



2011 Meat & Poultry Fast Facts

**Chicken is most prepared for dinner!
Consumers need help preparing meat!
Consumers are looking for "healthy" meat!
Basic flavors are still the mainstay for meat!**

What's for Dinner?:

- Frequency of preparing a protein for dinner in an average week:
 1. Chicken
 2. Beef
 3. Pork
 4. Fish/Seafood
 5. Turkey

Consumers need help with Meat Prep!

- Only about 45% of consumers say they are "very knowledgeable" about preparing meats (poultry, pork, beef, lamb)
- Only 39% of consumers say they are "very knowledgeable" about how to marinate and spice meat.

Health & Wellness is important for Meat!

- Many consumers check nutritional labels (sometimes/every time):
 - Fresh Meat: 55%
 - Processed Meat: 66%
- Low Sodium & Portion Control are big Meat Health Strategies!
 - 83% regularly/occasionally choose low sodium meats.
 - 87% cut back on portion sizes.



Top Flavors of Protein on US Menus Q4 2010 (vs Q4 2009)!

1. Seasoned +18% (# of items on a US menu)
2. Smoked +19%
3. Spicy -4.5%
4. BBQ +11.2%
5. Apple-wood smoked +42.7%

Sources: The Power of Meat Study 2011, Mintel

Ask How Wixon can Develop a Meat or Poultry Innovation for you!