roasted onions and tomatoes with Cheddar and Monterey Jack (1380 Cal) 11.79
- **Parma** - Italian sausage, house-roasted Crimini mushrooms, onions and tomatoes with melted Parmesan, Mozzarella and fresh herbs (1430 Cal) 11.79
- **Market** - house-roasted Crimini mushrooms, zucchini, shallots, red peppers, baby spinach, melted Mozzarella and herbed Goat cheese (1230 Cal) 11.49

OMELETS AND FRITTATAS

Served with whole grain artisan toast with all-natural house preserves (360 Cal) and lemon dressed organic mixed greens (70 Cal). **Fresh, seasoned potatoes (340 Cal) available upon request. Substitute egg whites (subtract 160 Cal) or Udi's Gluten Free toast^o (200 Cal) at no additional charge.**

BACADO Bacon, avocado and Monterey Jack. Topped with all-natural sour cream and served with a side of housemade pico de gallo. (740 Cal) 10.69

HAM & GRUYERE Smoked ham, Gruyere cheese and fresh herbs. (590 Cal) 10.39

CHILE CHORIZO Chorizo, avocado, green chilies, roasted onions, Cheddar and Monterey Jack. Topped with all-natural sour cream and served with a side of housemade pico de gallo. (730 Cal) 10.29

MORNING MARKET VEG House-roasted zucchini, Crimini mushrooms, shallots, tomatoes and kale with Goat cheese and fresh herbs. (510 Cal) 10.39

INSPIRED ITALIAN Italian sausage, house-roasted tomatoes and red peppers with fresh herbs, Mozzarella and Parmesan. (780 Cal) 10.29

THE WORKS Ham, bacon, sausage, house-roasted Crimini mushrooms, onions and tomatoes with Cheddar and Monterey Jack. Topped with all-natural sour cream. (720 Cal) 10.99

FRITTATA RUSTICA A classic Italian-style omelet with kale, house-roasted Crimini mushrooms, onions and tomatoes topped with Mozzarella and Parmesan cheese. Served with ciabatta toast and lemon dressed organic mixed greens. (750 Cal) 10.59

SMOKED SALMON & ROASTED VEGETABLE FRITTATA A classic frittata with Wild Alaska Smoked Sockeye Salmon*, house-roasted shallots and tomatoes topped with Parmesan cheese, a chive cream drizzle and fresh herbs. Served with ciabatta toast and lemon dressed organic mixed greens. (700 Cal) 11.49

POWER BOWLS

Power Bowls are gluten free^o.

POWER BREAKFAST QUINOA BOWL Protein-packed quinoa, Italian sausage, house-roasted Crimini mushrooms and tomatoes, kale, Parmesan and EVOO. Topped with two basted cage-free eggs. (880 Cal) 9.69

PESTO CHICKEN QUINOA BOWL Protein-packed quinoa, kale, shredded carrots and house-roasted tomatoes topped with all-natural chicken breast, basil pesto sauce, Feta crumbles and fresh herbs. (660 Cal) 9.99

At First Watch, we start each morning by juicing fresh fruits and vegetables, baking muffins, and whipping up our French toast batter from scratch. Every Breakfast, Brunch, Lunch, pot of coffee and glass of signature juice is made with the finest ingredients possible for the freshest taste around. That's because, even though we love to say "Yeah, it's fresh", it's even better when we hear you say it.

