

LEARN WHO'S LOOKING FOR NO-ANTIBIOTICS-EVER TURKEY

THE ASPIRATIONAL FOODIE



"People are always coming to me for advice about food, as I'm always adventurous and trying new things! To me, it's all about health, wellness and quality."

who she is

She's a well-informed consumer who cares about her image. Whether she's shopping, entertaining or dining out, she's ready to spend more for the best. She's active and influential in her community, so her advice carries a lot of weight.



what she likes

- She loves turkey as a healthy alternative to red meat
- She thinks name brands are best, and she engages with her favorites on social media
- She cares about clean, sustainable products



how you can better her dining experience



- Feature and highlight healthy, no-antibiotics-ever turkey dishes
- Leverage LTOs that emphasize adventurous flavor enhancements
- Promote creative turkey dishes on social media

key points to keep in mind for appealing to diners like aspirational foodies...

41%

say they eat healthy foods to improve their quality of life

69%

say they'd be more likely to purchase foods labeled as clean, and more than 50% associate antibiotic-free menu callouts with clean eating

68%

consider antibiotic-free proteins to be slightly or much healthier

68%

say they'd be more likely to purchase protein that is antibiotic-free, with 37% saying they'd be willing to pay more for it



Source:
Butterball Proprietary Consumer Segmentation Research, 2017.
Technomic Healthy Eating Consumer Trend Report, 2016.
Butterball Proprietary Consumer Research, 2017.



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