

REAL BITES™

Smart ideas to drive profit

BE THE KING OF WINGS

THE CONSUMER



8 out of 10 adults eat chicken wings



55% of men and **54%** of women prefer boneless wings

1.33 BILLION

1.33 billion wings were consumed during Super Bowl weekend 2017

MENU & FLAVOR



Top wing flavors:
#1 Buffalo
#2 Barbecue

#2

2nd most menued appetizer item, after soups



41% of consumers perceive wings as best for delivery—and as food that travels well

FEATURED RECIPES



Frank's RedHot®
Original Buffalo Wings

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Carolina
Apple Cider Wings

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Sources:
 Datassential Menu Trends 2017. | Datassential Foodbytes, Foodservice at Home Keynote Report 2017. | Technomic Menu Monitor 2017. National Chicken Council 2015 Wing Report & 2017 Super Bowl Report. Pierce Chicken, Consumer Survey 2017

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