



Plant Forward Doesn't Always Mean Health Forward

Plant-based alternative proteins are popping up on menus, but turkey is still the best beef alternative for operators looking for better-for-you burger options.



#1 Better Nutrition

Based on a 4 oz serving, Butterball Turkey Burgers have fewer calories, less fat, less carbs and more protein than the most well-known plant-based alternative meat burgers.


	BUTTERBALL				
	PLANT-BASED ALTERNATIVE A 4 oz	PLANT-BASED ALTERNATIVE B 4 oz	SAVORY WHITE TURKEY BURGER 4 oz	ALL AMERICAN GRILL TURKEY BURGER 4 oz*	ALL NATURAL TURKEY THIGH BURGER 4 oz*
Calories	240	280	190	160	180
Total Fat	14 g	20 g	9 g	9 g	8 g
Carbs	9 g	6 g	2 g	2 g	1 g
Protein	19 g	20 g	22 g	21 g	23 g

DID YOU KNOW?

It takes a lot of ingredients to make meatless meat


Plant-Based Alternative A	Plant-Based Alternative B
HAS 21	HAS 18
INGREDIENTS	INGREDIENTS

#2 Simple Ingredients




Plant-based meat alternatives often rely on **HIGHLY PROCESSED INGREDIENTS** like soy protein concentrate and soy leghemoglobin


WE RELY ON TURKEY



Plant-based proteins get their taste and texture **IN A LAB**



We get ours from turkey sourced from **FAMILY-OWNED FARMS**



SERVE A TRIED AND TRUE BRAND

Butterball is the **#1 turkey burger** sold at retail



Diners are **10x MORE** likely to want to see Butterball turkey on menus than other competitive brands



See all the other reasons to choose turkey
at butterballfoodservice.com.

* Not sold in 4 oz portions. Values based on calculations per ounce.