




BUTTERBALL®

10 WAYS TO APPEAL TO GEN-Z DINERS

Young people are driving more foodservice sales than ever. Here are 10 tips for attracting the 25-and-under crowd to your establishment.



Butterball Turkey Quesabirria

TURKEY BURGER



- Lettuce
- Tomato
- Onion

ADD TO CART

LEAN INTO TECHNOLOGY

43%

of Gen-Z consumers order takeout or delivery using a restaurant's mobile app.

SHOW LOVE FOR THE ENVIRONMENT

37% want restaurants to reduce their plastic waste.

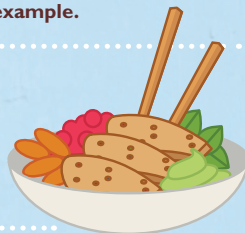


EMBRACE SOCIAL ISSUES

Gen-Z diners want to see more restaurants take an active role in prioritizing racial and gender issues, for example.

CREATE INNOVATIVE MENU ITEMS

47% enjoy trying different types of foods.



MAINTAIN MENU TRANSPARENCY

45% are more likely to visit a restaurant that's transparent about what's on the menu.



GET SPICY

Younger diners prefer hotter spice levels. Turn up the heat with more exotic peppers like Thai, habanero, Red Savina and ghost.

Drive LSR Dine-In Traffic

MAKE A DEAL

1 in 4 agree that the availability of coupons or special offers is important when choosing an LSR.



GO BIG ON BRANDS



30%

of Gen-Z diners say availability of name-brand items and ingredients influences their selection of an LSR to visit.

Offer turkey from Butterball, America's favorite turkey brand, to keep them coming back again and again.

Drive FSR Dine-In Traffic

FOCUS ON VALUE

When choosing an FSR **53%** say overall value is important and **44%** are looking for low prices.



OFFER VARIETY

Plan your menu with a mix of **ADVENTUROUS** and **FAMILIAR** items to satisfy the **44%** who say **HAVING A MIX OF BOTH IS AN IMPORTANT ATTRIBUTE.**

Sources: Technomic Generational Consumer Trend Report 2022, Kantar Q4 2020 Custom Brand Equity Study

For more resources like this, including new ways to appeal to your customer base, visit butterballfoodservice.com