

WHY JENNIE-O® TURKEY BURGERS?

- With 25 grams of protein, fewer calories and less fat than some cuts of beef and chicken,<sup>3</sup> turkey is one of the smartest protein choices
- Perfect global flavor carrier—25% of consumers are likely to order ethnic flavors for turkey dishes<sup>4</sup>
- Turkey burgers lower calorie counts for the 42% of consumers influenced by a burger’s nutritional info when making a selection<sup>1</sup>

NEARLY 40% OF PEOPLE SAY THEY’RE EATING LESS RED MEAT TODAY COMPARED TO A YEAR AGO.<sup>5</sup>



GREEK GYRO BURGER  
Featuring: JENNIE-O® All Natural\* Savory White Turkey Patty



QUATTRO FORMAGGI TURKEY BURGER  
Featuring: JENNIE-O® All Natural\* Burger Puck

247110 JENNIE-O® ALL NATURAL\* BURGER PUCK, RAW  
A flavorful, dark meat turkey burger that’s ready to cook and serve.

JENNIE-O® ALL NATURAL\* RAW BURGER OPTIONS

Offering a range of raw turkey burgers in white, dark, pre-seasoned and unseasoned formats including:

- 246803 JENNIE-O® All Natural\* Savory White Turkey Patty 7 oz, Raw
- 246403 JENNIE-O® All Natural\* Savory White Turkey Patty 4 oz, Raw
- 246503 JENNIE-O® All Natural\* Savory White Turkey Patty 5.33 oz, Raw
- 128490 JENNIE-O® All Natural\* Premium Dark Turkey Burger, 5.33 OZ, Raw

PRODUCT #	PRODUCT NAME	PACK	STORAGE	GTIN
247110	JENNIE-O® All Natural* Burger Puck	032/6 OZ	Frozen	10042222471104
246803	JENNIE-O® All Natural* Savory White Turkey Patty	028/7 OZ	Frozen	10042222246801
246403	JENNIE-O® All Natural* Savory White Turkey Patty	040/4 OZ	Frozen	10042222246405
246503	JENNIE-O® All Natural* Savory White Turkey Patty	030/5.33 OZ	Frozen	10042222246504
128490	JENNIE-O® All Natural* Premium Dark Turkey Burger	030/5.33 OZ	Frozen	10042222284902
GROUND TURKEY OFFERINGS				
119351	JENNIE-O® All Natural* Lean Ground Turkey	6/3 LB	Frozen	10000007230084
223520	JENNIE-O® All Natural* Raw Ground Turkey Chub-85/15	4/5 LB	Frozen	10042222223529
223620	JENNIE-O® All Natural* Raw Ground Turkey Chub-90/10	4/5 LB	Frozen	10042222223628
223720	JENNIE-O® All Natural* Raw Ground Turkey Chub-93/7	4/5 LB	Frozen	10042222223727

