

A close-up photograph of a black metal tray containing several pieces of grilled chicken, red and green bell peppers, and a purple onion, garnished with fresh rosemary. The food is arranged diagonally across the frame.

# #PROTEIN MOMENT

July 27-29, 2026

Innisbrook Resort  
Palm Harbor, Florida

**CHICKEN  
MARKETING  
SUMMIT**

[www.ChickenMarketingSummit.com](http://www.ChickenMarketingSummit.com) • [#ChickenMarketingSummit](https://twitter.com/ChickenMarketingSummit)



# Amber Pankonin

MS RD LMNT CEC

Registered Dietitian & Chef Instructor

[Stirlist.com](https://stirlist.com)



# Understanding The High Protein Diet Trend

**And Where Chicken Fits in Today's Nutrition Landscape:  
A Dietitian and Chef's Perspective**



**CHICKEN  
MARKETING  
SUMMIT**

**#ChickenMarketingSummit**









**CHICKEN  
MARKETING  
SUMMIT**

**#ChickenMarketingSummit**

# Today's Roadmap

- Explore what's driving today's protein conversation.
- Discover where chicken fits in today's evolving nutrition landscape.
- Explore opportunities to help consumers achieve better health outcomes through nutrition, culinary education, and collaboration.



# Protein Is Everywhere





# Protein has always been important

- Builds and maintains muscle
- Forms hormones, enzymes, and immune proteins
- Helps transport oxygen (hemoglobin) and maintain fluid balance
- Supports healthy aging, wound healing and overall health
- Promotes satiety (fullness)

**Protein needs vary based on age, activity level, health status, and life stage**

Consumers aren't looking for protein alone...

*They're looking for **outcomes!***



# Outcomes:

- Weight Loss/Weight Management
- Healthy Aging
- Hormone Balance (Perimenopause)
- Strength and Muscle Preservation
- Satiety (Fullness)
- Blood Sugar Control



# What's driving today's protein conversation?

- GLP-1 Medications
- The Dietary Guidelines For Americans
- Social media/Digital Information



# GLP-1 Medications Are Reshaping Consumer Food Choices

- 11% of U.S. adults currently use a GLP-1 medication for weight loss.
- 15% have used one at some point.

***This isn't just changing healthcare. It's changing how consumers think about food.***

(Gallup, July 2026)



# What are GLP-1 Medications?

Glucagon-like peptide-1 (GLP-1) receptor agonists are medications that mimic a naturally occurring hormone involved in:

- Appetite regulation
- Slowing stomach emptying
- Blood sugar regulation



## GLP-1 Medications

- Reduced appetite means people often eat less.
- Fewer calories = greater risk of losing lean muscle mass during weight loss.
- Healthcare providers increasingly encourage adequate protein intake along with resistance exercise to help preserve muscle.
- As a result, consumers are placing greater value on high-quality, nutrient-dense protein foods.



## GLP-1 Mindset

***Every meal or snack is an important opportunity for nourishment.***

# The Dietary Guidelines for Americans

## The New Pyramid





# The Dietary Guidelines for Americans

## Protein, Dairy, & Healthy Fats

We are ending the war on protein. Every meal must prioritize high-quality, nutrient-dense protein from both animal and plant sources, paired with healthy fats from whole foods such as eggs, seafood, meats, full-fat dairy, nuts, seeds, olives, and avocados.

**Protein target:** 1.2–1.6 grams of protein per kilogram of body weight per day



# Protein Recommendations

- **RDA (Recommended Dietary Allowance) for protein 0.8 g/kg body weight/day** designed to meet the needs of **97–98% of healthy adults**
- Intended to **prevent deficiency**
- Not necessarily the **optimal intake** for every individual
- **Protein needs vary based on:** Age, Physical activity, Health status, Life stage, Personal goals.

