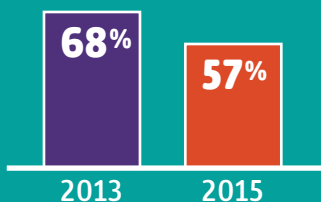


BURGERS ARE IN HIGH DEMAND

but the **rising cost of beef** is shaking up the burger category



BURGER CONSUMPTION IS DOWN OVER THE PAST TWO YEARS*



*among consumers who eat burgers at least weekly

Today's restaurant operators are **sparking interest** with....

- Specialty ingredients
- Customizable options
- Non-beef proteins
- Unique toppings



TURKEY BURGERS

ARE **UP 15%** AT FSRs SINCE 2013

16% of all FSR burger patties are now turkey



Nearly 10% of LSR burger patties are turkey



WHAT'S DRIVING TURKEY'S SUCCESS IN THE BURGER CATEGORY?



Lower price points



Healthful positioning



Flavor versatility

BURGER CONSUMERS TALK TURKEY:



24% of consumers say that availability of turkey burgers **on the menu** is important

34% of consumers consider ordering turkey burgers when **dining out**