

**BUTTERBALL®**

# Turkey

**IS A CONSTANT IN CHANGING TIMES.**



**70%** of all consumers order turkey occasionally, regularly or whenever they see it on the menu.

**THOSE DINERS SEE THE WIDE APPLICATION FOR TURKEY**



**93%**

would eat turkey for lunch



**90%**

would eat turkey for dinner



**67%**

would eat turkey for breakfast

Diners also believe **TURKEY IS A VERSATILE ALTERNATIVE.**



**63%**

say it can replace chicken breasts



**60%**

say it can replace ground beef



**59%**

say it can replace pork sausage or bacon



**57%**

say it can replace beef burgers

**Nearly half say turkey can replace plant-based meats.**



**Turkey as a snack is gaining steam.**

**51%**

would eat turkey for a midmorning snack

**55%**

would eat turkey for an afternoon snack

**40%**

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.

**Tap into turkey consumers at [butterballfoodservice.com](http://butterballfoodservice.com).**