



Sous-Vide Style Chicken Quarters



Homestyle Kick 'n Wings



Fajita Chicken Breast Strips



Turkey Pattie

# AVAILABLE AT HONOR FOODS



## Perdue® Harvestland® - 100% Vegetarian Diet, No Antibiotics Ever

- ✓ No Antibiotics Ever
- ✓ Made with Only All-Natural\* Chicken
- ✓ 100% Vegetarian Diet
- ✓ No Animal By-Products
- ✓ No Hormones or Steroids Added\*\*

HONOR#	DESCRIPTION	PACK	MFG#
<b>CHICKEN</b>			
11866	Tenderready NAE, Sous-Vide Style, Fully Cooked Chicken Quarters, Fresh	32/cs./10 oz. avg.	51272



## Perdue® NAE - 100% Vegetarian Diet, No Antibiotics Ever

HONOR#	DESCRIPTION	PACK	MFG#
<b>CHICKEN</b>			
10740	NAE, Fully Cooked, Homestyle, Brd, Kick 'n Wings, 1st & 2nd Sections, Small, Frozen	3/5 lb./8-12 ct.	82035
10741	NAE, Fully Cooked, Spicy, Brd, Kick 'n Wings, 1st & 2nd Sections, Small, Frozen	3/5 lb./8-12 ct.	82036
10752	NAE, Fully Cooked, Breaded, Chicken Breast Tenderloins, Frozen	2/5 lb.	80242
<b>TURKEY</b>			
10879	NAE, Ready to Cook, Homestyle Turkey Pattie, Woodfire Grill Flavor, 5.33 oz.	1/10 lb	80194
10876	NAE, Ready to Cook Turkey Sausage Links, Mild, 1.0 oz. CN Label	1/10 lb.	50103
10875	NAE, Ready to Cook Turkey Sausage Patties, Mild, 1.50 oz., CN Label	1/10 lb.	50104



## Perdue® Foodservice

HONOR#	DESCRIPTION	PACK	MFG#
<b>CHICKEN</b>			
10742	Fully Cooked Grill Marked Fajita Chicken Breast Strips, Frozen	2/5 lb.	7325
10739	Orig Rotisserie Flavored Chicken Wings, 1st & 2nd Sections, Jumbo, Fly Ckd, Frozen	2/5 lb./6-10 ct.	7001
10991	Fully Ckd, Chef Redi Steamed Chicken Wings, 1st & 2nd Sections, Jumbo Frozen	2/5 lb./6-10 ct.	7003
<b>TURKEY</b>			
04619	Shenandoah* Ready to Cook Turkey Pattie, 5.33 oz.	1/10 lb.	80201
10878	Shenandoah* Ready to Cook Turkey Pattie, 4 oz.	1/10 lb.	80196
10784	Shenandoah* Ready to Cook Mechanically Separated Turkey, 4-5 lb. Chubs, 15% Fat	2/10 lb.	65009
06541	Uncooked Seasoned Turkey Breast Roast	2/9.5 lb.	35046

\*Minimally processed. No artificial ingredients. \*\*Federal regulations prohibit the use of hormones or steroids in pork and poultry.

## FOR BETTER INGREDIENTS

“ORGANIC” & “ANTIBIOTIC FREE” ARE CHANGING CONSUMER AND OPERATOR BEHAVIOR



76% of consumers

"Antibiotic-free" labels influence my purchasing decisions.<sup>1</sup>

I think antibiotics will influence customer's purchasing decisions.<sup>1</sup>

80% of operators

88% of consumers

"I prefer eating organic chicken in restaurants."<sup>2</sup>

I think featuring organic chicken improves perceptions of my restaurant.<sup>3</sup>

70% of operators

80% of consumers

"I'd pay more for chicken that is certified USDA Organic."<sup>4</sup>

I'm actively seeking or plan on adding, hormone- or antibiotic-free items to my menu.<sup>5</sup>

61% of operators



OPERATORS ARE ANSWERING THE DEMAND FOR PREMIUM POULTRY

Fowlry menu descriptors, 4-year trend<sup>6</sup>



## MENU TRANSPARENCY IS TOP OF MIND

Consumers want to know what's in their food.



of operators say clean labels will influence purchasing decisions going forward.<sup>7</sup>



of consumers want restaurants to be more transparent about their food.<sup>8</sup>



of operators plan to offer clean-label items because they want to be more transparent.<sup>9</sup>



of consumers are willing to pay more for products that are completely transparent.<sup>9</sup>



## FOR LEADING ANIMAL CARE

ANIMAL CARE MATTERS

"Humanely raised" appeared 300% more on menus in 2016 than the previous year.<sup>10</sup>

WHAT CONSUMERS WANT

I'm concerned about the welfare of animals raised for food.<sup>10</sup>



HOW OPERATORS ARE RESPONDING

77%

I plan to seek, or am actively seeking, products that are humanely raised.<sup>11</sup>

58%

## CONSUMERS SEEK VALIDATION FROM THIRD PARTIES

Consumers want to know what's behind the claims they're seeing—a trend operators should take note of.



think that there should be an objective third party checking on the welfare of animals on farms.<sup>12</sup>

70% say third-party verifications are relevant to them.<sup>13</sup>



67% would purchase trustworthy, welfare-certified products even if they were more expensive.<sup>14</sup>

