

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



Kevin Ryan

CEO

Malachite Strategy and Research

A close-up photograph of a white plate containing a meal. The main component is several pieces of grilled chicken, showing distinct grill marks and a golden-brown, slightly charred skin. To the left of the chicken is a colorful vegetable salad consisting of green peas, yellow corn kernels, and shredded orange carrots. To the right of the chicken is a portion of creamy mashed potatoes, garnished with a small pat of butter. The background is a solid green color.

The GLP-1/ high-protein consumer opportunity for chicken



Section 1:

The Protein Game Has Changed

**The protein trend has
been successful
because it is:**

Additive, not subtractive

Taste neutral

Optimizing

Filling

**The protein trend
seems immune to
gravity.**

That should worry you



When everything has protein, the more protein means nothing



**CHICKEN
MARKETING
SUMMIT**

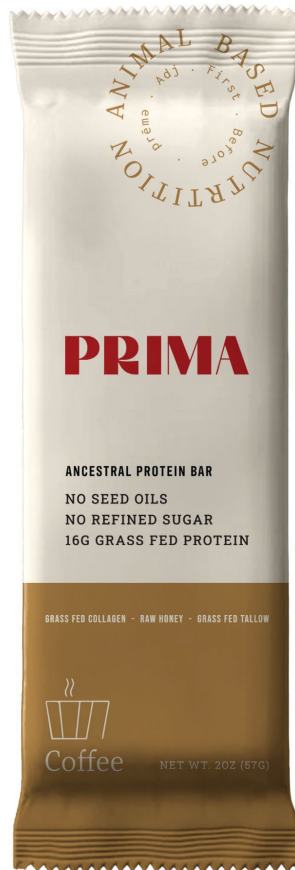
#ChickenMarketingSummit



When everyone is adding commodity protein over the top, we will see differentiation come from distinction.



Protein needs a first name now



How can chicken become the first name of protein? How do specialize this first name?

Recognizable protein is enhanced by processing concerns



Trust Erosion

- Quality fears
- Safety concerns
- Taste cues
- Value for the money



Consumers don't know what a UPF is
but they don't trust it

Protein is not one market. It's 5+ different consumer jobs.



**Muscle
Builder**



Optimizer



**Hunger
Stopper**



**Guilt
Minimizer**



**Heritage
Connector**

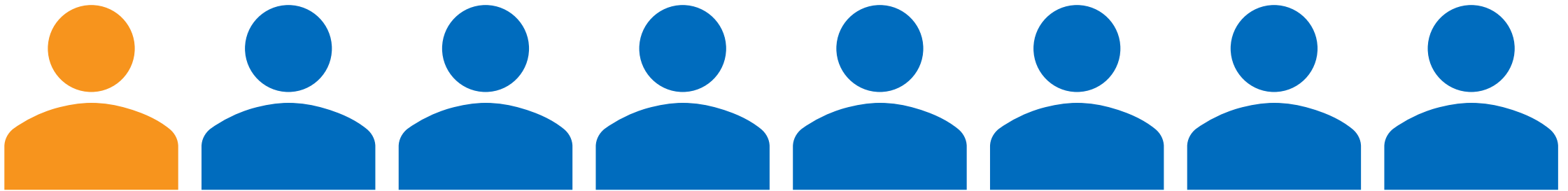
To differentiate, chicken needs to decide where it plays and how .



Section 2:

The GLP-1 Amplifier

Only
12% of U.S. adults have used
a GLP-1 drug today



But 1 in 3 households will be shaped by GLP-1 by 2030

- GLP-1 users live in households
- When one person changes how they eat, the whole household follows.
- 61% of non-medicated partners adopt the habits.
- 79% of Millennial households report lasting dietary changes.



The market for GLP-1 is only growing



The pill+ is here

Oral Wegovy approved Q1 2026. 34% of consumers say they're interested. 36% of early pill users had never tried a GLP-1 before.¹ ~100 new versions of GLP-1 shot/pill on the way.



More than weight

FDA indications now include cardiovascular disease, sleep apnea. Hypertension and kidney disease are in the pipeline.



