



**GAIN** consumer insights

**RECOGNIZE** menu trends

**IDENTIFY** opportunities

**ASSESS** ingredients

**EXAMINE** pricing strategies

**REFINE** marketing

Now includes  
**COMPARATIVE**  
two-year  
findings

# Center of the Plate: Poultry Consumer Trend Report

*Attitude and Usage Study*

**HELPING FOODSERVICE EXECUTIVES STAY SMART ABOUT POULTRY CULINARY TRENDS**

**TECHNOMIC**

Food Industry. Facts. Insights. Consulting.

# Introducing *Center of the Plate: Poultry Consumer Trend Report*, a consumer attitude and usage study identifying trends and opportunities in foodservice.

## Additional report topics available:

### U.S. FOODSERVICE CATEGORIES

- Adult Beverage
- Appetizer
- Bakery Café
- Beef & Pork
- Burger
- Casual Dining
- Dessert
- Fast Foods
- Flavor: Sauces & Condiments
- Fried Foods
- Healthy Foods
- Pizza
- Poultry
- Salad
- Sandwich
- Soup

### DINING OCCASIONS

- Breakfast
- Dinner
- Family Dining
- Retailer Meal Solutions
- Snacking
- Takeout

### CHANNEL & MARKET TRENDS

- College & University
- Convenience Store
- Generational
- The Hispanic Consumer
- Hotel Food & Beverage
- Kids & Moms
- Leveraging Social Media
- Pricing Strategies
- Warehouse Club Shoppers

Note: several Canadian and U.K. Consumer Trend Report studies are also available. Call to inquire.

## Nine out of 10 consumers (89%) eat poultry once a week or more often...

Poultry consumption is already high and may be poised for further growth as consumers increasingly seek affordable, healthy foodservice options. This comprehensive report will help operators and suppliers capitalize on consumer interest in chicken, the most widely-menued protein, and turkey, one of the industry's most underutilized proteins by helping them to...

- ▶ **Tap into poultry applications** at breakfast, for snacking occasions and as a substitute for other meats.
- ▶ **Hone the marketing message and determine ROI** by understanding how health, sustainability, animal welfare and more impact consumer purchasing decisions and price thresholds.
- ▶ **Develop a winning menu or product mix of both established and on-trend items** through extensive entrée, sandwich and flavor preference data.
- ▶ **Gain a competitive edge** by learning which chicken and turkey brands consumers prefer to purchase in a retail setting and why.

## Comprehensive coverage

- ▶ **The latest consumer research:** An exclusive Technomic survey of 1,500 U.S. consumers explores poultry consumption, attitudes and purchasing decisions. Data collected for 1,000 Canadian consumers is also available.
- ▶ **Comparative analysis:** Comparison data from Technomic's 2008 *Poultry Consumer Trend Report* reveals shifts in consumer preferences and behavior.
- ▶ **In-depth menu coverage and analysis:** Explore poultry menu trends using Technomic's exclusive MenuMonitor online trend tracking resource. This comprehensive and continually updated online database houses menu information for over 1,200 restaurant chains throughout the United States, Canada and the U.K.
- ▶ **Trends, key findings and actionable opportunities:** Gain **additional expert insight** into the chicken and turkey categories to better position your brand and your products for success in this increasingly competitive foodservice environment.

## Expanded deliverables

- ▶ Comprehensive **executive summary** including insights, implications and areas of opportunity for operators and manufacturers.
- ▶ Easy-to-navigate electronic **consumer data tables** with all consumer interviews tabulated by cluster segments that include gender, age, ethnicity, region and household income.
- ▶ Valuable appendices include detailed concept and menu positioning **profiles of 10 concepts that offer an innovative approach to chicken and turkey.**
- ▶ Report is featured on **Technomic Access**, our exclusive online tool allowing subscribers to conduct customized searches, download specific insights and graphics and create tailored presentations directly from the *Poultry Consumer Trend Report*.
- ▶ An in-depth **PowerPoint Presentation** containing all report exhibits and corresponding key findings, is also available.

Now available!



**Canadian Center of the Plate:  
Poultry Consumer Trend Report**

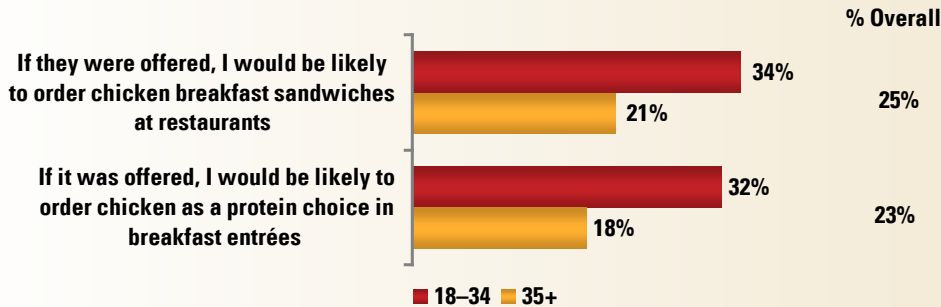
To order your copy of *Center of the Plate: Poultry Consumer Trend Report*,  
or for additional information, please contact Patrick Noone at:  
312-506-3852 or [pnoone@technomic.com](mailto:pnoone@technomic.com).

