

HEALTHY BREAKFAST OPTIONS

...are more
important
than ever



44%

of breakfast consumers are
WILLING TO PAY MORE
for breakfast items that are
HIGH IN PROTEIN



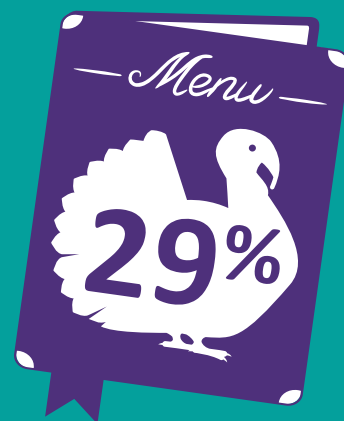
ABOUT HALF
of breakfast consumers say that
they're more likely to purchase
breakfast items that are **LOW IN FAT**

...
THAT PRESENTS AN OPPORTUNITY TO
POSITION TURKEY AS THE **BEST LOWFAT**
ALTERNATIVE TO BEEF OR PORK

Turkey **bacon** &
turkey **sausage**
have increased
15% in breakfast
entrées over a
two-year period



54% of restaurant
operators say
that they introduce healthy
breakfast options in order to
drive up sales



...of all consumers
want to see
MORE TURKEY on
breakfast menus

and **39%** of
younger consumers
aged 18-34

TURKEY SAUSAGE

IS NOW THE
FASTEST-GROWING PROTEIN
FOR LIMITED-SERVICE BREAKFAST SANDWICHES

TECHNOMIC

BUTTERBALL