Price is falling

Generics, compounding, insurance coverage expanding. Affluent early adopters to mainstream, diversifying younger and lower income.

**So, target the GLP-1
consumer for future
growth?**

**Issue: The GLP-1
consumer doesn't exist**



GLP-1 is a sequence, not a state

The GLP-1 Journey



STARTING

Nausea management,
gentle flavors, hydration.



ACTIVE

Companion products,
functional nutrition, tracking.



MAINTAINING

Steady routines, nutrient
density, portion control.



CYCLING OFF

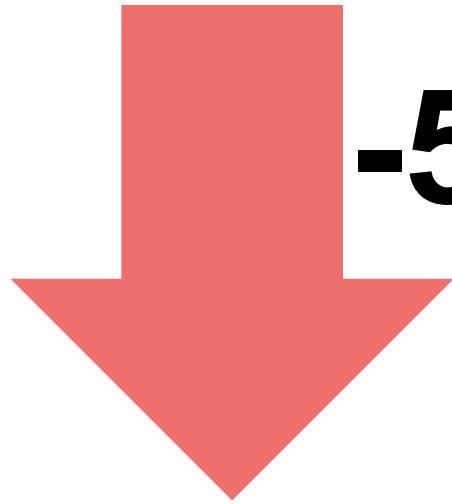
Comfort seeking, habit
preservation.



LAPSING/ REGAIN

Hunger prevention, fiber,
natural alternatives.

GLP-1 Rewires the Household



-5.3%

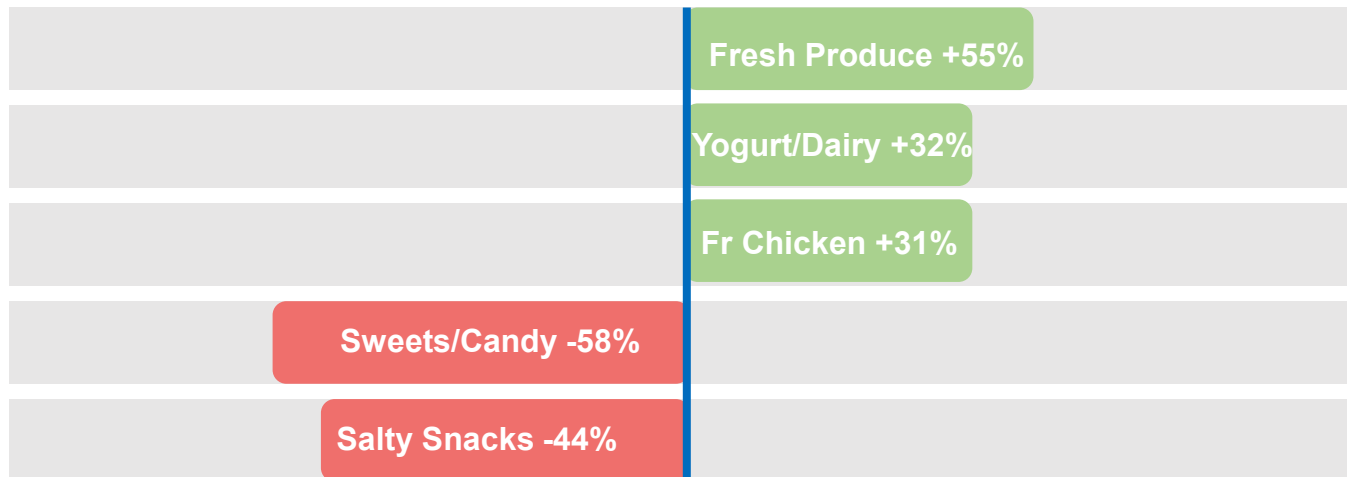
Average Grocery Spend
Drop for GLP-1 Households¹

The Household Spillover Effect

Acosta Group's 2026 insights study reveals that 50% of GLP-1 users report their dietary shifts positively influence their entire household's habits.²

GLP-1 Rewires Categories

GLP-1 Household Grocery Category Purchase Change¹



Lean Meat Surges Ahead



GLP-1 user households report buying 15% more fresh meat overall.² However, lean meat is especially prevalent.

