

BUTTERBALL®

TIPS FOR WINNING BACK SANDWICH LOVERS

On average, consumers eat 3.1 sandwiches per week, but away-from-home orders have been declining. Attract consumers looking for a sandwich they wouldn't make at home by offering unique and irresistible options.



Serve a taste of Italy with this fresh and mouthwatering **Butterball Turkey Sandwich Italiano**.

OFFER A WORLD OF OPTIONS

31%

OF CONSUMERS STRONGLY AGREE THAT THEY WANT MORE INTERNATIONALLY INSPIRED SANDWICH OPTIONS.

53%

OF CONSUMERS ARE INTERESTED IN MEXICAN AND ITALIAN SANDWICHES.

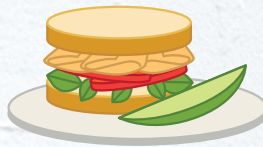


BOOST YOUR BURGER OFFERINGS

78% OF CONSUMERS PURCHASE BURGERS AWAY FROM HOME AT LEAST ONCE A MONTH.

GIVE YOUR DELI SANDWICHES SOME LOVE, TOO!

66% OF CONSUMERS PURCHASE DELI SANDWICHES AWAY FROM HOME AT LEAST ONCE A MONTH, UP FROM 2020.



MAKE IT TO GO

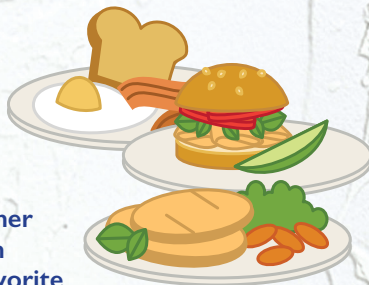
78% OF CONSUMERS PURCHASE SANDWICHES AWAY FROM HOME AT LEAST ONCE A MONTH.

31% OF CONSUMERS SAY PORTABILITY IS IMPORTANT WHEN CHOOSING A SANDWICH.



PRIORITIZE QUALITY

According to diners, meat is the most important element of a sandwich. Satisfy consumer demand for premium protein with Butterball, America's favorite turkey brand.



Don't Forget Breakfast

33%

OF CONSUMERS AT LEAST OCCASIONALLY PURCHASE BREAKFAST SANDWICHES AWAY FROM HOME.



Bacon and sausage are top proteins, so satisfy the growing number of health-driven consumers by offering turkey bacon and turkey sausage.

Make their first meal of the day memorable with the **Towering Biscuit Breakfast Sandwich**.

TIP:

AFFORDABILITY IS A KEY CONCERN FOR GUESTS

Promoting deals and discounts is essential to driving visits to your establishment.

TURKEY Specials



Sources: Technomic Sandwich Consumer Trend Report, 2022, Kantar Q4 2021 Custom Brand Equity Study

For more ideas on how to craft crave-worthy sandwiches for your operation, visit butterballfoodservice.com