

# HOW TO DRIVE MILLENNIAL TRAFFIC TO YOUR OPERATION

**Already at 22% of the population,** millennials are about to overtake baby boomers as the largest generation. **Born between 1977 and 1992,** this generation is a vital target for all foodservice operations because of both volume and dining habits. Eight in 10 of them eat away from home at least once a week.



Studies suggest that—when presented with clean-eating descriptors—they are more likely to pay more when there. To keep them visiting your operation, here are some key points to know.

**They're looking to try new things:**

**65%**

enjoy ordering a variety of foods

**44%**

wish that restaurants would serve a larger selection of ethnic menu items

**40%**

of older millennials enjoy eating traditional lunch and dinner foods for breakfast



Open-Faced Turkey Chorizo Burgers and Venezuelan Breakfast Arepas—easy ways to satisfy millennials' turkey cravings

**They purchase:**

**31%**

of breakfasts

**41%**

of lunches

**39%**

of dinners

**29%**

of snacks

**from restaurants**



**They want turkey:**

**78%** of millennials we surveyed eat turkey sandwiches regularly, and they're more likely than any other generation to eat turkey bacon or sausage

**39%** would like more restaurants to offer turkey at breakfast

**Millennials view restaurants as a place to socialize:** **72%** say dining out is a form of entertainment  
**31%** post photos of their meals on social media



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**Did You Know?** One key traffic driver for millennials is the ability to order and pay from a mobile device, kiosk or tabletop.

**Start by adding more turkey to your menu, then adapt it to match millennials' wants.**

# WHY MENUING MORE TURKEY APPEALS TO MILLENNIALS

## Millennials are looking for more with turkey.

At least 40% of those we surveyed would like to see turkey offered at family-style, fast-casual and fine-dining restaurants. Here are three tips to make the most out of these growing consumer demands.

#1

### Serve adventurous turkey sandwiches:

**54%** of millennials agree that they would like restaurants to offer more sandwiches with new or unique flavors and ingredients

**69%** say natural ingredients—like Butterball's *no-antibiotics-ever* turkey—are important or extremely important to making a good sandwich

#2

### Think outside the bun:

**43%** of millennials we surveyed also say they would eat more turkey if restaurants featured it in more creative ways

Dishes they would like to see more of include turkey tacos/burritos and meatballs, as well as roasted turkey



Turkey Chorizo Street Tacos—an ethnic and adventurous turkey twist

#3

### Cater to the kids:

**47%** of millennials are now parents  
**90%** of millennial parents order food from a restaurant at least once a week  
**43%** of them let their kids pick which one

Turkey provides a great opportunity to serve exciting flavors in a familiar and better-for-you way. Millennials are on board with the all-natural movement, and they want their children to be, too.

Millennial parents expect more from kids' menus than previous generations did. **44% of those with a child under 13 would go to restaurants more often if they offered more sophisticated kids' menus.**

**70% of millennials** we surveyed think Butterball when they think turkey. Partnering with us means connecting with a popular brand.

To get inspired with more ways your operation can benefit from more turkey, visit [butterballfoodservice.com](http://butterballfoodservice.com).