

Chicken Inspired

Top flavors and trends on restaurant menus



Chicken Inspired





DATASSENTIAL
FOOD WITH A STORY

Disruptors in restaurants

Grocery/deli inspired

Top restaurant inspired dishes

Chicken is a staple on restaurant menus

chicken

96%

beef

93%

pork

92%

vegetarian

36%



vegetarian

36%



20G OF PLANT PROTEIN PER SERVING

GMO FREE
NO GLUTEN

BEYOND
MEAT

BEYOND CHICKEN STRIPS
GRILLED

NET WT 9 OZ (255g)

KEEP FROZEN

PLANT-BASED PROTEIN STRIPS

tear here

reclosable for freshness

vegan

15g
of protein
per serving

includes
sauce packets

Simply
balanced™

teriyaki
meatless chicken
made with natural
ingredients



Simply balanced
less than
20g carbs



Morning
Star
FARMS®



ENLARGED
TO SHOW
TEXTURE
SERVING
SUGGESTION
SERVING SIZE
4 NUGGETS

VEGGIE CLASSICS
CHIK'N
NUGGETS



Quorn

MEATLESS &
SOY-FREE

Jalapeno & Three
Cheese Stuffed

Chik'n
Cutlets



NET WT 8.5 OZ (240g)

100%
VEGAN

NO MSG
ADDED

NO
SODIUM



gardein

sweet and tangy
barbecue wings

PREPARED WINGS SHOWN ARE READY TO EAT!
CONTAINS: WINGS, SAUCE AND RICE

SAUCE SAUCE

SAUCE SAUCE



100%

NET WEIGHT 1.5kg





Tofurky

100% SOY, CHICKEN & TURKEY FLAVORED TOFU

NO CHOLESTEROL
LOW SATURATED FAT
EXCELLENT SOURCE OF
PROTEIN

SLOW ROASTED CHICK'N

Barbecue

FLAVORFUL & SMOKY
TANGY
PLANT-BASED
NON-GMO INGREDIENTS

NET WT. 8oz. (227g)

SEALING SUGGESTION
KEEP REFRIGERATED OR FROZEN

PREP INSTRUCTIONS:
Remove Tofurky from the package and place in a bowl. Add 2-3 tablespoons of water, soy sauce, and lemon juice. Mix well. Let sit for 15 minutes. Add to a pan with oil and cook for 10-15 minutes. Add to a pan with oil and cook for 10-15 minutes. Add to a pan with oil and cook for 10-15 minutes.

A vibrant landscape with a blue sky, white clouds, and a green field of grass and flowers. The text "HOW I CURRENTLY EAT TODAY" is centered in the image, with "TODAY" in red.

HOW I CURRENTLY EAT **TODAY**

A vibrant landscape with a blue sky, white clouds, and a green field of grass and flowers. The sky is a clear, bright blue with soft, white, fluffy clouds. The foreground is a lush green field of grass, dotted with small yellow and white flowers. The overall scene is bright and cheerful, with a soft, hazy light effect across the middle ground.

