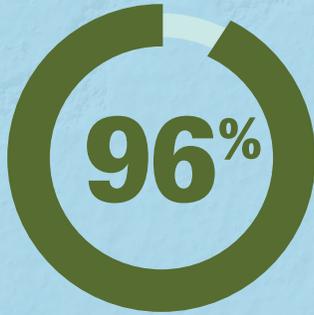


Wrapped and ready to boost margins.

66% of consumers say they're comfortable with individually wrapped foods, compared to only

30% who say they're comfortable with self-serve.¹

With sentiments like this continuing to drive how consumers behave as a result of the pandemic, operators have had to adapt accordingly.



96%
of noncommercial operators removed at least one self-serve offering.²



46%
added more grab-and-go items.²

Why offer more individually wrapped sandwich choices?

GREAT FOR CUSTOMERS

- Meets demand for healthy, filling meals
- Offers the portability and safety that today's diners want

GREAT FOR OPERATORS

- Lets you provide scratch-made quality without scratch-made labor
- Ensures consistency in flavor and freshness
- Delivers flexibility for remote serving, grab-and-go or curbside pickup

Why serve Butterball?

You'll excite customers with five delicious breakfast and lunch choices, all featuring quality Butterball turkey products.

Product Name	SKU #
Turkey Sausage & Cheddar Cheese on Muffin	22655 89580
Turkey, Mozzarella & Arugula Pesto on Ciabatta	22655 89581
Roasted Turkey & Cheddar Cheese on Craft Bun	22655 89582
Turkey Sausage, Egg & Cheddar Cheese on Biscuit	22655 89583
Roasted Turkey & Swiss Cheese on Multigrain Ciabatta	22655 89584

By serving Butterball, you're providing a brand that consumers have known, trusted and loved for generations.



of diners prefer to see **Butterball** branded turkey on menus.

That's **10x** higher than the number-two turkey brand, at only 6%.³

¹International Food Information Council, July 2021 ²How Noncommercial Recovers Post-COVID-19, Technomic, June 2021 ³The Importance of Turkey in Food Away from Home, Butterball, 2019

Drive more grab-and-go sales and learn more by visiting butterballfoodservice.com