

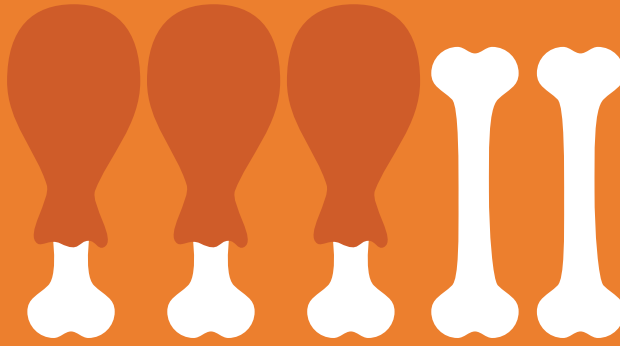
The Power of **THE BRAND**

54%

of consumers say they'd be **WILLING TO PAY MORE FOR SANDWICHES** that feature brand-name condiments or spreads

71%

of those say it's because those items are **HIGHER IN QUALITY**



3 IN 5

consumers say Butterball turkey makes them more likely to **TRY DIFFERENT DISHES & MENU PREPARATIONS**



of consumers say having their **PREFERRED BEVERAGE BRAND** drives restaurant visits



of male diners prefer well-known, **BRAND-NAME SALAD DRESSINGS** at restaurants



Sources: Technomic's 2016 Beverage Consumer Trend Report, Technomic's 2015 Dessert Consumer Trend Report, Technomic's 2016 Sandwich Consumer Trend Report, Technomic's Soup & Salad Consumer Trend Report