HOW I WANT TO EAT **TOMORROW**

HOW I CURRENTLY EAT
TODAY

HOW I WANT TO EAT
TOMORROW

meat eater

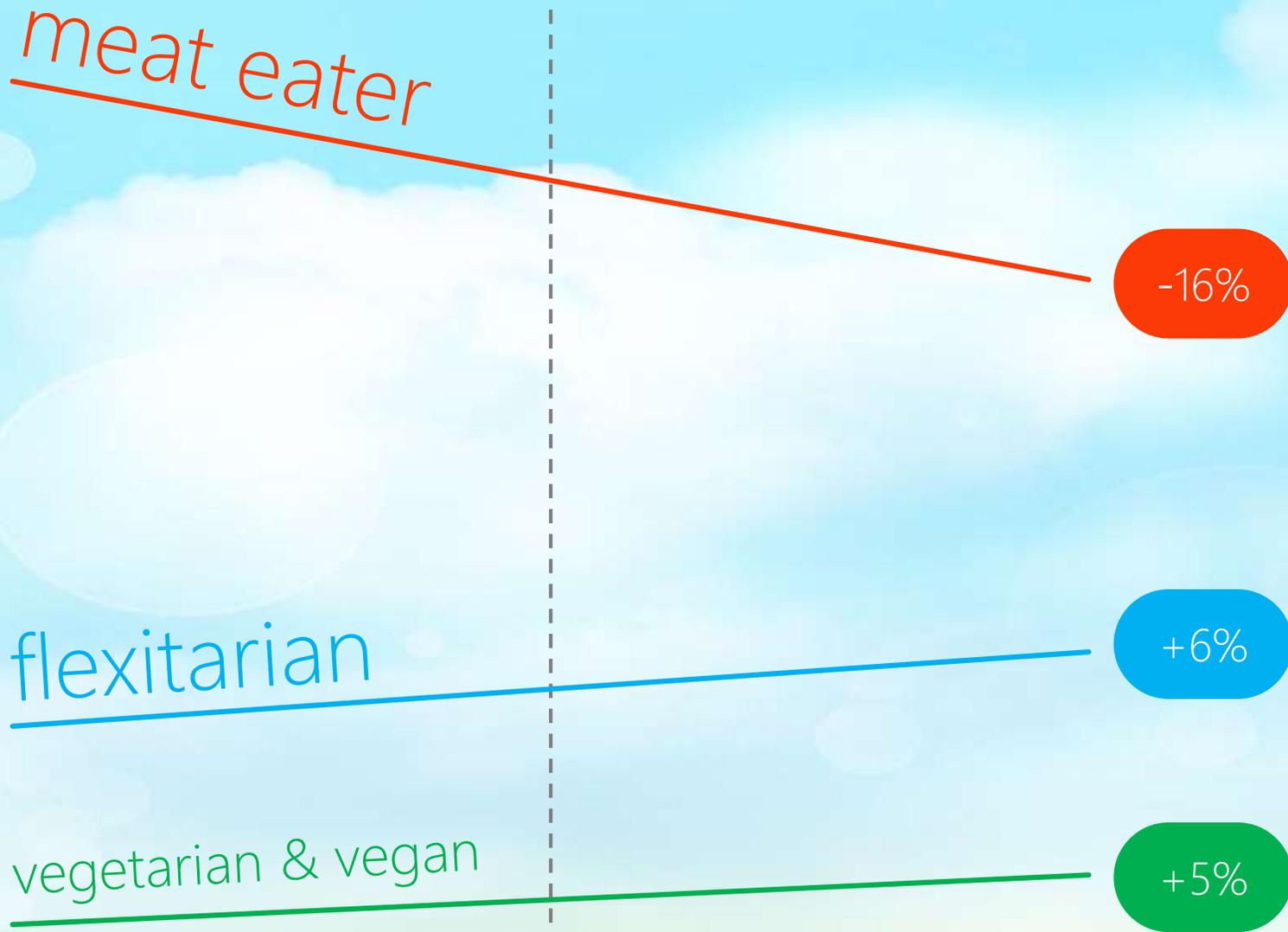
-16%

flexitarian

+6%

vegetarian & vegan

+5%



meat reduction

(rather than elimination)

HOW I WANT TO EAT **TOMORROW**

Meat Eater	55%
Flexitarian	25%
Vegetarian	5%
Vegan	2%



44% are trying to eat **less meat**

eating **MORE X** instead of red meat?

73% chicken

59% vegetables

43% eggs

38% turkey

34% seafood

30% dairy

15% meat alternatives

5% love tofu

60% love chicken

consumers love meat and poultry
alternatives are on the rise
they have to be craveable



unique

66

purchase
intent

1



DR. PRAEGER'S BLACK BEAN SLIDER

Features delicious black beans, red peppers and corn served on our signature slider bun. Cravers have a choice of tasty sauces on the side, including Ranch, Sweet Thai or Honey Mustard.

unique

44

purchase
intent

4



VEGGIE SLIDER

Comes served on our signature slider bun with a choice of tasty sauces on the side, including Ranch, Sweet Thai or Honey Mustard.

