



*Charred Lemon Grilled Wings
with Ken's Lemon Vinaigrette*

Wing Menu Insights

Chicken wings are a staple of foodservice menus and a surefire hit with customers. But check out the insights below from the latest Technomic Trend Report to make sure you're getting the most out of your offerings.



**BOOM BOOM WINGS WITH
KEN'S BOOM BOOM SAUCE**



**THAI SATAY CHICKEN
WINGS WITH KEN'S
THAI SATAY SAUCE**

50%

of consumers order
boneless wings as an
appetizer occasionally

22%

higher purchase intent
when wings are paired
with blue cheese

48%

of consumers would be
interested in trying chicken
with new flavors

Wings are the #1 leading non-salad format featuring dressing

MOST PREFERRED CHICKEN WINGS SAUCE:



Barbecue

25%

Ken's Cannonball Barbecue Sauce



Honey Mustard

25%

Ken's Honey Mustard Sauce



Buffalo

39%

Ken's Spicy Buffalo Wing Sauce



42% would order tangy flavors with chicken



41% would order spicy flavors on chicken



39% would order ethnic flavors on chicken dishes



THAI SATAY CHICKEN WINGS WITH KEN'S THAI SATAY SAUCE

28% of consumers eat more fried chicken with spicy flavors now than they were two years ago.

CONSUMER INSIGHTS



TEXAS VOODOO WINGS WITH KEN'S JALAPEÑO RANCH DRESSING

Source: Technomic 2019 Consumer Trend Report

Any other questions? We'd love to hear from you. Call us at **1-800-633-5800** or visit us at **kensfoodservice.com**