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*Foodservice*



## *Power Your Menu With Chicken*

### **MAKE THE MOST OF CHICKEN ON YOUR MENU**

**Chicken is America's favorite protein, and for good reason.**<sup>1</sup>Extremely adaptable, chicken is perceived as a healthy source of protein—and cost-effective. Discover how to make chicken work harder and smarter on your menu.

Ramen Chicken  
Noodle Bowl

**TIP 1:**

# MENU ONE CHICKEN SKU IN MANY WAYS



Chicken is incredibly versatile. Just one SKU can be used across multiple menu items, providing much-needed flexibility for today's streamlined menus.

## FEATURED PRODUCT

### PERDUE® READY TO COOK HOMESTYLE BREADED CHICKEN BREAST CHUNKS →

Our ready-to-cook, boneless breast chunks feature a homestyle breading that can be easily customized with on-trend sauces.

### BONELESS CHUNKS CAN BE SERVED IN:

- SANDWICHES
- TACOS
- BOWLS
- SALADS

**24%** Projected growth for boneless chicken wings on menus over the next four years.<sup>3</sup>



## RECIPE INSPIRATION

[Curry Chicken Rice Bowl With Gojuchang Dressing](#)

[Hot Honey Chicken Bao Taco](#)

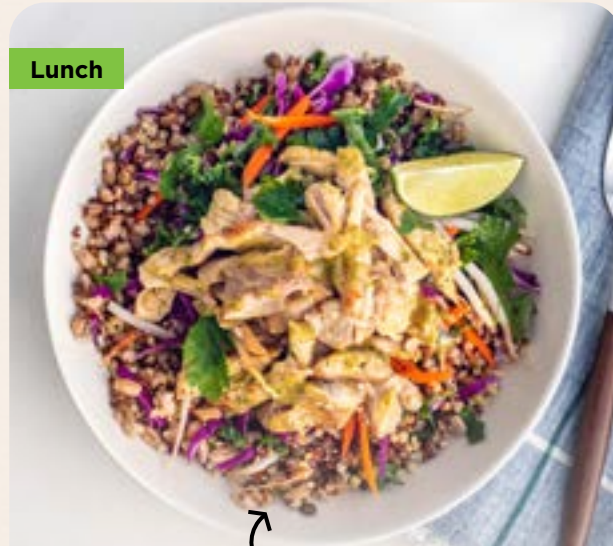


TIP 2:


# SERVE CHICKEN ACROSS ALL DAYPARTS



Breakfast

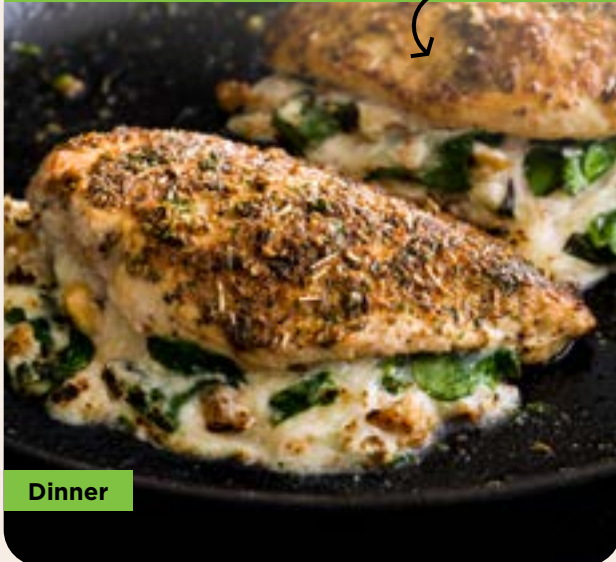


Lunch

 **RECIPE INSPIRATION**

[Buttermilk Chicken & Waffle Bites](#)      [Thai Chicken Grain Bowl](#)

[Chicken Breast Stuffed with Ricotta & Walnuts](#)      [Buffalo Chicken Dip](#)



Dinner



Appetizer

With blurred boundaries between meal times, there are more opportunities for chicken on your menu. From crispy, fried chicken filets that can be paired with waffles for breakfast and on a sandwich for lunch, or grilled chicken breasts for dinner, the variations are endless.

### MENU IDEAS:

**BREAKFAST:**

- Chicken and waffles
- Breakfast burritos

**SNACKS:**

- Fried chicken wraps
- Popcorn chicken bucket

**LUNCH:**

- Crispy chicken sandwiches
- Grilled chicken salads

**APPETIZERS:**

- Buffalo chicken wings
- Chicken satay skewers

**DINNER:**

- Chicken Parmesan
- Chicken pot pie

**TIP 3:**

# MENU CHICKEN SANDWICHES



The chicken sandwich wars continue with chicken sandwiches remaining a top choice for consumers. Fried chicken sandwiches on menus have grown 21% over the last 4 years.<sup>4</sup> Innovate on this menu staple by incorporating cheesy, spicy and sweet flavors.

## FAST-GROWING ON CHICKEN SANDWICH MENUS IN THE NEXT FOUR-YEARS:<sup>5</sup>

NASHVILLE HOT <b>+513%</b>	DIJONNAISE <b>+194%</b>
CHEESY <b>+268%</b>	YOGURT SAUCE <b>+194%</b>
MAC AND CHEESE <b>+268%</b>	WHITE SAUCE <b>+173%</b>
HOT HONEY <b>+208%</b>	JALAPENO RANCH <b>+145%</b>

## FEATURED PRODUCT

### PERDUE® READY TO COOK BREADED SPICY CHICKEN BREAST FILETS →

Ready to go right out of the box, these chicken breast filets provide consistency and labor savings, making it easy to meet the continued demand for chicken sandwiches.



