

BUTTERBALL®

THE WHY, WHAT, WHERE AND HOW OF TODAY'S HEALTHY EATING TRENDS

It's never been more important to offer healthier options on your menu. **31%** of diners strongly agree that their mentality around healthy eating has changed over the past two years, and now over half of consumers (**53%**) say they are eating healthier away from home compared to two years ago. By applying these insights and tips for on-trend menu tweaks, you can keep them coming back and increase your profits.



Appeal to indulgent and health-conscious diners with a better-for-you burger option.
Mediterranean Turkey Burger.

TIPS FOR MENUING HEALTH-FORWARD DISHES:

Highlight dishes with shorter ingredient lists:
57% of consumers agree that a shorter ingredient list signals that an item is healthier.

Cover your bases by offering wholesome and indulgent options:
Although 22% of diners who eat meat follow specialty diets, 24% are still looking to indulge their cravings.

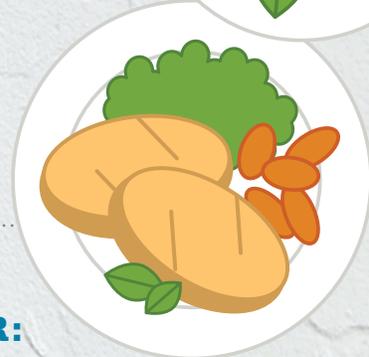
Offer a lean protein with functional benefits, like turkey:
Consumers are increasingly looking for specific vitamins and nutrients in the food they consume.

WHAT HEALTH-MOTIVATED DINERS ARE THINKING ABOUT NOW

47% THINK ABOUT EATING MORE FRESH VEGETABLES

44% CONSIDER THE BENEFITS OF EATING HEALTHIER FOODS

32% EVALUATE THE PROTEIN CONTENT OF DISHES



WHY DINERS ARE EATING HEALTHIER:

45% To feel better physically after eating

41% Just because they like the item

38% To improve quality of life

WHERE AND WHEN DINERS ARE EATING HEALTHY MEALS

At lunch and on weekdays

73% say they're eating healthier meals at the same foodservice locations they typically go to, rather than trying a new place

BONUS TIP:

WHEN MENUING TURKEY, CALL OUT THESE FUNCTIONAL BENEFITS:

- **PROTEIN:**
Turkey is high in protein
- **VITAMIN B:**
Turkey is high in vitamin B3, B6 and B12



Butterball Grilled Turkey Breast with Spring Kale Caesar

Source: Technomic Healthy Eating Consumer Trend Report, 2022

For more ideas on how to cater to diners' healthy eating habits,
[visit butterballfoodservice.com](https://www.butterballfoodservice.com)