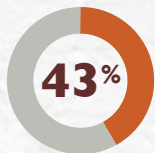


**BUTTERBALL®**

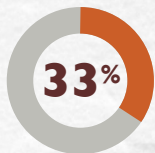
# FOCUS ON FLAVOR

Find out which cuisines are trending with flavor-seekers today and when they are most likely to try something new.

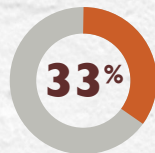
## WHY OFFER NEW FLAVORS?



of consumers are more likely to try unique flavors now compared to three years ago



are willing to spend more for exciting flavors



choose novel foods and flavors over traditional foods

## WHEN DO DINERS GET Adventurous?



BREAKFAST

34%



SNACK

50%



DINNER

60%

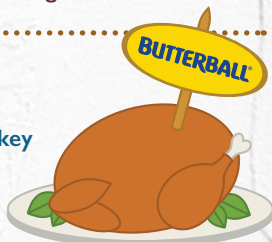
## SPICE UP SAUCES, DIPS & CONDIMENTS



- Consumer appeal for sauces, dips and condiments has increased over the last three years
- 42% are more likely to order a dish if it's paired with a uniquely flavored sauce
- 43% are tempted by menu items served with an original sauce

## WHY TURKEY?

As a center-of-plate protein choice, turkey can be more cost-effective than beef or pork and is a delicious, low-risk way to experiment with new flavors.



**FIND INSPIRATION WITH BUTTERBALL, AMERICA'S FAVORITE TURKEY BRAND**

Source: Technomic: Flavor Consumer Trends Report, 2023



Turkey Kofta

## GO AHEAD WITH Global Flavors

DINERS ARE STILL LOOKING FOR GLOBAL-INSPIRED FLAVOR PROFILES.

7 in 10 are interested in dishes inspired by Latin American, North American and Asian cuisines. Butterball has a wealth of recipes ready to spark inspiration and meet this demand.

### Activate Asian Flavors



Kimchi Turkey Burger



Vietnamese Turkey Bun-Cha with Ginger-Lime Nuoc Cham

### Lean into Latin & North American Cuisine

Turkey Stuffed Pupusa, Avocado Crema and Pebre Sauce



Turkey Quesabirria

For more recipes featuring intriguing flavors, visit [butterballfoodservice.com](https://butterballfoodservice.com)