



ALL NATURAL*

All Natural is in demand.

All Natural* is now the most influential health label in restaurant selection.¹ Are you giving customers what they want?

78%

of consumers are more likely to order a menu item if it's made with All Natural turkey²

76%

of U.S. adults say they're more likely to visit a restaurant that offers³:

All Natural

Minimally processed

No artificial ingredients



17.7%

growth in 'natural' menu callouts since 2012⁴

Give them the flavor they crave in a new way.

78% of consumers say they get conflicting information about what to eat and 56% say that makes them doubt the choices they make.¹

All Natural is always:

Minimally processed

No artificial ingredients

Plus, JENNIE-O® All Natural* turkey products have many benefits in addition to being All Natural*, including:

No added hormones or steroids**

No nitrites or nitrates***

No artificial colors or flavors

No allergens

No MSG added

No gluten

¹2017 Food & Health Survey, International Food Information Council Foundation.

²Value of All Natural Turkey, Datassential Omnibus, 2017.

³Technomic & 2016 Iconoculture Brief, Ingredient Europe.

⁴SNAP Datassential Menu Database, 2016.

*Minimally processed and contains no artificial ingredients.

**Federal regulations prohibit the use of hormones or steroids in poultry.

***Except those naturally occurring in celery.

All Natural means big business.

76%

of all consumers are more likely to visit a restaurant if they know it offers All Natural turkey.¹

Our menu analysis shows that the average price increase for All Natural* turkey sandwiches is 60 cents, and at that rate it can add up to large profits⁵:

Example:

Average menu upcharge per sandwich =	60¢
Increased cost of All Natural* per sandwich ⁶ =	9.5¢
Increased profit per sandwich =	50.5¢

If you sell just **20 All Natural* turkey sandwiches** per day, you make about **\$3,700** more per year

Keep the profits rolling all day.

Unlike our competitors, we offer All Natural* turkey options across every daypart. From breakfast to lunch and beyond.

Breakfast

Sausage Links & Patties,
Canadian Bacon

Lunch

Deli Breasts & Roasts,
Sliced Turkey, Logs

Dinner

Diced, Crumbled & Pulled Turkey,
Ground Turkey, Turkey Burgers,
Turkey Steaks

Beyond

Turkey Snack Stick

53%

of consumers rank “antibiotic free” as one of most appealing poultry attributes, and 63% are willing to pay more for it.⁷

⁵Based on 2015–2017 menu data, Datassential MenuTrends 2017.

⁶Assumes a 50-cent per pound difference between All Natural and conventional turkey and using 3 ounces of turkey per sandwich.

⁷Mintel, Poultry U.S., November 2016.

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