

WING MENU INSIGHTS



Korean Barbecue Chicken Wings with Sweet Baby Ray's Korean Barbecue & Wing Sauce



★ 43% ★

of consumers would be interested in trying chicken with new flavors

With so many styles and variations of wing sauces on the market, choosing the right flavors to keep your customers coming back for more can be hard to navigate. So let these insights from the latest Technomic Trend Report guide you toward your best wing menu yet.

50% of consumers order boneless wings as an app occasionally

55% of consumers order barbecue sauce with chicken tenders

22% higher purchase intent when wings are paired with blue cheese

FASTEST GROWING FLAVORS PAIRED WITH WINGS:

+6.4%
GARLIC PARMESAN



+6.4%
SPICY BARBECUE



+3.3%
SWEET THAI CHILI



+3.2%
TERIYAKI



★ TRENDING FLAVOR COMBINATIONS ★

HEAT + SPICE



West Indie Jerk Chicken Wings

SWEET + SPICE



Mango Habanero Honey BBQ Wings

GARLIC

is the fastest growing and top menu mentioned ingredient paired with wings



Spicy Garlic Wings with Sweet Baby Ray's Garlic Parmesan Sauce

Source: Technomic 2019 Consumer Trend Reports

Let's talk sauce. Call us at (800) 633-5800 or visit sbrfoodservice.com