

TRUST IN TURKEY

Smart protein solutions for today's foodservice landscape

High-volume chefs are adapting to the "new normal," striving to keep the brand experience intact for their guests while restoring profitability. Those finding success are following a similar playbook: tightening menus, reducing labor-intensive items, optimizing versatility of ingredients, and translating recipes into takeout-friendly items. Chefs are also taking a close look at how to interpret flavor trends for evolving preferences brought on by this new consumer mindset. While still keeping innovation in focus, comfort-centric builds soothe with familiarity. Finding the right balance between familiarity and trending flavors can be challenging.

Chefs can rely on Butterball Foodservice for protein solutions that offer their diners the comforting familiarity they're seeking while giving chefs a versatile, easy-to-use canvas that they need today. Translating trends is easy with turkey: It works in global profiles like a Turkey Wrap with Mango Chutney and Curry Mayo, and, of course, is right at home in comfort foods like a Turkey French Dip.

Built for portability, this Turkey Wrap with Mango Chutney is made with Butterball Oil Browned Sliced Turkey.



TURKEY SUMMER ROLLS

These Turkey Summer Rolls demonstrate a deft balance between familiar and intriguing. They star bright, fresh flavors with a familiar protein as the hero: Butterball Smoked Turkey Breast, dressed in a touch of sesame oil, gets tucked into rice paper rolls with purple carrot, radicchio, vermicelli noodles, mint, cilantro and basil. They're paired with a spicy sambal peanut sauce.



A Little Help with Labor

Craveable, traffic-driving menu items remain the key to success. With profound operational challenges due to COVID-19, chefs are reporting that today's most important menu innovation relies on labor-saving products with flexibility in usage ideas. Trusted partners like Butterball Foodservice carry products that can help solve issues around protein-centric dishes:

- ▶ **Handcrafted Roast & Serve Turkey:** Fully cooked skin-on turkey breast. Simply "Roast & Serve" in under an hour for a perfectly seasoned, juicy presentation of flavorful roasted turkey. Add topical seasonings for a signature offering.
- ▶ **Ready to Cook Turkey Breast Roast:** Lightly seasoned in a "cook in bag," this raw roast provides the desired whole bird aroma and taste. Versatile and easy to carve, it's excellent for center-of-the plate applications, carving stations and premium sandwiches.
- ▶ **Turkey Thigh Pot Roast:** Made from premium thigh meat, this product is easy to pull apart and serve. It provides a high-protein dark turkey alternative to red meat.

Ideal for dine-in or takeout menus, this Kung Pao Turkey Salad features Butterball's Handcrafted Roast & Serve Turkey Breast.

Content developed in partnership with Flavor & The Menu.



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