

Turkey burgers for any diet



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57%

of consumers say it's important to eat healthy and pay attention to nutrition

For those on trending diets such as keto, paleo and Whole30, turkey burgers offer diners an easy choice.

To appeal to diners on specialized diets, **operators should have a working knowledge of these three popular diets** so they can position their turkey burgers as diet-friendly.



DIET: Keto



50% of consumers say they have tried or would consider trying the keto diet.¹

What it is:

A high-fat, average-protein, low-carb diet that is meant to force the body to burn fat instead of carbs.

How to burger it:

Do: Add high-fat, low-carb toppings for flavor, such as bacon, cheese, guacamole and more.

Don't: Use a standard bun or high-carb condiments. Replace the bun with lettuce and omit carb-heavy condiments such as ketchup.

Menu example:

Red Robin's Guacamole Bacon Burger: The dish is available to order as a turkey burger, and consumers can order it "Wedgie style," swapping lettuce for the bun. Toppings include house-made guac, hardwood-smoked bacon, Swiss cheese, red onions, lettuce, tomatoes and mayo, which should all be keto-friendly, but diners can ask for items that don't fit their diet to be left off.²

DIET: Paleo



53% of consumers say they have tried or would consider trying the paleo diet.¹

What it is:

Modeled after "what cavemen ate," this diet includes vegetables, fruits, nuts, roots and meat. It excludes dairy, grains, sugar, legumes, processed oils, salt, alcohol, coffee and processed foods.

How to burger it:

Do: Keep it basic. Vegetable toppings are ideal; focus on quality proteins.

Don't: Add cheese, use a standard bun, top with processed or fried ingredients or use processed condiments.

Menu example:

West Coast chain **Burger Lounge's** bunless Paleo Burger is topped with nitrate-free bacon, grilled zucchini, grilled tomato, fresh avocado and daikon sprouts. Diners can substitute the standard beef patty with a free-range turkey patty.²



'I'm not on a diet!'

For diners who aren't on a diet, turkey burgers still offer a **high-protein, craveable option that anyone can enjoy.**

Restaurants can try offering them with global toppings, combined with other proteins and more.

Menu example:

Ruby's Diner — The Stuffed Chorizo Turkey Burger LTO featured a lean ground turkey burger stuffed with chorizo and topped with pepper jack cheese, guacamole, jalapenos, chipotle aioli, lettuce and tomato.²

DIET: Whole30



46% of consumers say they have tried or would consider trying the Whole30 diet.¹

What it is:

A 30-day diet that emphasizes whole foods and the elimination of sugar, alcohol, grains, legumes, soy and dairy. It's similar to paleo, but while paleo is meant to be a long-term lifestyle change, Whole30 is a short-term "reset."

How to burger it:

Do: Focus on quality proteins with no additives.

Don't: Add cheese, use mayo with soybean oil or condiments with added sugar, or use a standard bun.

Menu example:

The Cheesecake Factory serves its Skinnylicious Turkey Burger, which features a turkey patty combined with fresh mushrooms, garlic and spices and is topped with grilled onions, mayo, lettuce and tomato and served on a bun with a green salad for a side. Whole30 diners should skip mayo and the bun.²