

HOW TO DRIVE MILLENNIAL TRAFFIC TO YOUR OPERATION

Already at 22% of the population, millennials are about to overtake baby boomers as the largest generation. **Born between 1977 and 1992,** this generation is a vital target for all foodservice operations because of both volume and dining habits. Eight in 10 of them eat away from home at least once a week.



Studies suggest that—when presented with clean-eating descriptors—they are more likely to pay more when there. To keep them visiting your operation, here are some key points to know.

They're looking to try new things:

65%

enjoy ordering a variety of foods

44%

wish that restaurants would serve a larger selection of ethnic menu items

40%

of older millennials enjoy eating traditional lunch and dinner foods for breakfast



They purchase:

31%

of breakfasts

41%

of lunches

39%

of dinners

29%

of snacks

from restaurants



They want turkey:

78% of millennials we surveyed eat turkey sandwiches regularly, and they're more likely than any other generation to eat turkey bacon or sausage

39% would like more

restaurants to offer turkey at breakfast



Open-Faced Turkey Chorizo Burgers and Venezuelan Breakfast Arepas—easy ways to satisfy millennials' turkey cravings

Millennials view restaurants as a place to socialize:

72% say dining out is a form of entertainment

31% post photos of their meals on social media

Did You Know? One key traffic driver for millennials is the ability to order and pay from a mobile device, kiosk or tabletop.

Start by adding more turkey to your menu, then adapt it to match millennials' wants.



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WHY MENUING MORE TURKEY APPEALS TO MILLENNIALS

Millennials are looking for more with turkey.

At least 40% of those we surveyed would like to see turkey offered at family-style, fast-casual and fine-dining restaurants. Here are three tips to make the most out of these growing consumer demands.



#1

Serve adventurous turkey sandwiches:

54% of millennials agree that they would like restaurants to offer more sandwiches with new or unique flavors and ingredients

69% say natural ingredients—like Butterball's *no-antibiotics-ever* turkey—are important or extremely important to making a good sandwich



#2

Think outside the bun:

43% of millennials we surveyed also say they would eat more turkey if restaurants featured it in more creative ways

Dishes they would like to see more of include turkey tacos/burritos and meatballs, as well as roasted turkey



Turkey Chorizo Street Tacos—an ethnic and adventurous turkey twist

#3

Cater to the kids:

47% of millennials are now parents
90% of millennial parents order food from a restaurant at least once a week
43% of them let their kids pick which one

Turkey provides a great opportunity to serve exciting flavors in a familiar and better-for-you way. Millennials are on board with the all-natural movement, and they want their children to be, too.

Millennial parents expect more from kids' menus than previous generations did. **44% of those with a child under 13 would go to restaurants more often if they offered more sophisticated kids' menus.**



70% of millennials we surveyed think Butterball when they think turkey. Partnering with us means connecting with a popular brand.

To get inspired with more ways your operation can benefit from more turkey, visit **butterballfoodservice.com**.