Lean meat, like chicken, is often recommended by doctors but also the high fat of marbled red and processed meats can aggravate the slower gastric emptying.

GLP-1 Rewires Nutrition Needs

AVERAGE EATER BASELINE

2,200
kcal/day

Standard Caloric Load

High eating frequency; larger food volume effortlessly covers essential trace minerals and daily energy needs.

2.5 hrs
Gastric transit

Normal Stomach Emptying

Food moves rapidly from stomach to intestine. Highly tolerant to standard fat percentages and fluid consumption.

0.8g
Per kg/day

Minimal Maintenance Protein

Sufficient for weight-stable individuals with standard lean-mass retention baselines.

AVERAGE EATER BASELINE

- 45%
Food Volume

Extreme Caloric Deficit

Total intake plunges to ~1,100 kcal. Nutrient density must double to prevent clinical vitamin deficiencies.

5.0 hrs
Gastric transit

Delayed Gastric Transit

Stomach emptying is prolonged. Requires tiny, non-fat portions and dry eating to completely avoid nausea.

1.5g
Per kg/day

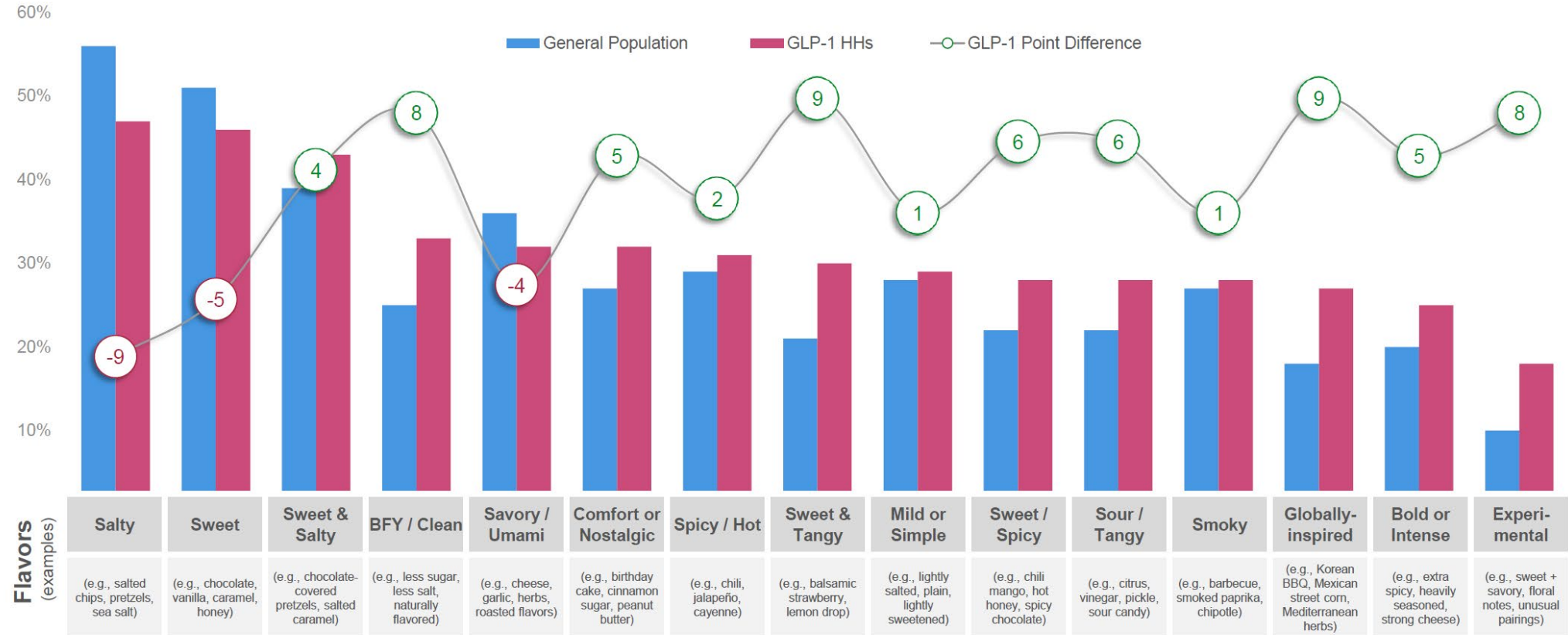
Required Muscle Protection

Essential to halt muscle wasting (which otherwise makes up to 38% of total treatment weight loss).