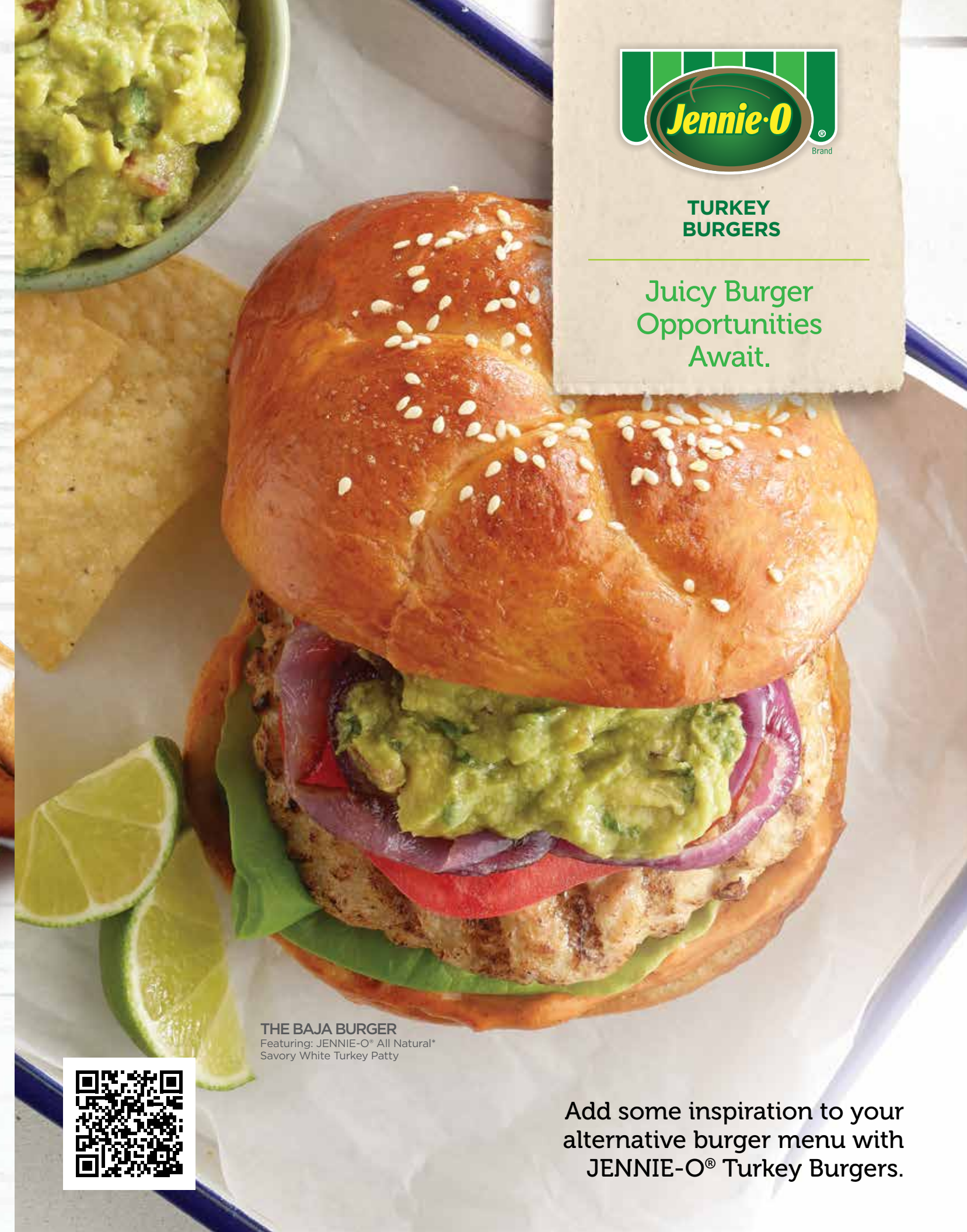
<sup>1</sup> Mintel Burger Trends US, Report April 2018  
<sup>2</sup> <http://jennieofoodservice.com/all-natural/>  
<sup>3</sup> Comparison of 3 oz. serving of skinless roasted turkey breast, 3 oz. serving of skinless roasted chicken breast, and 3 oz. serving of broiled top loin beef trimmed to 1/8" fat.  
Source: [www.eatturkey.org/turkey-the-perfect-protein/](http://www.eatturkey.org/turkey-the-perfect-protein/)  
<sup>4</sup> Winsight, Content Studio, April 19, 2019  
<sup>5</sup> Datassential, The New Healthy 2019 Keynote Report  
<sup>6</sup> Operator Verbatims on Poultry, Datassential 2018  
<sup>7</sup> Mintel Sandwiches, Subs & Wraps August 2018  
\* Minimally processed. No artificial ingredients.  
\*\*When swapping in the All Natural Burger Puck, consider doubling the puck for a thicker, juicier bite.



For more recipes, or to learn more, visit [jennieofoodservice.com](http://jennieofoodservice.com)



CHERRY RHUBARB TURKEY BURGER  
Featuring: JENNIE-O® All Natural\* Burger Puck



THE BAJA BURGER  
Featuring: JENNIE-O® All Natural\* Savory White Turkey Patty



TURKEY BURGERS

Juicy Burger Opportunities Await.

Add some inspiration to your alternative burger menu with JENNIE-O® Turkey Burgers.