unique

60

purchase
intent

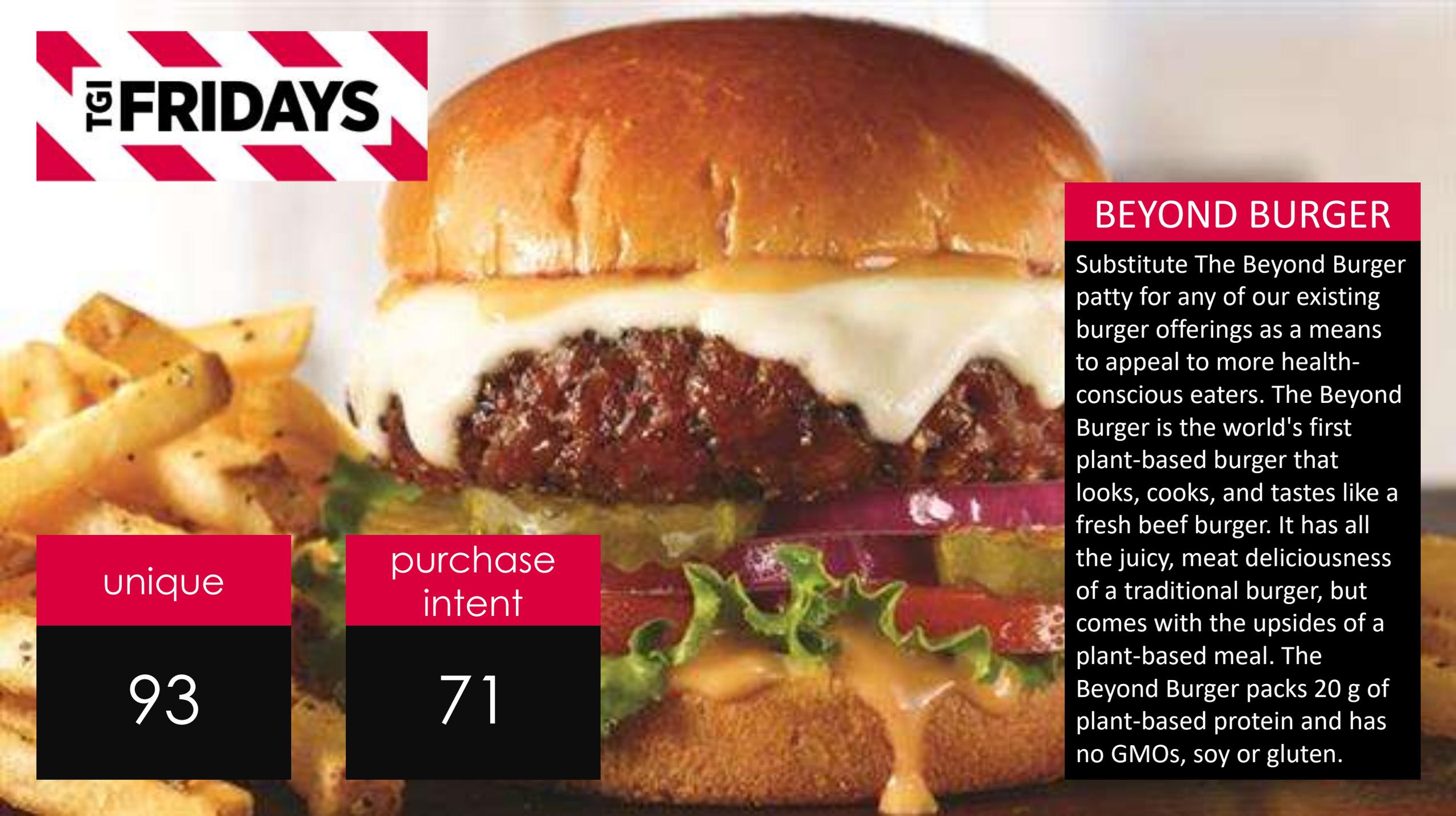
25

IMPOSSIBLE SLIDER

This plant-based burger comes topped with smoked cheddar cheese, pickles and onions on a signature slider bun.



TGI FRIDAYS



BEYOND BURGER

Substitute The Beyond Burger patty for any of our existing burger offerings as a means to appeal to more health-conscious eaters. The Beyond Burger is the world's first plant-based burger that looks, cooks, and tastes like a fresh beef burger. It has all the juicy, meat deliciousness of a traditional burger, but comes with the upsides of a plant-based meal. The Beyond Burger packs 20 g of plant-based protein and has no GMOs, soy or gluten.