* YEAH *
IT'S FRESH

SIDES AND SMALL PLATES

BOB'S RED MILL GRITS

Buttered (170 Cal) 2.19 Cheesy (180 Cal) 2.49

FRESH, SEASONAL FRUIT

Small (100 Cal) 3.99 Large (190 Cal) 4.99

FRESH, SEASONED POTATOES (340 Cal) 2.99

BISCUITS & GRAVY (660 Cal) 4.99

WHOLE GRAIN ARTISAN TOAST WITH

ALL-NATURAL HOUSE PRESERVES (360 Cal) 1.99

ENGLISH MUFFIN (290 Cal) 1.59

UDI'S GLUTEN FREE TOAST* (200 Cal) 1.99

FRESH BAKED MUFFIN OF THE DAY

(460-590 Cal) 2.49

MILLION DOLLAR BACON (530 Cal) 4.99

HARDWOOD SMOKED BACON (160 Cal) 4.89

SMOKED HAM (120 Cal), PORK SAUSAGE (460

Cal), SAVORY CHICKEN SAUSAGE PATTY (180

Cal) OR TURKEY SAUSAGE (220 Cal) 3.89

LEMON DRESSED ORGANIC MIXED

GREENS (70 Cal) 2.49

BOWL OF SOUP

Tomato Basil or Soup of the Day (130-570 Cal) 4.49

SALADS

Served with artisan ciabatta toast. (80 Cal)

SUPERFOOD KALE Vitamin-rich kale and organic mixed greens with housemade maple-roasted carrots, warm all-natural chicken breast, dried cranberries, slivered almonds and shredded Parmesan cheese tossed in our refreshing maple-lemon vinaigrette. (840 Cal) 9.69

CHICKEN AVOCADO CHOP Chopped romaine and arugula, all-natural chicken breast, avocado, tomatoes, corn, black beans, Feta cheese and crispy tortilla chips with a citrus chipotle dressing. (790 Cal) 9.79

COBB Organic mixed greens, bacon, turkey breast, egg, tomatoes, avocado and Bleu cheese crumbles with ranch dressing. (690 Cal) 9.69

SWEET HONEY PECAN Organic mixed greens, romaine, all-natural chicken breast, bacon, toasted pecans, avocado, tomatoes and carrots with Cheddar and Monterey Jack. Drizzled with warm honey Dijon dressing. (860 Cal) 9.79

SANDWICHES

Sandwiches served with lemon dressed organic mixed greens (70 Cal) or a bowl of hot soup. (130-570 Cal)

MONTEREY CLUB Turkey, bacon, avocado, organic mixed greens, tomato, Monterey Jack and mayo on sourdough. (1000 Cal) 9.99

BLTE The classic BLT plus two over-hard cage-free eggs, Monterey Jack and mayo on artisan whole grain. (1110 Cal) 9.69

BAJA TURKEY BURGER A lean white-meat turkey patty with avocado, organic mixed greens, housemade pico de gallo, mayo and Horseradish Havarti on a brioche bun. (880 Cal) 9.69

MARKET VEGGIE House-roasted Crimini mushrooms, zucchini and spinach with basil pesto, mayo and Mozzarella cheese on grilled artisan whole grain. (760 Cal) 9.19

ROAST BEEF & HAVARTI Roast beef, Horseradish Havarti, house-roasted onions and tomato with lemon dressed arugula on grilled Parmesan-crusting sourdough. Horseradish sauce on the side. (940 Cal) 9.79

HAM & GRUYERE MELT Smoked ham, tomato and melty Gruyere cheese with Dijonnaise on grilled artisan brioche. (820 Cal) 9.29

VEGGIE BURGER A seasoned all-natural patty of brown rice, Peppadew peppers, onions, carrots and mushrooms. Served on a brioche bun with fresh smashed avocado, organic mixed greens, tomato, red onion and a side of Dijonnaise. (600 Cal) 9.69

CHICKEN SALAD MELT All-natural white-meat chicken salad made with apples, raisins and celery served open-faced on grilled artisan whole grain. Topped with tomato and melted Monterey Jack. (520 Cal) 9.89

