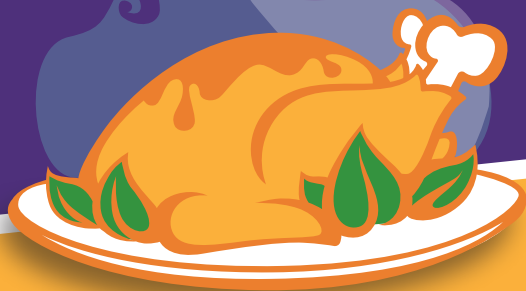


TURKEY

is a **hot and healthy** alternative to beef

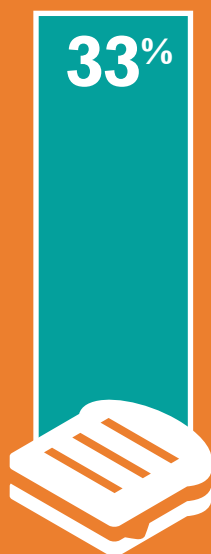


31% OF CONSUMERS WOULD SUBSTITUTE TURKEY OVER BEEF IF IT WAS AVAILABLE ON THE MENU

37% ...of consumers say that they'd like restaurants to offer **TURKEY AS A PROTEIN CHOICE** for a wider variety of entrees

WHAT'S IN DEMAND?

Consumers want to swap beef for turkey in:



Paninis



Burgers



Hot dogs or sausages



Mexican-style fare
(tacos, burritos, etc.)