unique

93

purchase
intent

71



unique

98

purchase
intent

77

Glory Days
GRILL



unique

purchase
intent

90

68

H

HOULIHAN'S



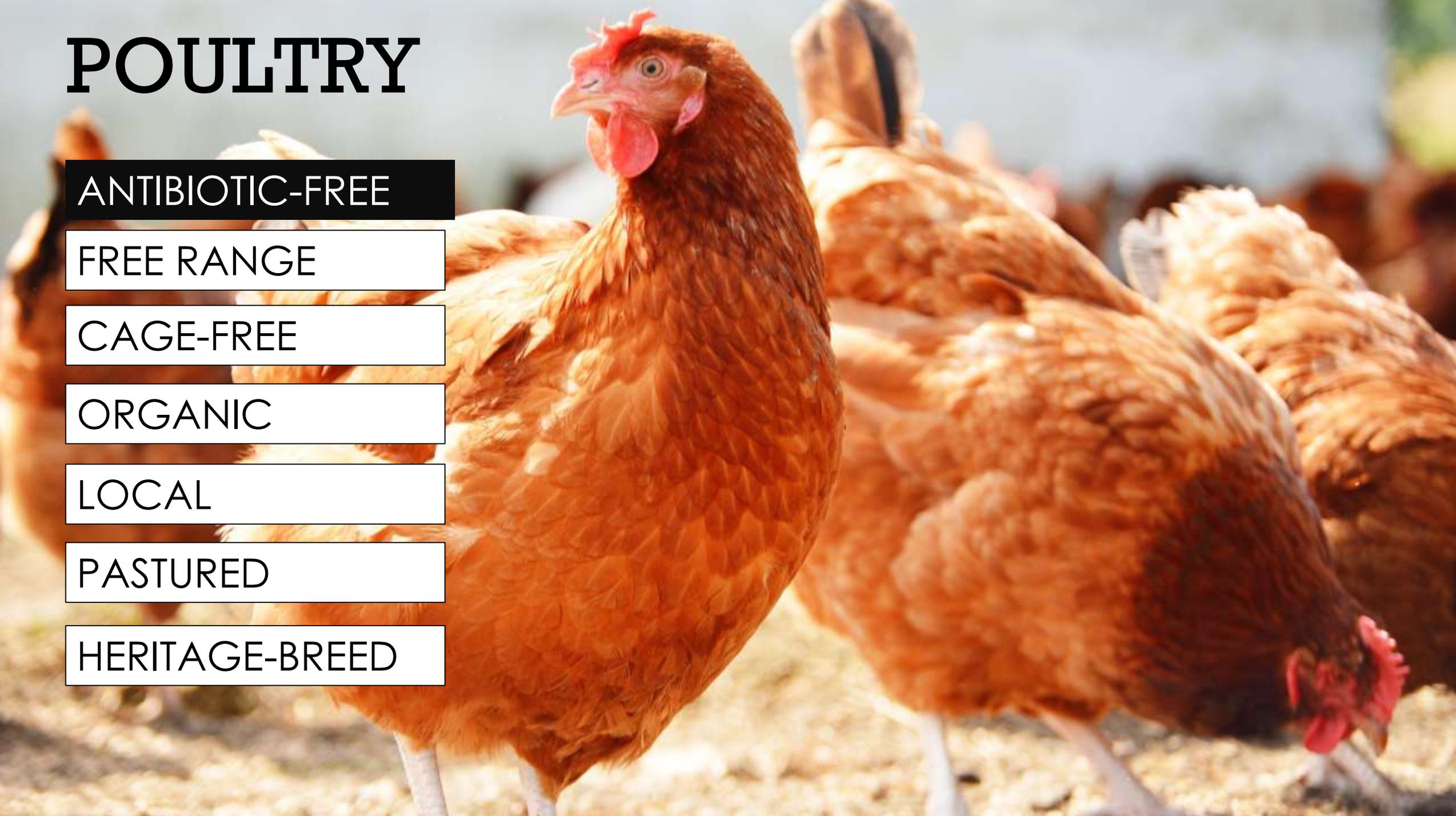
unique

purchase
intent

89

43

POULTRY

A group of brown chickens, likely a heritage breed, are shown in a natural outdoor setting. The focus is on a single chicken in the foreground, with others visible in the background. The lighting is bright, suggesting a sunny day.

ANTIBIOTIC-FREE

FREE RANGE

CAGE-FREE

ORGANIC

LOCAL

PASTURED

HERITAGE-BREED

POULTRY

ANTIBIOTIC-FREE



au bon pain.



★ PRET ★



new menu introductions

chicken

713

beef

529

pork

179

vegetarian

31





BACON WRAPPED WINGS

Featuring our naked chicken wings wrapped in the world's best meat, tossed in signature Daytona sauce and finished off on the grill.

