

BUTTERBALL®

Eyes on the Rise of Prepared Food

With retail consumers purchasing grab-and-go items more frequently, it's a great time for foodservice operators across all segments to take another look at their prepared food offerings.



What's Driving Purchases?

Increase the appeal of your grab-and-go items based on consumers' top retail purchasing motivators.

90% believe prepared foods are a **GOOD VALUE**



FOODSERVICE TIP

Turkey can be a more cost-effective protein choice than beef or pork. Try it in these Jerk Turkey Street Tacos with pineapple and cole slaw.



50% purchase based on **VISUAL/APPETITE APPEAL**

FOODSERVICE TIP

Enhance value perception with visually appealing dishes like a Tangy Asian BBQ Wrap featuring shredded turkey thigh roast and veggies in a tortilla with Thai sweet chili sauce on the side.



68% are likely to purchase from locations that offer **ONE-OF-A-KIND ITEMS**

FOODSERVICE TIP

Experiment with different flavor combinations to develop unique or signature offerings like in this Turkey Wrap with Mango Chutney, which combines sweet onion curried mayonnaise and veggies in a chipotle flour tortilla.



What's Trending at Retail?

Get inspiration for your grab-and-go offerings from the latest consumer trends at retail locations.

18-34-YEAR-OLDS reach for **DINNER AND SNACKS**

FOODSERVICE TIP

Satisfy these cravings with these snackable Turkey and Swiss Sliders featuring a creamy garlic mayo and turkey bacon red onion jam.



69% of consumers want **HEALTHIER OPTIONS**

FOODSERVICE TIP

Serve a colorful Mediterranean Power Salad packed with lean protein and functional health benefits from turkey.

49% appreciate **VARIETY**

FOODSERVICE TIP

Play with the versatility of turkey with these Three Turkey Bento Boxes, an easy way to offer different combinations in one portable package.



Source: Technomic: Retail Foodservice Consumer Trends Report 2023

Check out more grab-and-go recipes for inspiration. Visit butterballfoodservice.com