



# CHICKEN SANDWICH

★★★★★

# MENU INSIGHTS



*Golden BBQ Fried Chicken Dunk with Sweet Baby Ray's Golden Barbecue & Wing Sauce*

The fact chicken is the most widely menued protein may come as no surprise, but did you know chicken sandwiches are number one on the Trends in New Entrées list? Read on for more menu-improving insights from the latest Technomic Trend Report.



**Chicken sandwiches dominate the sandwich category, with 55% of operators offering one or more.**

**62%** of consumers eat a sandwich once a week or more

**53%** of foodservice operators menu fried chicken

**50%** of consumers who order lunch/dinner sandwiches would order chicken

Source: Technomic 2019 Consumer Trend Report

# THE #1 TREND ON THE NEW ENTRÉES LIST IS CHICKEN SANDWICHES.

## TOP SAUCES PAIRED WITH FRIED CHICKEN SANDWICHES



**+5.9%**  
BUFFALO



**+4.7%**  
HONEY MUSTARD



**+3%**  
BARBECUE



**+1.1%**  
CHIPOTLE

Younger consumers often consider which sauces and condiments they want before they even decide where they will order chicken.

*For operators, this means sauces should be considered as potential traffic drivers.*

## LEADING CRAVEABLE FLAVORS AMONG CONSUMERS



**60% | SAVORY**

*Cubano Fried Sandwich with Sweet Baby Ray's Citrus Garlic Mojo Wing Sauce*



**58% | SWEET**

*Boston Cluck'n Fried Chicken with Sweet Baby Ray's Hickory & Brown Sugar Barbecue Sauce*



**54% | SPICY**

*Spicy Chicken Sandwich with Sweet Baby Ray's Buffalo Wing Sauce*



**33%**  
**25%**

of consumers, particularly millennials (38%) and males (36%), find Caribbean flavors and ingredients appealing for chicken.

of consumers eat more fried chicken with spicy flavors now than they did two years ago.

Source: Technomic 2019 Consumer Trend Report

**Let's talk sauce.** Visit us at [sbrfoodservice.com](http://sbrfoodservice.com) or call us: (800) 633-5800