2 for YOU

LUNCH SPECIALS THAT ARE TWICE AS NICE **7.79**

CHOOSE TWO FROM THE FOLLOWING

½ sandwich • ½ salad • cup of soup

SANDWICHES

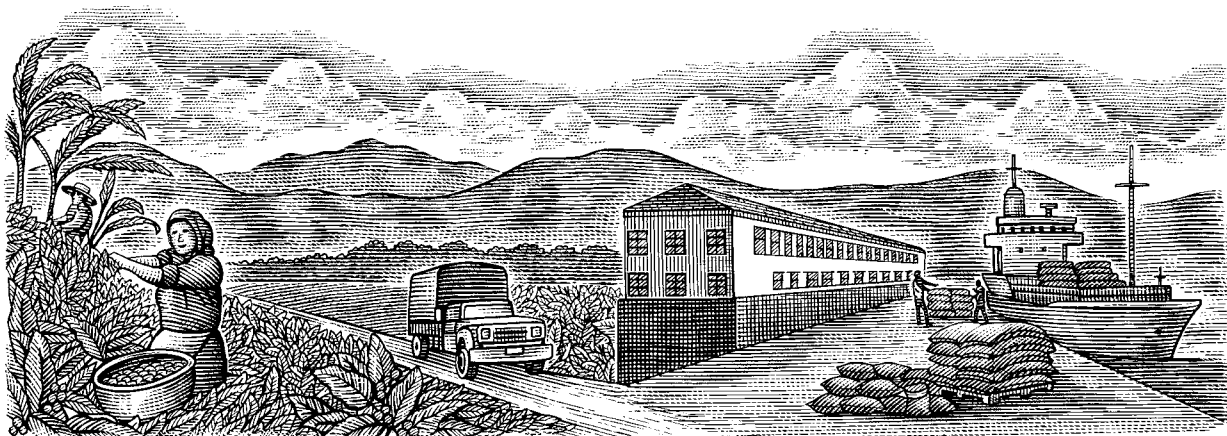
- Monterey Club (500 Cal)
- Ham & Gruyere Melt (410 Cal)
- Market Veggie (380 Cal)
- Roast Beef & Havarti (570 Cal)

SALADS

- Cobb (340 Cal)
- Superfood Kale (420 Cal)
- Sweet Honey Pecan (430 Cal)
- Chicken Avocado Chop (400 Cal)

SOUPS

- Soup of the Day (85-415 Cal)
- Tomato Basil (135 Cal)



PROJECT SUNRISE

HUILA COLOMBIA

An entire pot of our premium, full-flavored coffee – freshly brewed just for you. (0 Cal)

When you drink Project Sunrise coffee, you're supporting our commitment to our partners, the Mujeres en Café, or Women in Coffee, and their mission to grow the highest quality coffee, support their families, and strengthen their communities in Huila, Colombia.

Better Coffee. Better World.

JUICE BAR

Juiced daily using all-natural ingredients.

MORNING MEDITATION

Orange, lemon, turmeric, organic ginger, agave nectar and beet. (140 Cal) 3.99

KALE TONIC

Kale, Fuji apple, cucumber and lemon. (130 Cal) 3.99

SEASONAL JUICE

BEVERAGES

COLD BREW COFFEE

Made with 100% Organic Aztec coffee beans. (0 Cal)

ICED COFFEE

Creamy, sweet, cold and refreshing. (160 Cal)

DECAF COFFEE (0 Cal)

HERBAL TEAS

A selection of hot organic herbal teas. (0 Cal)

FRESH-BREWED ICED TEA

Unsweetened black or seasonal flavor. (free refills) (0/60 Cal)

HOT CHOCOLATE (160 Cal)

LOW-FAT MILK

Small or Large (100/190 Cal)

COCA-COLA SOFT DRINKS (free refills) (0-110 Cal)

100% COLD SQUEEZED ORANGE JUICE

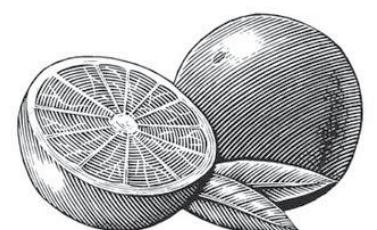
Small or Large (110/210 Cal)

GRAPEFRUIT

Small or Large (120/230 Cal)

APPLE, CRANBERRY, TOMATO

Small (50-110 Cal) or Large (90-210 Cal)



2000 calories a day is used for general nutrition advice, but calorie needs vary.

For our customers with food allergies and/or sensitivities, please inform your server prior to ordering. We will make every effort to accommodate your request. *We are not a gluten-free kitchen. Our dishes are made fresh and prepared-to-order, so individual foods may come into contact with one another due to shared cooking and preparation areas/utensils. We cannot guarantee that cross-contact with foods containing gluten will not occur but will make every effort to avoid it.



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