

ESSENTIAL TRENDS & CONCEPTS



CHICKEN SANDWICH CRAZE

- Fried Chicken Sandwiches are on **1 in 4 Operator menus** growing +11% YOY
- **2/3rds of consumers** purchasing Chicken Sandwiches are **Gen-Z/Millennials**
- On trend sauce flavors like **Hot Honey (+191%)**, **Sriracha Aioli (+73%)**, and **Nashville Hot (+73%)** are all showing exponential growth on chicken sandwiches over the last 4 years¹²



WHAT'S UP WITH WINGS?

- Wings appear on **1 in 3 Operator menus** growing +7% YOY
- **Over half** of purchasers are **men**
- **Hot Honey (+428%)**, **Mango Habanero (+263%)**, and **Garlic Parmesan (+181%)** are all trending on wing menus and have shown tremendous growth over the last 4 years



CHICKEN 'N' WAFFLE SANDWICH

- **Carrier:** Fresh Buttermilk Waffles
- **Sauce:** Sauce Craft™ Hot Honey 2oz.
- **Toppings:** Swiss Cheese, Green Leaf Lettuce, Sliced Tomatoes
- **Protein:** Fried Chicken Steak from Thigh Meat



TENDER OPPORTUNITIES

- Chicken Tenders appear on **1 in 4 Operator menus** growing +5% YOY
- **2/3rds** of Chicken Tender Purchasers are **Millennial/Gen-Z**
- **Nashville Hot (+196%)**, **Hot Honey (109%)**, and **Honey Dijon (+70%)** are all experiencing incredible growth on Chicken Tender menus over the last 4 years