

**BUTTERBALL**

# MENU TURKEY



Butterball Spicy  
Honey Turkey Burger

## FOR HEALTHY FLAVOR AND SALES

Today's diners are looking for dishes that are easy on their diets and their wallets. Find out how to satisfy both demands by offering turkey, a delicious and cost-effective protein packed with health benefits.

## DRIVE SALES WITH TURKEY

Appeal to turkey lovers and watch your profits soar.



**38%**

WOULD ORDER TURKEY MORE OFTEN IF OFFERED AT RESTAURANTS.

**17%**

OF CONSUMERS ARE EATING MORE TURKEY NOW COMPARED TO 2021.

**51%**

ORDER TURKEY FOR DINE-IN, COMPARED TO 35% IN 2021

**31%**

ENJOY TURKEY AT LEAST ONCE A WEEK.



## POWER UP BREAKFAST

**30%** of diners strongly agree that they would order turkey for breakfast if offered.

Offer turkey bacon and turkey sausage as a healthier alternative to traditional breakfast meats.

Butterball Turkey Bacon  
Avocado Egg Boats



## LEAN INTO LUNCH

OFFER A TURKEY BURGER AS A LUNCH ENTRÉE

**81%** say they would order turkey as an entrée.

Use turkey as the healthy protein in common lunch dishes such as salads and soups.

## Nutrition is Always Trending

Even when dining out, consumers want menu options that will help them meet their health goals. Turkey is loaded with protein and vitamins that diners perceive to be a more nutritious alternative to red meat.

**62%** of diners say they are trying to eat healthier.

**87%** consider turkey to be either healthy or very healthy.

**33%** eat more turkey because they want more protein in their diets.

**28%** strongly agree that restaurants should offer turkey-based substitutes for meat-based entrees.



**MENU TIP**

Make ordering turkey dishes a no-brainer for diners by reminding them that it is a **LEAN OPTION HIGH IN PROTEIN AND VITAMIN B.**

SERVE THE BRAND THAT MEANS TURKEY

**36%** of consumers say they are more likely to order a turkey dish from a restaurant if the turkey is from a well-known brand.

DRIVE SALES BY HIGHLIGHTING THAT YOUR TURKEY IS FROM BUTTERBALL.

Source: Technomic Poultry & Seafood Consumer Trend Report, 2023

Visit [butterballfoodservice.com](https://butterballfoodservice.com) for more ways to menu turkey.