# A NEW ERA FOR BURGERS

Protein continues to be a big part of healthy lifestyles, but as many consumers cut back on red meat, interest in alternative protein is rising. According to Mintel’s 2018 Burger Trends Report, operators have an opportunity to reach more customers with better-for-you alternatives.<sup>1</sup> JENNIE-O® Turkey Burgers offer a versatile selection of products in raw, blended, white or dark meat formats, so you can find the right options to fit your menu.

AMERICANS LOVE BURGERS, BUT 40% BELIEVE THEY ARE UNHEALTHY.<sup>1</sup>

## SMASHABLE PUCK SMASHES THE COMPETITION

The JENNIE-O® All Natural\* Burger Puck is designed to be smashed, which offers old-school diner appeal and amazing versatility, too.

- All natural,\* no artificial ingredients and minimally processed
- Made with premium dark turkey for a juicier bite
- Blank canvas for your choice of seasonings
- Quick cooking, with irresistible crispy edges
- 6-ounce patty gives top-notch bun coverage

## READY TO BRING THE FLAVOR

As one of the most popularly menued burger proteins<sup>2</sup>, turkey is the perfect carrier for unique, global flavors. With premium quality and texture, JENNIE-O® Turkey Burgers make it easy to bring inspired, better-for-you burger builds to your menu. Save on prep and cook time so you can spend more time creating signature flavors.

**CLASSIC SMASHED BURGER**  
Featuring: JENNIE-O® All Natural\* Savory White Turkey Patty

\* Minimally processed. No artificial ingredients.

# SEGMENTS

## COMMERCIAL

From QSR to Casual Dining operations, JENNIE-O® Turkey Burgers appeal to operators looking for high quality, value-added options that reduce labor and appeal to a wide variety of customers.

## NON-COMMERCIAL

JENNIE-O® Turkey Burgers are available in several formats to meet the needs of grab & go establishments, cafeterias and C&U operations.

CONSUMERS HAVE BEEN BUYING MORE SANDWICHES FROM GROCERY STORES, C-STORES, BREWERIES AND COFFEE SHOPS,<sup>7</sup> MEANING THERE ARE NEW OPPORTUNITIES FOR QUICK-SERVE SANDWICHES.

OPERATORS HAVE REQUESTED NEW AND INNOVATIVE WAYS TO MENU TURKEY.<sup>6</sup>

**KOREAN KIMCHI TURKEY BURGER**  
Featuring: JENNIE-O® All Natural\* Savory White Turkey Patty

## TURKEY BURGER WORLD TOUR

Take your burger menu on a turkey trot around the world with our unique, globally inspired creations. Each recipe is designed to work across the entire JENNIE-O® Turkey Burger line.\*\*

## CALIFORNIA-STYLE



**GARDEN BIRD**  
Lean pan-seared turkey burger is loaded with cucumbers, fire-roasted red bell peppers, shaved red onions and creamy avocado and cilantro-dill aioli. Served in an iceberg lettuce wrap.

## ASIAN



**KOREAN KIMCHI TURKEY BURGER**  
Pan-seared turkey burger is glazed with sweet Korean BBQ sauce, topped with spicy kimchi, sliced green onions, thinly sliced cucumbers and a sprinkle of black and white sesame seeds. Served on a toasted sesame seed bun with mayonnaise.

## LATIN AMERICAN



**PERUVIAN TURKEY CRUNCH BURGER**  
Juicy turkey burger is deep fried until crisp and placed on a toasted brioche bun. Garnished with red onions, cilantro, sweet potato chips and a zesty chile-lime mayo.

## MEDITERRANEAN



**QUATTRO FORMAGGI TURKEY BURGER**  
Charbroiled turkey burger is placed over a bed of baby arugula and topped with a blend of melted mozzarella and Gorgonzola cheese, grilled red onions, sautéed mushrooms and a delicate Manchego crisp. Served on a tender soft white bun with a smear of parmesan pesto aioli.

## MIDDLE EASTERN



**TIKKA TURKEY STACKER**  
Savory turkey burger is fried and brushed with a rich and savory tikka masala sauce, then topped with fresh farmer's cheese, pickled red onions and fresh spinach. Wrapped in a freshly grilled naan flatbread.

\*\* When swapping in the All Natural Burger Puck, consider doubling the puck for a thicker, juicier bite.