

BUTTERBALL®



Turkey Summer Rolls

SMALL BITES, Big Opportunity

Growing demand for appetizers, sides and small plates offers the chance to get creative with ingredients and formats. See the numbers behind the trend, recipe inspiration and tips for adding enticing menu options.

TRY A LITTLE SOMETHING NEW

Experiment with sample platters and trending street foods or international cuisine.



Banh Mi

Turkey Wraps:

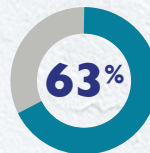
Tap into demand for international flavors with this delicious and shareable starter inspired by Vietnamese cuisine.



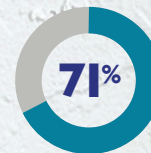
Nibbling by the Numbers

- More than 50% of diners are likely to choose apps, sides and small plates when dining in.
- Women in particular are interested in ordering these items.

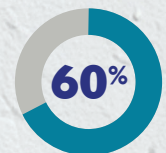
APPETIZERS



SIDES



SMALL PLATES

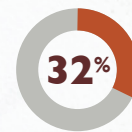


Pump Up the Value

COST IS TOP OF MIND FOR MANY DINERS.



2 out of 3 say fair or reasonable prices are important or extremely important when ordering.



order small plates because they're cheaper than entrées.

50% ↑

More than 50% order a combo meal every time they visit an FSR.

Reach these patrons with cost-effective options:

Offer special deals for takeout.

Bundle apps or starters with entrées for combo meals.

Make a Big Deal About Quality and Value

Sometimes, prices have to rise. When they do, highlight the quality and value of your menu options.

BONUS TIP

Turkey is a versatile, healthy protein that's delicious in small or shareable dishes.



Turkey Flatbread

Source: Technomic Starters, Small Plates & Sides Consumer Trends Report, 2023

For more snacks, sides and appetizer inspiration, visit butterballfoodservice.com