RECIPE  
INSPIRATION

[Spicy Chicken Sandwich with Nashville Cheddar Sauce](#)

[Spicy Chicken Katsu Sandwich](#)

**TIP 4:**

# USE THE WHOLE BIRD



Purchasing whole birds and using their component parts allows you to open up the possibilities of what you can create. Each part can be prepared using different cooking methods, inspiring creativity and resulting in multiple dishes. Promoting whole bird cooking on the menu can also appeal to environmentally conscious consumers.



## RECIPE INSPIRATION

[BBQ Chicken Quarters And Street Corn](#)

[Half Chicken with Apple-Roasted Butternut Squash Salad](#)



### **STOCK, SOUPS AND SAUCES:**

Using the bones and frames from the chickens and breaking down in house is cost-efficient and the easiest way to monitor quality.

### **RENDERING SKIN AND FAT:**

Utilizing chicken fat to cook is common across different cultures around the world. From chicken confit to potted meat and schmaltz, chicken fat is a goldmine of flavor opportunity.

### **CHEF INNOVATIONS:**

Renowned chefs have been taking rendered skin and frying it crispy to add texture in meals or as appetizers and bar snacks.

### **← FEATURED PRODUCT**

#### **PERDUE® HARVESTLAND® NO ANTIBIOTICS EVER WHOLE BROILER CVP**

Marinated with clean ingredients to enhance moistness and hold time, these whole chickens are perfect for rotisserie and roasted chicken dishes.

TIP 5:

# TAKE ADVANTAGE OF CHICKEN'S HEALTH HALO



Chicken is a healthy source of lean protein, which allows it to play well in better-for-you dishes, including salads and grain bowls. Chicken can also be a great way to lighten up traditionally heavy breakfast and comfort foods. By including chicken on your menu, you can cater to health-conscious customers while still delivering exceptional flavor.

## FEATURED PRODUCT

**PERDUE® HARVESTLAND® NO ANTIBIOTICS EVER FULLY COOKED GRILL MARKED BONELESS SKINLESS CHICKEN BREAST FILETS** →

These fully cooked, grill marked whole-muscle breast filets provide back-of-house labor savings, are easily customizable and are made from simple, recognizable ingredients.

## CONSUMERS ARE WILLING TO PAY MORE FOR CHICKEN WITH IN-DEMAND ATTRIBUTES:<sup>6</sup>



76%

Clean label with no chemicals/preservatives



67%

Responsibly raised/industry-leading animal care



57%

All vegetarian fed with no animal by-products



67%

Free range / Organic



73%

No antibiotics ever



## RECIPE INSPIRATION

Grilled Chicken & Veggie Pesto Couscous

Warm Spiced Citrus Salad with Sous Vide Chicken Breast



TIP 6:

# USE GLOBAL INSPIRATION IN RECIPE DEVELOPMENT



## RECIPE INSPIRATION

[Chicken Tostada with Cactus Corn Salad](#)

[Chicken Tandoori](#)



Chicken is a key ingredient in global cuisines, from Asian stir fries and curries and Mexican tacos and tamales to European coq au vin and schnitzel and Middle Eastern kebabs and tagine.

### FAST-GROWING ON CHICKEN MENUS IN THE NEXT FOUR-YEARS:<sup>7</sup>

HUEVOS RANCHEROS <b>+118%</b>	CHICKEN PAD THAI <b>+71%</b>
CHILLI CHICKEN <b>+114%</b>	KOREAN FRIED CHICKEN <b>+65%</b>
CHICKEN TOM KHA <b>+101%</b>	CHICKEN SEEKH <b>+58%</b>
CHICKEN 65 <b>+94%</b>	HIBACHI CHICKEN <b>+55%</b>
SHAWARMA WRAP <b>+84%</b>	KADHAI <b>+55%</b>

### ← FEATURED PRODUCT

#### PERDUE® HARVESTLAND® TENDERREADY® NO ANTIBIOTICS EVER SOUS-VIDE STYLE FULLY COOKED CHICKEN QUARTERS

Marinated and roasted in a sealed bag to lock in flavor and moisture, these sous-vide chicken quarters make for exceptional dishes every time.



Foodservice



# Power Your Menu With Chicken

Perdue Foodservice has the chicken you need to power your menu. Our versatile and labor-saving products feature the powerful menu attributes that drive profits.

**DISCOVER THE PERDUE DIFFERENCE**

**Chicken  
Potato Rosti**

1. Patton, Leslie and Townsend, Matthew, "Beef Dodged Fake Meat's Threat, But Is Still No Match for Chicken," Bloomberg, June 23, 2023  
2. Meat Price Spreads, Economic Research Service, U.S. Department of Agriculture,

3. Boneless Wing the SNAP™ food profile, Datassential, June 30, 2023  
4. Datassential: The World of Chicken Sandwiches, March 2023.  
5. The World of Chicken Sandwiches, Datassential, March 2023

6. Datassential Perdue Proprietary Research, May 2022  
7. The World of Chicken, Datassential, March 2023