*(Source: National Academies / Stanford Medicine)*

# Consumers Are Getting Nutrition Information Everywhere

- Social media
- Podcasts
- YouTube
- AI tools
- Healthcare professionals
- Friends and family
- Traditional media





## Where does Chicken fit?

**Chicken naturally aligns with today's consumer priorities.**

- ✓ High-quality protein
- ✓ Naturally Nutrient dense
- ✓ Versatile across cuisines and eating patterns
- ✓ Convenient for busy lifestyles
- ✓ Fits a wide range of budgets
- ✓ Supports many health and wellness goals

# Chicken = High Quality Protein...And More

## From a Dietitian's Perspective

- Complete, high-quality protein
- Nutrient dense
- Supports a variety of health and wellness goals

## From a Chef's Perspective

- Versatile across cuts, cuisines, and cooking methods
- Flavorful, approachable, and family friendly
- Affordable and helps maximize value and minimize food waste



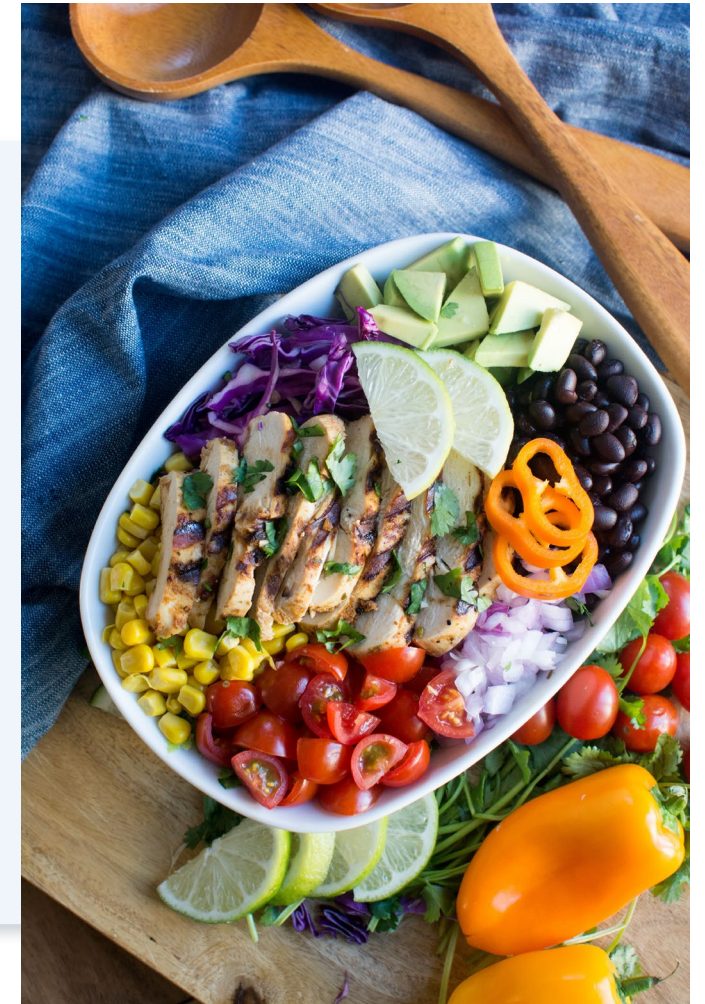
# The Opportunity

Helping consumers achieve  
the health outcomes  
they're seeking.



# Culinary Therapeutics

- Integrates nutrition science and culinary arts to improve health outcomes.
- Bridges the gap between evidence based nutrition and everyday meals.
- Brings together healthcare professionals, chefs, educators, and the food industry to support healthier communities.



# “Tastes like Chicken”

## Neurogastronomy:

*The study of how the brain creates flavor*

- Integrates smell, taste, texture, vision and memory. Flavor perception is experiential.
- If flavor is constructed in the brain, it can be influenced.
- Understanding flavor helps us create meals that people enjoy and want to eat again.

