

# TRENDING TASTES WITH TURKEY TWISTS

64%

of consumers purchase ethnic dishes at least once per month

## WHICH CUISINES DO THEY PREFER?

75%  
say Italian



Offer Lasagna Di Carnevale for an indulgent Italian classic



68% say Mexican



42% say Mediterranean



66% say Chinese



40%  
say Thai

Serve sweet and tangy Thai taste with Turkey Pad Thai

NEW FLAVOR

73% say

they're more likely to visit restaurants that incorporate new flavors



are more likely to taste a new item if it's made by a brand they know

Consider adding the Butterball name



to your unique turkey dishes

SERVE TRENDING FLAVORS.



SERVE WITH CONFIDENCE.®

## 77% FAVOR SPICY FOODS

Chorizo has grown by 50% on breakfast menus

52% enjoy

chili pepper flavored hot sauce



47% like sweet-&-spicy combinations

Balance sweet and heat with a Kimchi Turkey Burger made using a unique sweet hot chili sauce

**SPICE UP** omelets, burritos and more with **TURKEY CHORIZO CRUMBLES**