unique

89

purchase intent

79



**BUFFALO
WILD WINGS.**



unique

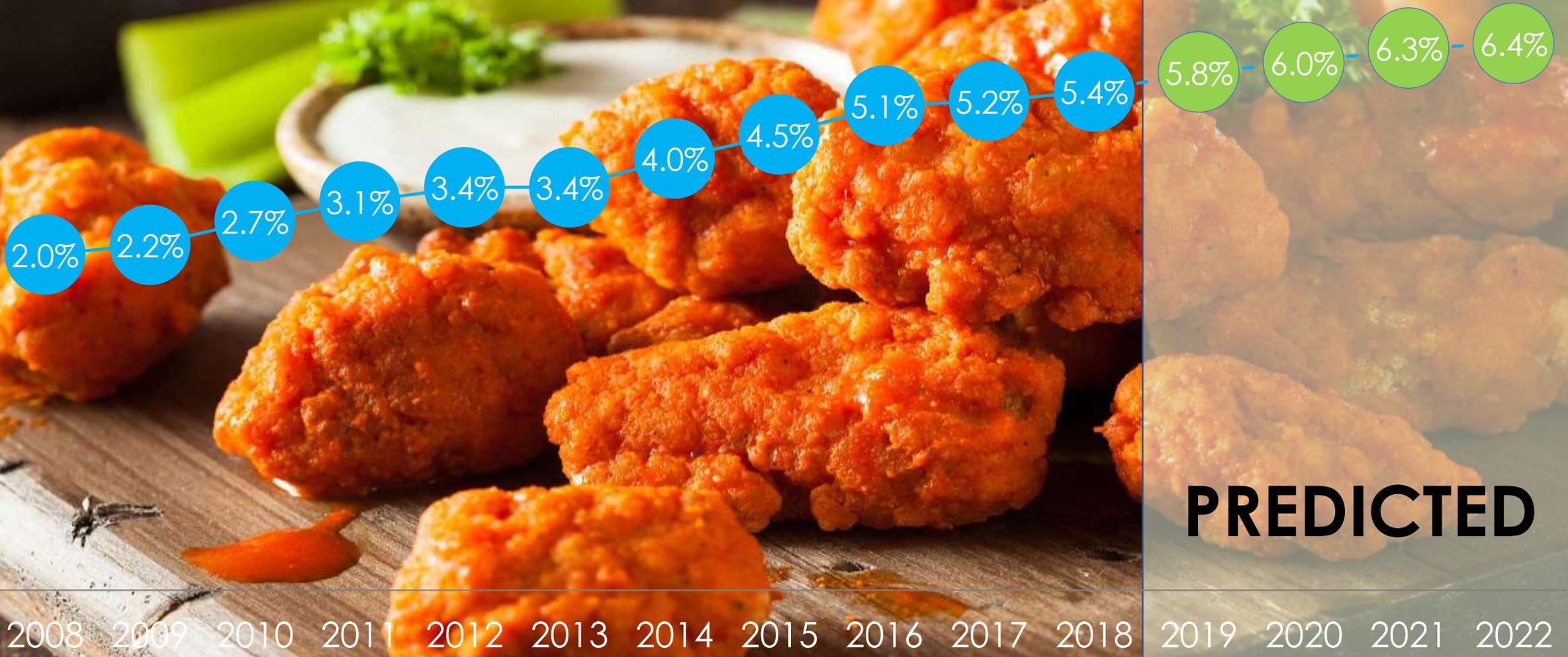
91

purchase
intent

73

VAMPIRE SLAYER WINGS

Spicy Garlic sauce,
topped with a zig zag of
Parmesan Garlic.
Available with any
traditional or boneless
wing order.



PREDICTED



unique

98

purchase
intent

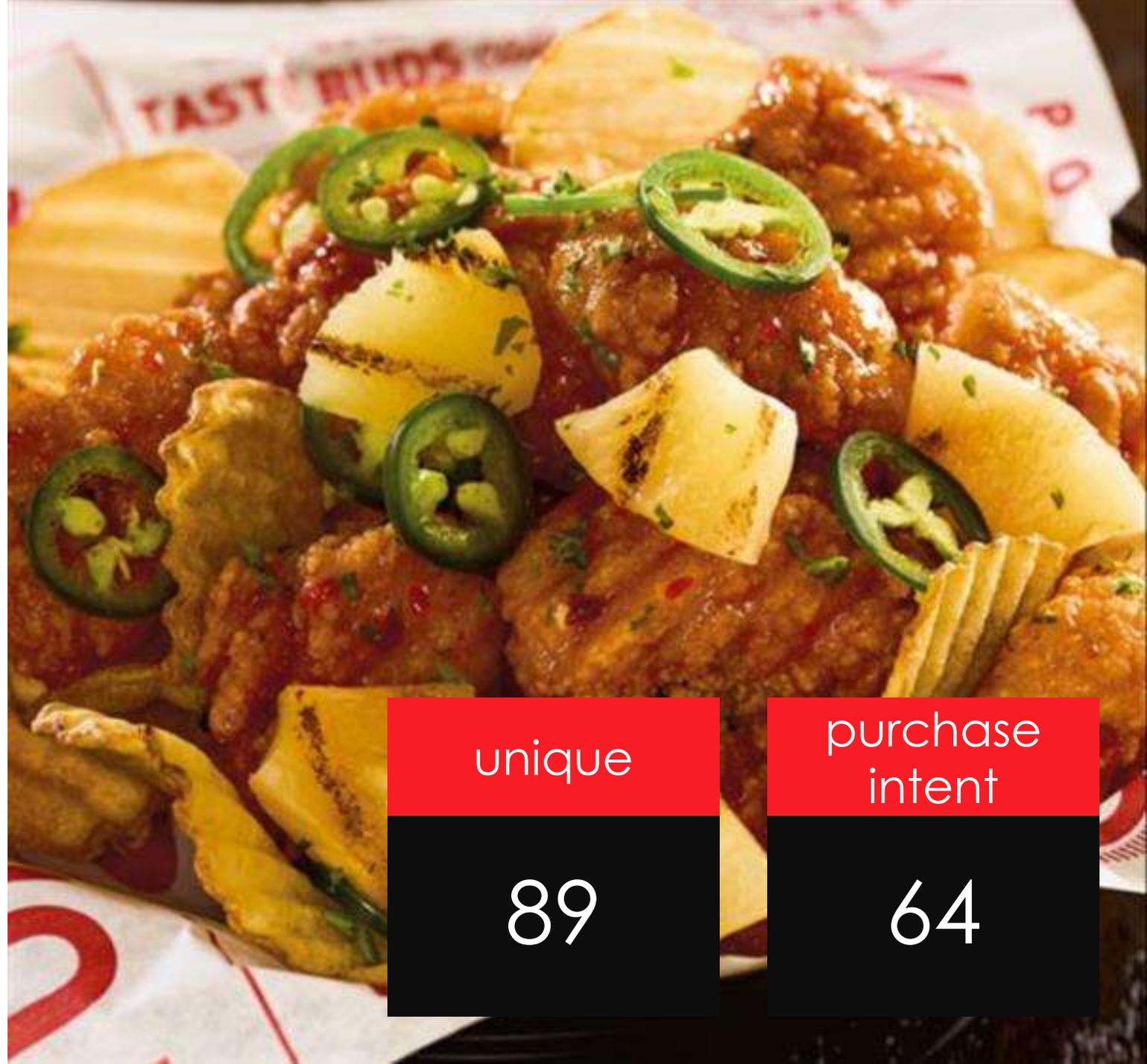
90

LOADED BONELESS WINGS

Boneless wings smothered in white queso, 3-cheese blend, applewood smoked bacon & chopped green onions. Served with a side of house-made ranch.

