

**BUTTERBALL®**

# BUILDING ON THE BURGER TREND WITH TURKEY

While burgers remain popular among diners in both limited and full-service restaurants, many guests are looking for alternatives to beef. See why turkey is the perfect swap.

## BE A BURGER LOVER'S DESTINATION

When deciding where to order a burger, consumers say these are the most important considerations:



AFFORDABILITY



VARIETY



CUSTOMIZABILITY



PREMIUM INGREDIENTS



COMBO MEAL OPTIONS



Butterball Kimchi Turkey Burger



Butterball Three Philosophers Sliders

## IT'S WHAT'S INSIDE THAT COUNTS

Guests want to know that their meals are made with carefully chosen ingredients.



**25%** want restaurants to be more transparent about their burger ingredients.

**44%** think it's important that a burger's protein is from a socially responsible source.

**38%** want to know that their burger protein was sustainably sourced.

## CONSUMERS' PROTEIN PREFERENCES

Diners are interested in ordering burgers made from protein other than beef.



**ABOUT 1/3** of consumers prefer turkey as the only protein in their burgers.



would order a beef patty blended with a non-beef animal protein.



**ABOUT 20%** would order a turkey burger if beef were unavailable.

## TO TOP IT ALL OFF

Impress your guests when you offer these top two craveable toppings for your burgers:



### MUSHROOMS

**36%** of consumers would order them as a burger topping. Try this [Wild Mushroom Turkey Burger](#), covered with sautéed mushrooms and caramelized onions.

### BACON

**69%** of consumers love bacon on their burgers. [Butterball's fully cooked turkey bacon](#) is leaner than pork, and it's a deliciously crispy topping.

Source: Technomic Burger Consumer Trends Report, 2023

For more ideas and recipes, visit [butterballfoodservice.com](https://butterballfoodservice.com).