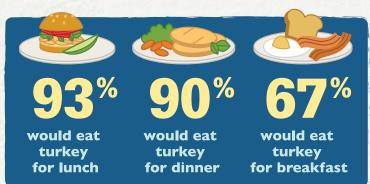
BUTTERBALL

IS A CONSTANT IN CHANGING TIMES.



of all consumers order turkey occasionally, regularly or whenever they see it on the menu.

THOSE DINERS SEE THE WIDE APPLICATION FOR TURKEY



Diners also believe TURKEY IS A VERSATILE ALTERNATIVE.



say it can

replace

chicken

breasts

say it can replace ground

beef

say it can replace pork sausage or bacon



say it can replace beef burgers

Nearly half say turkey can replace plant-based meats.

Turkey as a snack is gaining steam.

would eat turkey for a midmorning snack

would eat turkey for an afternoon snack

say they are more likely to snack on turkey if it's branded **Butterball**

The more health and wellness focused the patron, the higher these numbers skew.

REGARDLESS OF DAYPART, PORTABILITY IS KEY.

Turkey is easy to work with, performs consistently, travels well and works in to-go applications.

Who wants turkey?



THESE VALUABLE **DINERS ARE:**

- Younger
- Higher Income
- Health and Wellness Focused

Plus, they are 10 times more likely to prefer Butterball over other brands.

Source: The Importance of Turkey in Food Away from Home, Butterball, 2019.