ISLAND HEAT BONELESS WINGS

Tender and crunchy all-white chicken breast tossed in sweet mango chili sauce, topped with seared pineapple, fresh jalapenos and minced parsley. Served on a bed of Yukon kettle chips.



unique

89

purchase
intent

64





GEORGIA GOLD FRIED CHICKEN

Georgia Gold is inspired by the regional flavors of Georgia and South Carolina, offering an authentic, honey mustard BBQ to challenge conventional taste buds. Different than its more well-known neighbor, the vinegar-based BBQ associated with North Carolina, KFC Georgia Gold is crispy with a balance of sweet and tangy honey mustard BBQ flavor that stays true to the Georgia original.

unique

48

purchase intent

97

NASHVILLE HOT FRIED CHICKEN

Boneless southern-fried chicken breast. Served with pimento cheese mashed potatoes, sweet jalepeno cornbread.

unique

76

purchase
intent

68

30%

know it

15%

have tried it

62%

love it

NASHVILLE HOT FRIED CHICKEN

Boneless southern-fried chicken breast. Served with pimento cheese mashed potatoes, sweet jalepeno cornbread.

BEEF 'O' BRADY'S

* GOOD FOOD, GOOD SPORTS™ *

unique

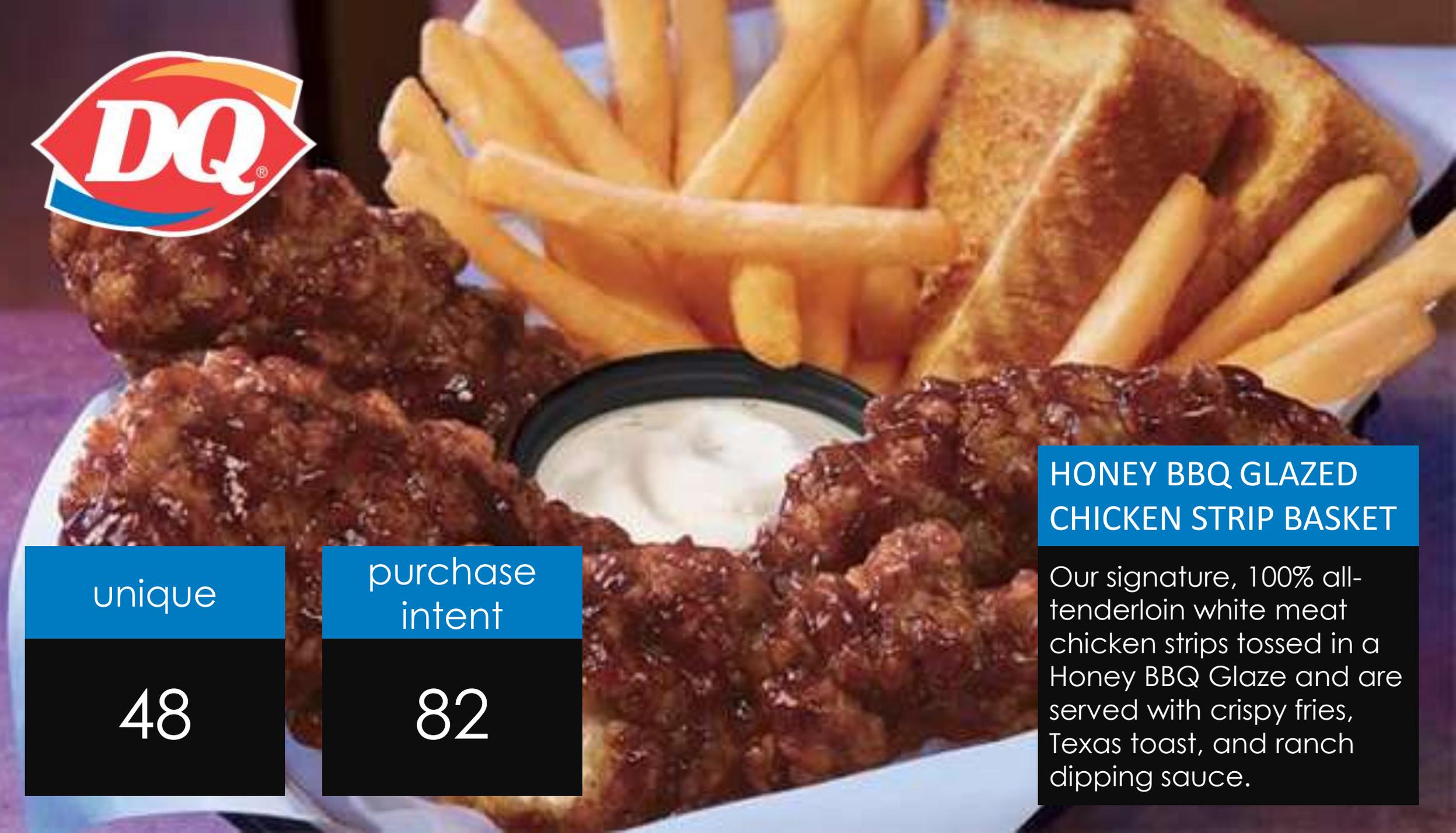
48

purchase
intent

82

NASHVILLE HOT HAND BREADED CHICKEN TENDERS

4 crispy chicken tenders, hand-breaded and fried to perfection then tossed in Nashville Hot seasoning. Served with fries, creamy coleslaw and ranch dressing. Get a kick from our Nashville hot seasoning with cayenne red pepper, cumin, oregano and paprika.



