

TURKEY TAKES CENTER STAGE: A VERSATILE PERFORMER

It's time to break turkey out of the sandwich role and see how it shines in new applications. Get inspired with new formats and fresh ideas for your breakfast and lunch menus, with bonus tips from a certified dietitian.



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GO ABOVE AND BEYOND THE BREAD

Dazzle carb-conscious consumers with bread alternatives like tortilla, rice, quinoa or pasta.

TURKEY PAD THAI

A Thai-inspired creation of rice noodles tossed with aromatics, vegetables and Sliced Turkey Tenderloin Medallions.

DIETITIAN'S NOTES

"Turkey is so versatile, you can dress it up, dress it down and spice it up, and use it to complement any vegetable or grain."



WRAP (AND BOWL) PRODUCTION



Wraps or bowls generally feature more produce, increasing nutritional value.

Technomic reports turkey bowls as one of the fastest-growing lunch dishes.

TURKEY LARB LETTUCE WRAPS

Featuring Ground Turkey sautéed with aromatic herbs, served in butter lettuce cups.

DIETITIAN'S NOTES

"To create satisfying wraps that feel exciting, think color and crunch."





GIVE PROTEIN TOP BILLING

71% of Americans report that they're trying to consume more protein.

76% of consumers said they would order turkey when ordering out if it were offered.

BREAKFAST "MUFFINS"

Little protein-packed bites, with [Breakfast Turkey Sausage Patty](#) and [Turkey Bacon](#).

DIETITIAN'S NOTES

"Prioritize protein in grab-and-go breakfast and lunch options to support all-day energy."

WOW WITH WORLDLY DISHES

69% of surveyed consumers look for foods, flavors and ingredients from a country they just visited once back home.

TURKEY RAMEN

Featuring bold spices, a rich turkey broth and [Turkey Meatballs](#).

DIETITIAN'S NOTES

"With global cuisine, a third of the plate will be grains, a third produce and a third protein."



APPEAL TO DINERS:

In a recent survey, a majority of consumers say they want to try a wider selection of turkey entrées because they like its flavor and feel it is a healthy food.



BONUS FOR OPERATORS:

[Turkey](#) costs less per pound than most other animal proteins, making it a more affordable ingredient to use across your menu.

Source:
 "Global Cuisine: Consumers Crave Unique Flavors in Familiar Formats" – 2025 – Supermarket Perimeter
 "Turkey Trend Overview" – 2024 – Tastewise
 "Foodservice Manual: Introduction" – National Turkey Federation
 "Protein is in High Demand, But Consumer Confusion is Just as High" – 2025 – Restaurant Business