



Stack Up Profits with Sandwiches

TURKEY IS A POPULAR SANDWICH PROTEIN FOR ALL DAYPARTS*
(3-year growth)



BREAKFAST SANDWICHES



increase of turkey sausage



increase of turkey bacon



LUNCH/DINNER SANDWICHES



increase of turkey bacon



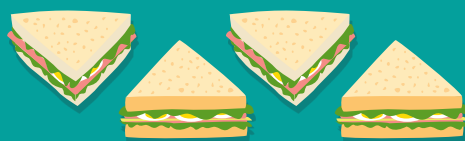
increase of build-your-own sandwich options

Turkey also holds appeal as a **SUBSTITUTE** for other sandwich meats

It can take the place of corned beef on a **Reuben** or used in place of ham on a **Monte Cristo**

Sandwiches are one of the **MOST COMMONLY CONSUMED FOODS**

2 out of **5** consumers eat at least **four sandwiches** a week

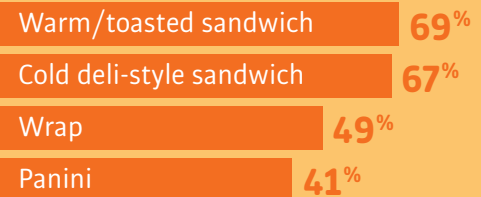


The same amount (40%) would like restaurants to offer a **wider variety of turkey** in sandwiches

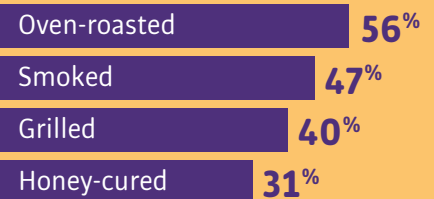
Turkey's **ADAPTABILITY** to different preparations and flavors gives it **BROAD APPEAL** as a sandwich protein



Most Preferred Turkey Sandwich Types



Most Preferred Styles of Sliced Turkey on Sandwiches



Most Preferred Sauces and Condiments for Turkey Sandwiches



SERVE WITH CONFIDENCE.®



*Three-year growth (Q1 2014-Q1 2017)
Source: 2017 Technomic Center of the Plate: Poultry Consumer Trend Report; 2016 Technomic Sandwich Consumer Trend Reports; Technomic MenuMonitor