GLP-1 users need smaller, more frequent portions of highly concentrated, nutrient-dense protein to meet elevated daily nutritional thresholds.

GLP-1 Rewires Taste

Snack Flavor Preferences | GLP-1 HH versus Non Users

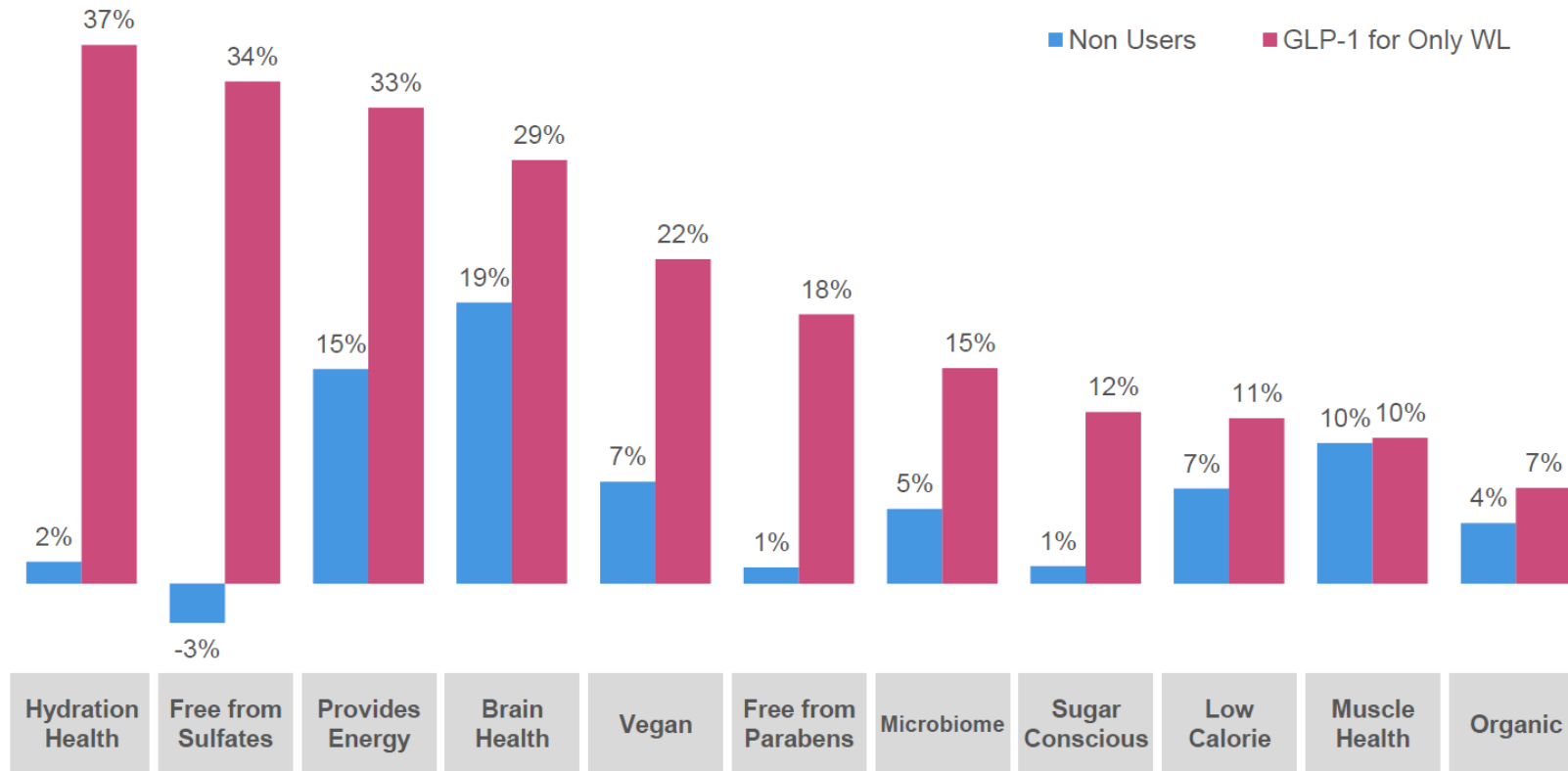


NielsenIQ Omnibus, March 2026: Which flavor profiles in snacks is most interesting or appealing to you?

GLP-1 users are looking for bolder, contrasting, comforting, globally-inspired, more experiential, cleaner flavors

GLP-1 Rewires Intention

Total Store Attributes | Growth of GLP-1 Weight Loss versus Non Users



Important attributes for GLP-1 households when choosing a snack

High protein content	43%
Natural ingredients	33%
Low sugar content	33%
Low calorie content	29%
Not ultra-processed	25%
High fiber content	24%
Non-GMO	22%
No artificial additives/preservatives	20%
Organic	20%
Sustainable packaging	17%
Free from corn syrup	16%
Clean label certified	14%
Gluten-free	14%
Locally sourced ingredients	12%
Dairy-free	12%
Free from seed oils	10%
Nut-free	9%
Other	6%



Section 3:

Positioning Chicken for the Protein and GLP- 1 Future

Opportunity: Make Chicken the First Name in Protein



In CPG

- How can chicken gain more credibility and prominence as the ideal protein source in snack products?
- Is there a chicken collagen or unique chicken protein story to tell?
- Is bone broth the protein hook?



In Retail

- Beef built its protein prominence through purity. What is chicken's version of grass-fed? Or is it a cut or breed?
- How could care in processing translate to protein quality: air-chilled or free-range?



In Foodservice

- Protein's story often starts in foodservice and trickles down. How can the superiority of chicken protein be seeded in restaurants?
- Is there a whole muscle story to be told?
- Is there a 'clean' ingredient story to tell?

