

BUTTERBALL

SERVE WITH CONFIDENCE.®

Bites Around the World

Explore new flavors with global inspiration.

As the population becomes more multicultural, demand for different ethnic cuisines is on the rise. You can satisfy a range of diners by starting with dishes that feature familiar formats and ingredients, such as turkey.

Find recipes and products at butterballfoodservice.com.



Who's exploring?

39% of Gen Zers and 44% of millennials are looking for a wider variety of ethnic offerings.



Don't forget the little ones—44% of millennial parents with kids 12 and younger would go to restaurants more often if there were more grown-up dishes for children.

How can you take your kids' menu to new places?



Add sophisticated flavor with globally inspired condiments and sauces, such as miso ginger dressing or teriyaki ketchup.

What are they seeking? What have they not tried but want to?



Try Singapore Meatballs and Zoodles, made with gluten-free turkey meatballs and a tangy Asian sauce.



Stay ahead of the trend with the Pavo (Turkey) Saltado, featuring seasoned turkey and crisp veggies.



When do they want to adventure?

Diners say they're likely to order ethnic foods for...



want more ethnic dishes in the a.m. Get inspired with the Venezuelan Breakfast Arepa, which includes turkey sausage crumbles.



How can you create excitement?

Serve globally inspired dishes as limited-time offerings to drive traffic and keep customers engaged.

- **Promote** your LTOs on social media
- Keep them simple but **memorable**
- Have set start and end dates for your promotion to create a sense of **urgency**
- **Test** different flavors and bring favorites back from time to time