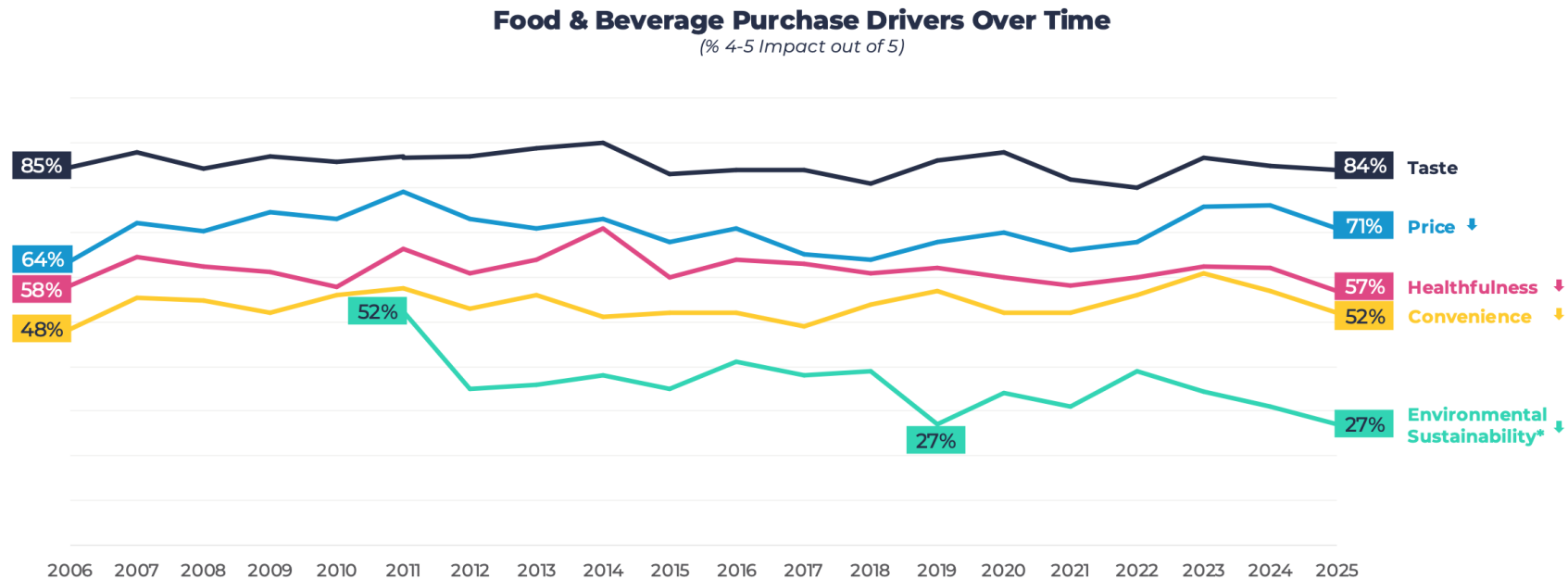


Shepherd, 2013

# Taste Drives Food Choice

**Taste has been the top food and beverage purchase driver since 2006.**

For 20 consecutive years, Americans have considered taste a stronger driver of their food and beverage purchases than price, healthfulness, or convenience. Since 2011, environmental sustainability has consistently ranked below these factors.



2025 IFIC Food & Health Survey

# Taste vs Flavor

## Taste:

Sweet

Salty

Sour

Bitter

Umami

Fatty

## Flavor:

Aroma

Texture

Temperature

Sound

Visual cues

Memory



# Teaching Kitchens: Culinary Therapeutics in Action

- Build confidence in the kitchen.
- Teach practical skills, from selecting cuts to mastering cooking techniques.
- Demonstrate the versatility of chicken across cuisines while supporting individual health goals.
- Bring nutrition science to life through healthy, enjoyable meals.





## It Takes Collaboration

- **Partner** with healthcare professionals, registered dietitians, and chefs to deliver evidence based nutrition and culinary education.
- **Develop** chicken recipes and meal solutions that support evolving consumer health goals, from healthy aging to GLP-1 medications.
- **Support** teaching kitchens and culinary education that build confidence, cooking skills, and lifelong healthy eating habits.

## Summary:

- ❖ Protein has always been important.
- ❖ Consumers are looking for outcomes, and chicken is well positioned to help meet those needs.
- ❖ By working together, we can translate nutrition science into practical, enjoyable meals that help consumers achieve better health outcomes.





## ■ Thank You

*Questions?*

Amber@stirlist.com