Opportunity: Bridge the Nutrient Gap

Nutrient Density Weakness?

- Chicken wins on protein:calorie, but red meat has more nutrients
- Is dark meat a nutrient dense protein story that splits the difference and expands dark meat? (dark meat also contains many of the nutrients GLP-1 consumers are deficient in, iron and B12)

Amplify the GLP-1 Story

- GLP-1 users are choosing chicken. How does the industry amplify this mainstream?
- Reset the chicken narrative to the new 'diet' future just as chicken breasts were the symbol of low-fat diets in the 80s/90s.
- Is chicken bone broth the bridge from nutrition to hydration that works best for GLP-1 users?



Opportunity: Format and Flavor Rethink

Format: Smaller, Denser Options

- Snackable, smaller, denser options to appeal to consumers wanting more protein, but less 'filler'
- Resealable options for retail
- Small size prep options (e.g., mini air fryer options)
- Premium, 'right-sized' foodservice options

Flavor: Bolder, Global

- GLP-1 users want less of: just sweet or just salty, fatty, savory/umami, bland
- GLP-1 consumers want more of: tangy, comforting, sweet &, clean



Chicken Won't Win Protein and GLP-1 By Default

The Industry Must:

- Evolve with the protein story
- Become the 'first name' of clean, trusted protein
- Appeal to GLP-1 consumer throughout the GLP-1 cycle



A close-up photograph of a white plate containing a meal. The main component is several pieces of grilled chicken, showing distinct grill marks and a golden-brown, slightly charred skin. To the left of the chicken is a colorful vegetable salad consisting of green peas, yellow corn kernels, and shredded orange carrots. To the right of the chicken is a portion of creamy mashed potatoes, garnished with a small pat of butter. The background is a solid green color.

The GLP-1/ high-protein consumer opportunity for chicken