



TURKEY TAKES CENTER STAGE: SPOTLIGHT TURKEY FOR STANDOUT DINNERS

This is your cue to give turkey its moment at the center of the plate. With an adaptable flavor profile and versatile applications, it's ready to help you set your dinner menu apart from the crowd. Dive into the trends influencing dinner service today, and get expert guidance from a dietitian to earn applause from health-conscious diners.



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**SPICED HARISSA & CITRUS
OVEN-ROASTED TURKEY**

with Roast & Serve Skin-On
Turkey Breast

TRANSFORM THE PLATE WITH MARINADES AND RUBS

Lock in moisture and kickstart browning for mouth-watering meat dishes.



Experiment with global flavor profiles.

Multiply creative potential across your menu by using a variety of marinades for one protein.



**DIETITIAN'S
NOTES**

**Rubs increase flavor
without adding calories.**

They can help modernize entrées in nutritious ways.

[See more advantages of marinades and rubs.](#)

OFFER HIGH-PROTEIN FARE



79% of consumers are more likely to visit a restaurant if it offers high-protein dishes.

**DIETITIAN'S
NOTES**

**Turkey delivers the protein, with
about 24 grams per 3 oz. serving.**

Use a muscle icon on the menu to highlight high-protein offerings.



**BUTTERBALL TURKEY
ROGAN JOSH**

with Roast & Serve Skin-On
Turkey Breast



KOREAN BBO TURKEY STEAK SANDWICH
with Turkey Breast Steak

FEATURE "SWICY" AKA SWEET + SPICY

- 9.6% Menu penetration is expected to rise 9.6% through 2028.
- 10% Nearly 10% of restaurant menus have sweet-and-spicy items.

DIETITIAN'S NOTES

- Switch up the sweet.
- Use juice, fruit purees or sweet spices instead of white sugar and syrups.

LEAD WITH VALUE

- 70% Over 70% of consumers actively seek value-driven menu options.
- 66% 66% of diners prefer restaurants that offer promotions.

Try offering LTOs with retro pricing to tap into nostalgia and value-seeking behaviors.



QUESO MAC & CHEESE
with Ground Turkey

Source:
"2026 U.S. & Global Menu Trends Forecast" – 2025 – Technomic