**HONEY BBQ GLAZED
CHICKEN STRIP BASKET**

Our signature, 100% all-tenderloin white meat chicken strips tossed in a Honey BBQ Glaze and are served with crispy fries, Texas toast, and ranch dipping sauce.

unique

48

purchase
intent

82



unique

2

purchase
intent

99

**SOUTHERN STYLE
CHICKEN STRIPS**

Available in 3 or 5 pieces
a la carte or as a meal.



HAWAIIAN CHARBROILED CHICKEN SANDWICH

No Antibiotics Ever
Charbroiled Chicken
Breast, Charbroiled
Pineapple, Teriyaki Sauce,
Swiss Cheese, Red Onion,
Lettuce, Tomato on a
Honey Wheat Bun



CHICKENCOTTI

Sautéed chicken breast stuffed with mozzarella, fontina, ricotta and Romano cheese, baked with Pomodoro sauce. Topped with even more mozzarella and Romano cheese.



CAMPFIRE CHICKEN

We hope you'll remember times around the fire with our tender campfire spice-seasoned half chicken, fresh carrots, sweet corn on the cob, red skin potatoes, onions, and tomato wedges, cooked slow and low in foil to lock in the flavorful juices. Served with made-from-scratch Buttermilk Biscuits or Corn Muffins and real butter.



CHICKEN PARMESAN LASAGNA

Layers of pan-fried, parmesan-crust chicken and mozzarella, romano and ricotta cheese. Topped with creamy parmesan cheese sauce and roasted tomatoes. Served over a bed of sauteed spinach.

THE BEE'S KNEES FINEST CHICKEN

The Bee's Knees Finest Chicken is our mouth-watering twist on the classic chicken and waffles with an all-natural, tempura-fried chicken breast glazed in Angry Orchard honey, spicy jalapeno relish, citrus-marinated tomatoes and onions with shredded romaine on a Belgian waffle bun.

