




LOOKING FOR INSPIRATION?

Check out these ideas for updating your menu.

Think about your ideal customers:

How can you best serve their needs while improving your bottom line? Here are a few opportunities to explore, along with example menu items.



Opportunity	Definition	Ideal Customer	Example	JENNIE-O® Solution
MEAL KITS 	All of the components someone needs to cook a meal at home, all packaged and sold together with a recipe.	Enjoys cooking at home but doesn't have time to search for a recipe and then go to the grocery store.	Breakfast Burrito kit with eggs, turkey crumbles, red and green peppers, pepper jack, house-made pico de gallo and tortillas. Serves 4.	Fully Cooked Savory Crumbles (640110)
HEAT & SERVE 	Fully cooked meals that someone takes home and puts in the microwave or oven.	Needs to serve their family a no-brainer meal that is both filling and relatively healthful.	Turkey breast roast with a side of mashed potatoes and gravy and seasonal vegetables. Serves 4.	Slice-N-Tact VIP Roast (278455)
POP-UP OR MICROGROCERIES 	A place to buy essential pantry items like produce, proteins, pasta, canned goods and even paper items.	Hesitant to go to a public grocery store because they're trying to reduce their contact outside of work and home.	Sample List: <ul style="list-style-type: none"> • Sliced turkey breast • Wheat bread • Mustard • Romaine 	Sliced GRAND CHAMPION® All Natural* Low Sodium Turkey Breast (316406)

For questions or to learn more about how turkey can improve efficiencies in your operation, contact:
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