

# 3 Ways to Create Value with Quality Chicken

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Diners rank **food & beverage** as the number one attribute for creating value at a restaurant, above cost, service & amenities and atmosphere.<sup>1</sup>

This means that operators who focus on **high-quality, flavorful menu items can offer a more valuable experience** in the minds of customers—which can translate to higher traffic and incremental sales. Check out these three ways high quality Tyson chicken can boost value in your restaurant.

## 1 TASTE AND VERSATILITY

When it comes to food attributes that **create value**, consumers say:<sup>1</sup>



Consumers' favorite flavors for chicken:<sup>2</sup>

- Savory
- Tangy
- Spicy
- Ethnic
- Smoky

**Menu Tip:** *Tyson® Precision Cooked™* Chicken offers a neutral flavor profile that's easy to build on with spices, sauces and marinades.

## 2 SPEEDY SERVICE

Although the flavor and quality of dishes is paramount, that doesn't mean there aren't other parts of the guest experience that operators can optimize.

 In fact, **74%** of consumers say **speed of service creates value!**<sup>1</sup>

**Takeaway:** By using cooked chicken as the base for recipes, operators can quickly create an array of dishes, from appetizers to entrees and beyond.

## 3 HEALTHY OPTIONS

**Protein** is the top-ranking nutrient diners look for.

**57%** of diners look for **natural ingredients**<sup>3</sup>

**44%** say they are more **concerned about the additives in their food than they were two years ago**<sup>3</sup>

**Takeaway:** *Tyson® Precision Cooked™* Chicken is All-Natural\*, with *No Antibiotics Ever* and farm-raised in the U.S. Using prepared chicken portions makes creating delicious, high quality menu items fast and easy, and their neutral flavor means versatile options across the menu.



<sup>1</sup>Technomic's 2017 Value & Pricing Consumer Trend Report  
<sup>2</sup>Technomic's 2019 Center of the Plate: Poultry Consumer Trend Report  
<sup>3</sup>Technomic's 2018 Healthy Eating Consumer Trend Report  
\*Minimally processed, no artificial ingredients