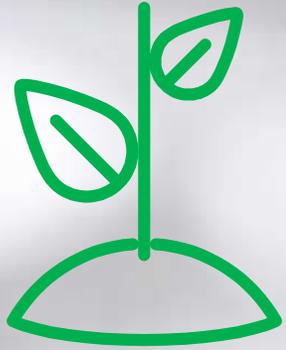


MAC

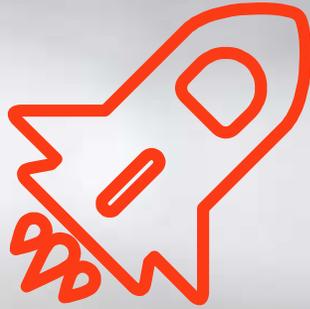
menu
adoption
cycle

MAC

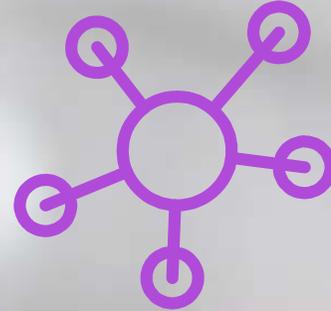
menu
adoption
cycle



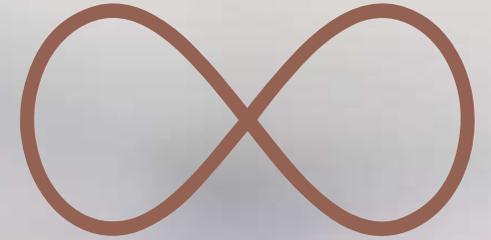
inception



adoption



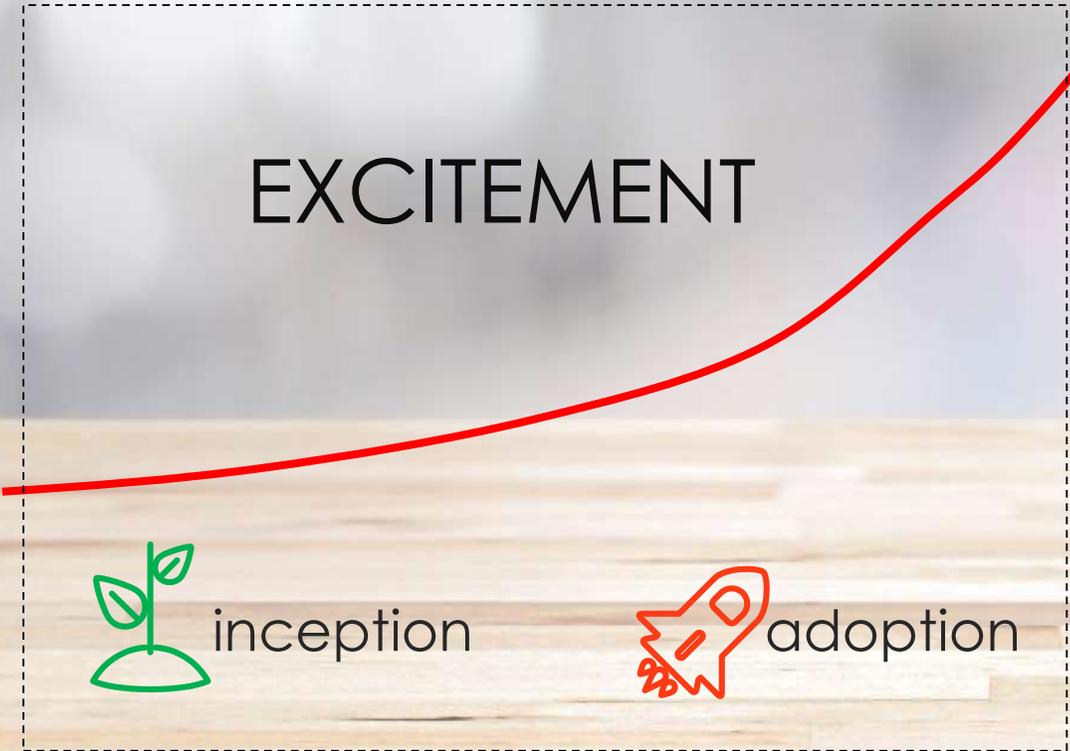
proliferation



ubiquity



menu
adoption
cycle



zaatar

korean bbq

pineapple

teriyaki

piri piri

nashville hot

szechuan

buffalo



inception



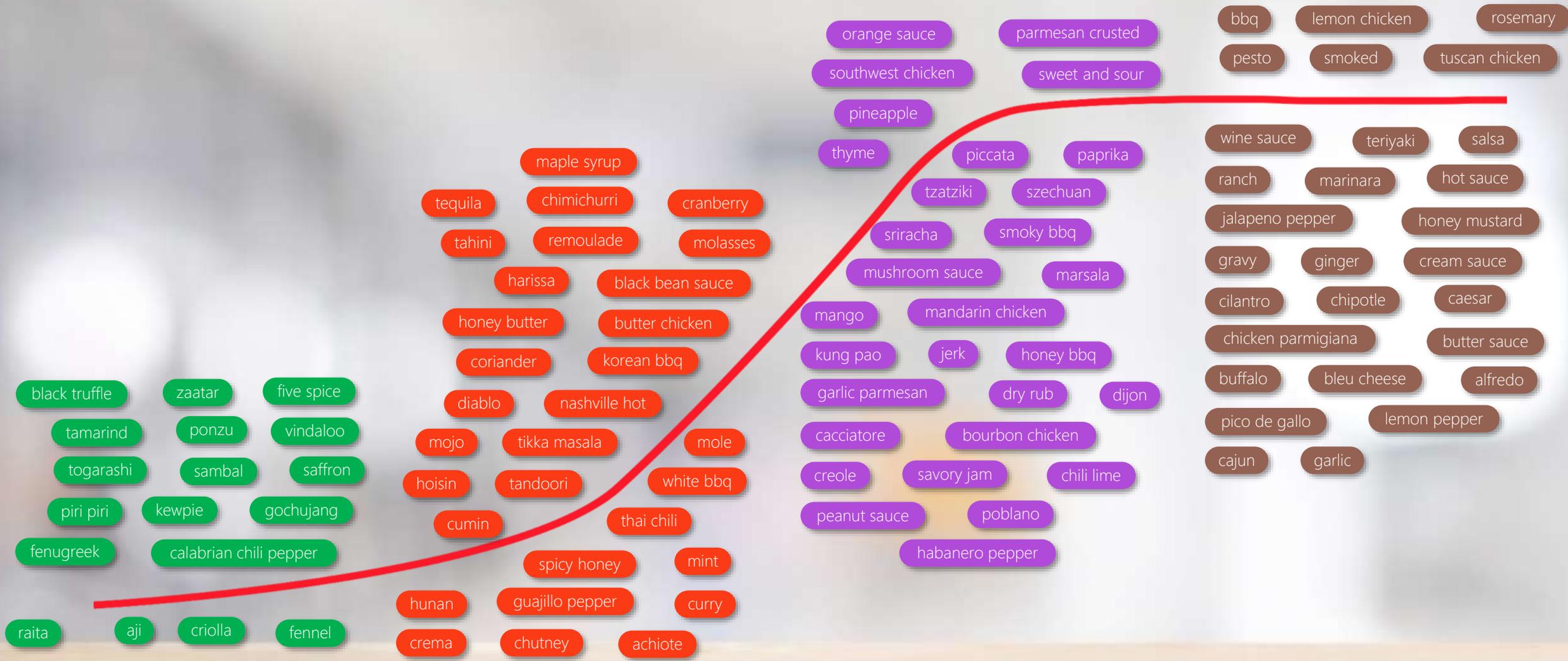
adoption



proliferation



ubiquity



inception



adoption



proliferation



ubiquity



Nando's



SAFE

EXPERIMENTATION

something new, but also rooted in
the familiar



be mindful of disruptive trends

become a disruptor

safe experimentation