# Hear what more than 1,500 consumers are saying about chicken and turkey...

Look inside the report!

Please indicate your agreement with the following statements.

By age, top two box = 5 and 6



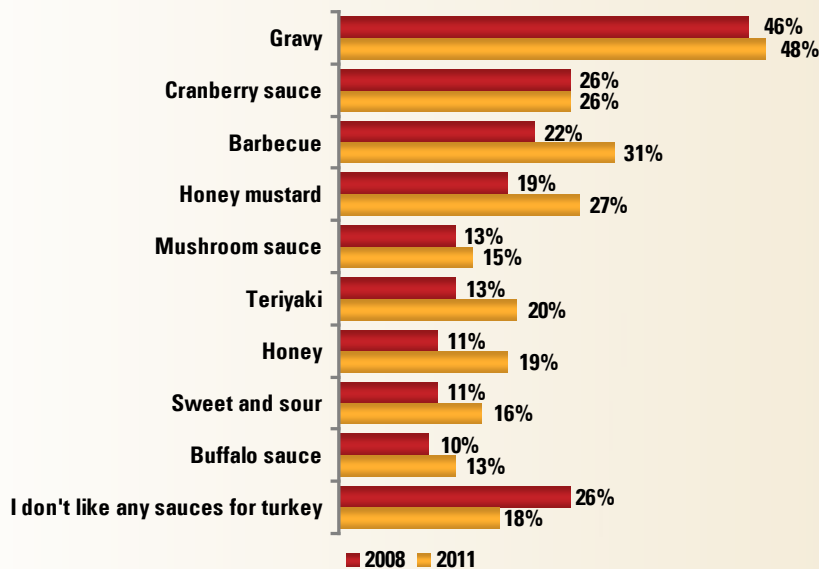
Base: 813 (sandwich) and 829 (entrée) consumers aged 18+ who eat chicken at least occasionally  
Consumers indicated their opinion on a scale of 1-6 where 1 = disagree completely and 6 = agree completely

► **Analysis:** Chicken is appearing in more breakfast dishes and while some interest in these options exist, operators will want to approach the area with caution, as it has yet to catch on with a wide base of consumers. Today, one in four consumers say that they would be very likely to order breakfast sandwiches (25%) and entrées (23%) with chicken if given the option.

► **Analysis:** Interest in chicken as a breakfast protein is significantly higher among consumers aged 18-34. Until chicken becomes more mainstream on the breakfast menu, operators and suppliers will likely want to align these offerings with the preferences of younger consumers and target this demographic in the marketing message.

## Which sauces or condiments would you like on your turkey? Select all that apply.

By year



Base: 968 (2008) and 662 (2011) consumers aged 18+ who eat turkey at least occasionally

► **Analysis:** Today's consumers are more open to adding flavor to turkey dishes through sauces and condiments. In 2008, 26% of consumers said they do not like any sauces on their turkey, compared to just 18% who say the same today.

► **Analysis:** Rather than offering turkey entrées and sandwiches with innovative sauces, operators and suppliers may want to pair turkey with sauces that consumers are already familiar with, though not necessarily for turkey dishes. While interest in traditional turkey accompaniments such as gravy and cranberry sauce have held steady since 2008, interest has grown for several other well-known sauces including barbecue, honey mustard, teriyaki and honey.

## Innovative poultry concepts profiled

In alpha order

BonChon Chicken  
Chicken Dijon  
Chicken Out Rotisserie  
Dante's Fried Chicken

Hart's Turkey Farm  
The Jive Turkey  
Just Turkey

Natural Chicken Grill  
Rex's Chicken  
Sonoma Chicken Coop

**TECHNOMIC**

300 South Riverside Plaza  
Suite 1200  
Chicago, IL 60606

Presorted Standard  
U.S. Postage  
PAID  
Permit No. 6784  
Chicago, IL

**SOMETHING NEW FROM TECHNOMIC**

*Center of the Plate: Poultry  
Consumer Trend Report*

**ABOUT TECHNOMIC** Technomic, Inc. has been tracking the foodservice industry for over 45 years, providing industry intelligence, forecasts, data and training support to manufacturers, operators, distributors and others allied to the field. Our numerous publications and digital products—featuring quick-read newsletters, analytical annual reports, training handbooks, sales guides and restaurant chain profiles—help industry leaders keep a finger on the pulse of the entire foodservice terrain. Technomic delivers distinctive, premium content to its customers. To learn more about our products and services, visit us at [technomic.com](http://technomic.com).