

Chicken is America's favorite protein, and for good reason.¹ 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

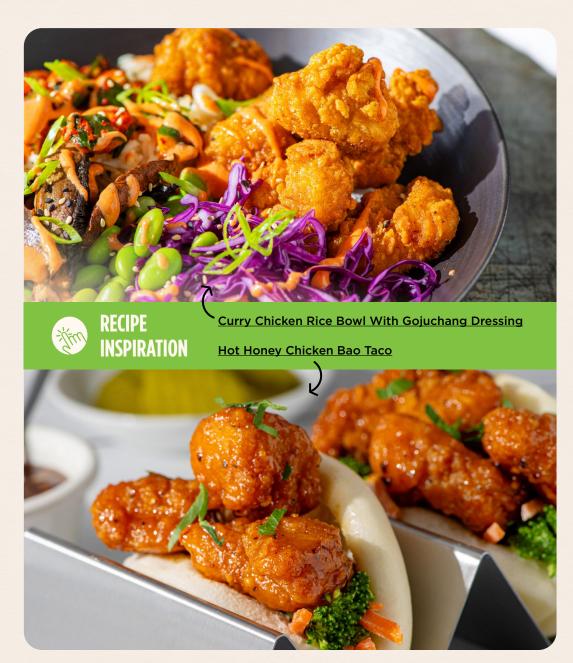
Our ready-to-cook, boneless breast chunks feature a homestyle breading that can be easily customized with on-trend sauces.

BONELESS CHUNKS CAN BE SERVED IN:

SANDWICHES
 TACOS

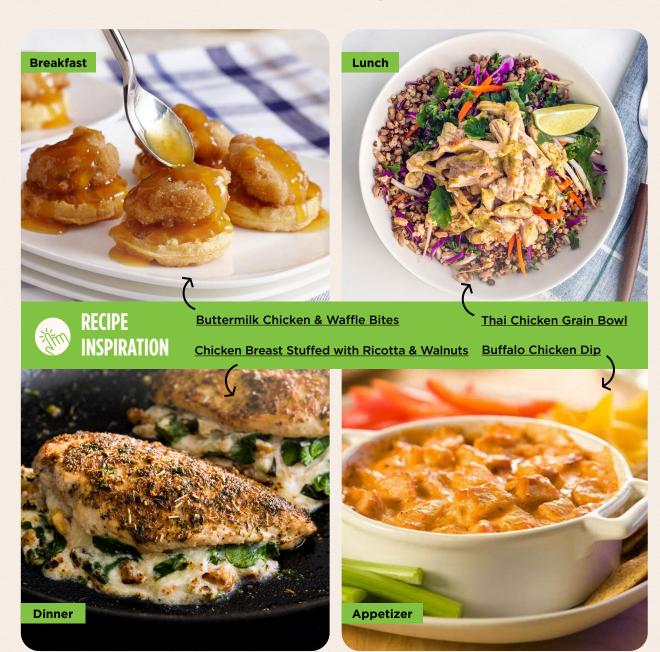
BOWLS
 SALADS

Projected growth for boneless chicken wings on menus over the next four years.³



SERVE CHICKEN ACROSS ALL DAYPARTS





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

LUNCH:

- Crispy chicken sandwiches
- Grilled chicken salads

DINNER:

- Chicken Parmesan
- · Chicken pot pie

SNACKS:

- Fried chicken wraps
- Popcorn chicken bucket

APPETIZERS:

- Buffalo chicken wings
- Chicken satay skewers

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.⁴ Innovate on this menu staple by incorporating cheesy, spicy and sweet flavors.

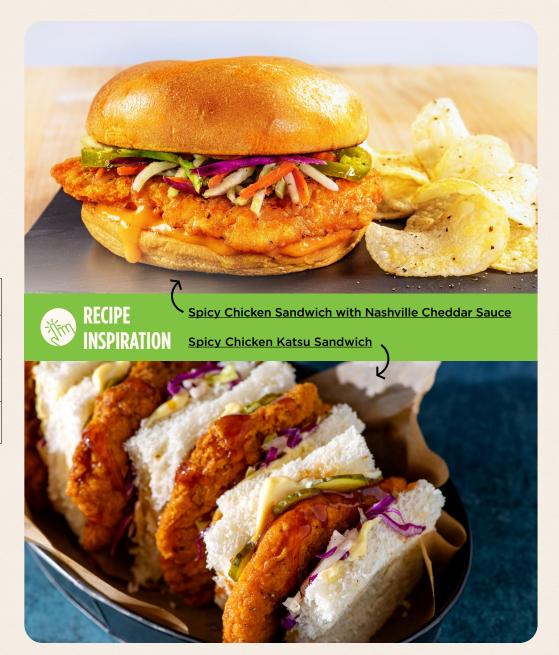
FAST-GROWING ON CHICKEN SANDWICH MENUS IN THE NEXT FOUR-YEARS:5

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

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.



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.



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:6



Clean label with no chemicals/preservatives



Responsibly raised/industry-



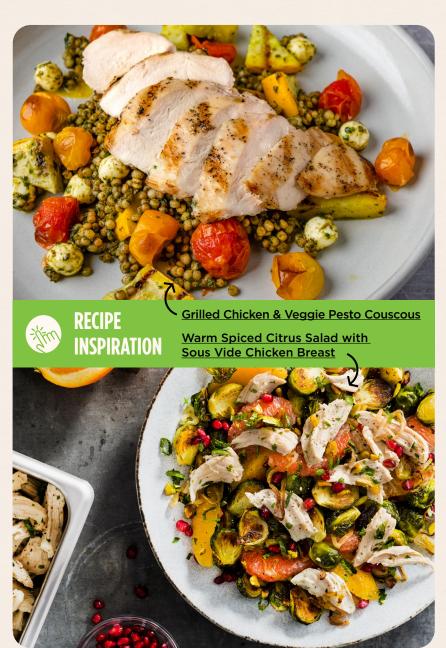
All vegetarian fed with no animal by-products



67%Free range / Organic



73%



TIP 6:

USE GLOBAL INSPIRATION IN RECIPE DEVELOPMENT





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:⁷

HUEVOS RANCHEROS +118%	CHICKEN PAD THAI +71%
CHILLI CHICKEN +114%	KOREAN FRIED CHICKEN +65%
CHICKEN TOM KHA +101%	CHICKEN SEEKH +58%
CHICKEN 65 +94%	HIBACHI CHICKEN +55%
SHAWARMA WRAP +84%	ка р наі +55%



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.

