

# TURKEY TAKES FLIGHT



To meet consumer demand and boost profitability, restaurants are increasingly menuing turkey in dishes that typically feature other proteins such as chicken, beef or pork.

CONSUMER INTEREST IN HEALTHIER FOOD MEAN THAT MORE DINERS SEEK OUT **LEANER PROTEINS** ON MENUS



**1** OUT OF **3**

CONSUMERS WOULD ORDER TURKEY MORE IF IT WERE AVAILABLE

Substituting turkey for other popular proteins is an easy way to offer this **ALTERNATIVE PROTEIN**, without affecting demand:



**Half** of consumers strongly agree that most chicken dishes would be just as good with turkey

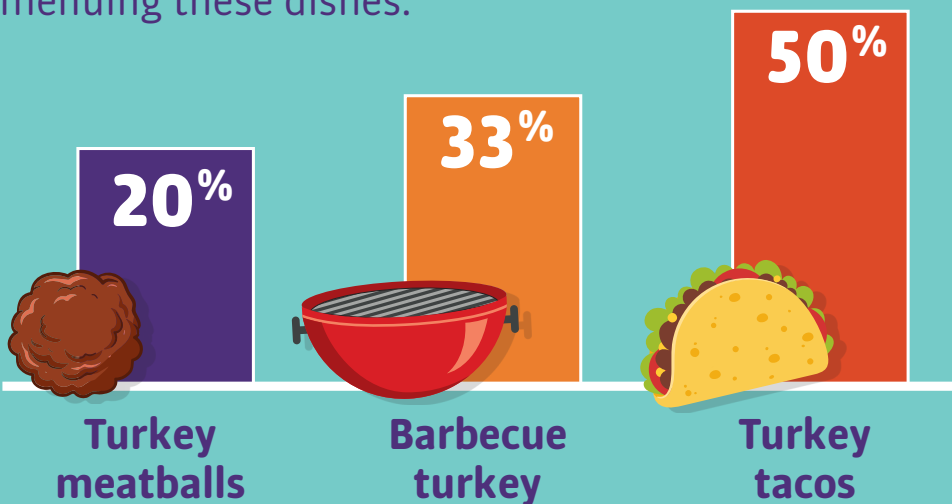


## WHERE'S THE BEEF?

Consumers increasingly prefer **TURKEY BURGERS** for lunch or dinner

**39%** of consumers say they would order a turkey-based burger if offered

Beyond burgers, many menu items are increasingly being **turkey-fied**. Operators are increasingly menuing these dishes:



**Other popular foods that can easily feature turkey include:**

- ▶ Turkey-topped flatbread
- ▶ Turkey chili
- ▶ Turkey pastrami
- ▶ Turkey shawarma

