

LOOKING FOR THE HEALTHY OPTIONS DINERS WANT?

LOOK NO FURTHER.

Gone are the days when adding a salad to the menu could qualify as a healthy option. Today's diners expect levels of health and nutrition to be infused across the menu, and turkey is a protein that can help you do that without sacrificing flavor and comfort.

Diners who are focused on health and wellness are more likely to order turkey. Know what formats they prefer:



9 in 10 diners

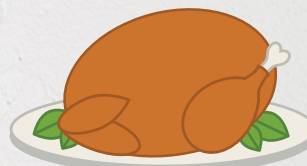
pay at least some attention to health and nutrition when eating out

Parents, especially millennial parents, focus on healthy proteins for their kids when dining out.

What do they order at least occasionally for their kids?



93%
say turkey



either somewhat or fully delivers on the health benefits they deem important in protein

Nearly half of all diners

say that having the Butterball brand on their menu would enhance their likelihood to order turkey dishes when looking for healthy options

60%

of consumers want restaurants to carry Butterball

That's **10x** higher than the number-two turkey brand, at only 6%

For more information, visit butterballfoodservice.com