

# How Butterball Helps You SERVE WITH CONFIDENCE.®

EXPLORE OUR DEDICATION TO INNOVATION.

## BRAND HERITAGE



*It all started in 1954,*  
the year the first Butterball turkey  
was introduced.

## INSIGHTS & TRENDS



We're *always* working with leading  
industry firms and flavor partners to  
*keep you up to date.*

## PRODUCTS

Your needs drive our  
product offerings.



EASY-OPEN  
PACKAGING



COOK-IN-BAG  
TECHNOLOGY



TURKEY  
BURGERS WITH  
HAND-PATTIED  
LOOK



ON-TREND  
SPICY OPTIONS,  
LIKE TURKEY  
CHORIZO

# Butterball

IS THE MOST WELL  
KNOWN, HIGHLY REGARDED  
BRAND IN TURKEY.¹

## MENU INSPIRATION

We have a *Certified  
Master Chef* who creates  
tasty recipes showcasing the  
POWER OF TURKEY.

## INNOVATION TEAM



RESEARCH &  
DEVELOPMENT



CULINARY



RETAIL



INSIGHTS



MARKETING

We work together to bring you the most  
innovative (*and most delicious*) solutions.

## RESPONSIBILITY

We're the *first* turkey company  
to receive the American Humane  
Certified™ seal.



Learn more about our innovative products, recipes and foodservice insights at

[BUTTERBALLFOODSERVICE.COM](http://BUTTERBALLFOODSERVICE.COM)

**BUTTERBALL**

SERVE WITH CONFIDENCE.®