

BUTTERBALL®

BETTER THAN BEEF

WHY TURKEY IS A SMART SUBSTITUTE

By turning to turkey, operators can keep costs in check while delivering a delicious and wallet-friendly alternative.



Butterball Buffalo Turkey Burger

A SAVORY SUBSTITUTE

About a quarter of operators report that rising beef costs are forcing them to modify prices or substitute menu items with more cost-effective ingredients.¹

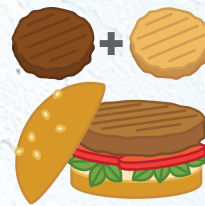
- Beef prices are projected to increase by 15% in just one year, according to the U.S. Department of Agriculture.
- Ground beef costs are highly unpredictable, but likely to remain high.²
- Ground turkey price per pound is beginning to stabilize, making it a prime beef alternative.
- Reports show a 31% gap between ground turkey and ground beef prices.³



Butterball Turkey Meatballs

BLENDING PROTEINS

Satisfy guests and protect profits by blending proteins.



56%

of consumers would consider ordering a beef patty blended with a non-beef animal protein.⁴



22%

of consumers purchase both ground beef and turkey, and 6.1 million purchase only ground turkey.⁵

BENEFITS OF TURKEY VS. BEEF

Consumers are looking for healthier, more cost-effective proteins.

BETTER VALUE FOR MONEY

Add turkey instead of beef to keep prices the same without losing profit margins or passing costs on to customers.



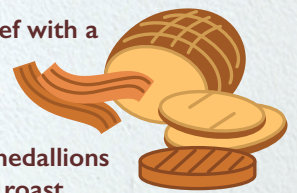
RICH IN HEALTH BENEFITS

Satisfy health-conscious diners with turkey's lean protein and B vitamins, beneficial for energy metabolism and brain function.



ALL-DAY VERSATILITY

Easily replace beef with a wide variety of turkey products across dayparts, including filets, medallions and turkey thigh roast.



Source: ¹Consumer & Operator Outlook Report, Q1 2023, ²Consumer & Operator Outlook Report, Q1 2023, ³Circana: POS Data, Latest 52 weeks ending June 18, 2023, ⁴Technomic Burger Consumer Trends Report 2023, ⁵Circana Panel: Total US All Outlets, Latest 52 weeks ending June 18, 2023

For more ideas on how to menu turkey, visit butterballfoodservice.com.