

BUTTERBALL®



Focus on Flavors Consumers Crave

The diners of today have strong expectations when it comes to flavor. Stay ahead of the curve and generate excitement around your menu by focusing on the flavors consumers find most appealing.

When it comes to flavor, **INNOVATION IS THE KEY** to success.

28% of consumers are more open to experimentation since the pandemic started.

More than 50% of consumers expect new flavors at least every two to three months.



Classic combinations are a fan favorite among restaurant goers.

53% PREFER SAVORY & SMOKEY **45%** PREFER SWEET & SPICY



Appeal to consumer demand for sweet & spicy with this **Hot Honey Meatball Wrap.**



Feature flavorful and healthy options like protein-packed **Turkey Summer Rolls with Sambal Dipping Sauce.**



Guests crave **ORIGINALITY**, so take flavor favorites and make them your own.



39% say they are more likely to order a dish **if it comes with a unique sauce.**

37% say they are more likely to try a new or unique flavor **if there are health benefits.**

Consumers are all about these four crave-able flavors.

57% PREFER  **CHEESY**

55% PREFER  **SAVORY**

53% PREFER  **SPICY**

53% PREFER  **SWEET**

With new flavors, customers will be lining up for more.

If they enjoy a new flavor, 6 in 10 consumers are likely to return and order it again.

Sources: Technomic Flavor Consumer Trend Report, 2021

For more ideas on how to introduce trending flavors, visit butterballfoodservice.com.