

*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**

**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



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

Source: Technomic 2019 Consumer Trend Report



# 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



THAI SATAY CHICKEN WINGS WITH KEN'S THAI SATAY SAUCE

**39%** would order ethnic flavors on chicken dishes

**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**