Perdue®

Foodservice

The Power of a Quality Story

How to Drive Loyalty, Boost Value and Grow Your Bottom Line

Communicating your quality and sourcing story is crucial. And there are two main avenues that create the most impact: **your Ingredient Story** and **your Menu Story**.

Today's diners aren't buying a meal; they're buying into your menu and ingredient story. Guests increasingly demand wholesome, high-quality foods produced with integrity. And they're willing to pay a premium for brands aligned with their values. From chocolate to milk to chicken, there's a top tier ingredient in every food category.



Read on to learn how to turn these stories into profit drivers. →





TAP EACH IMAGE to reveal language to inspire how you can communicate your ingredient story and sourcing standards.









Elevate Guest Perception With a Quality Ingredient Story

Guests' impression of your operation begins long before they enter your doors.

You're already buying ingredients you're proud of. But are you telling guests? A marketable Ingredient Story is how quality turns into profit.

Your website, social media channels and marketing materials are prime real estate to communicate your ingredient story.

57% **of Millennials rely on Instagram/ TikTok to decide on restaurant visits and look for claim transparency.[1]**

Download Ready-to-Use Content to Quickly Communicate Your Responsibly Sourced and No Antibiotics Ever Poultry Story.



Steps to Structuring a Smart Website Story

Creating a complete, quality narrative on a dedicated page within your operation's site is a recipe for success.

1. Start with what you're already buying:

Spot the top-tier ingredients already in your pantry. Make sure your website explains why they matter and gives you credit you deserve for using them. Then consider which additional ingredient upgrades signal premium quality.

2. Lead with your strongest claims:

No Antibiotics Ever Chicken, 100% Veggie Fed, plus your other center-of-the-plate proteins (e.g., Prime or Choice beef, sustainable seafood)

3. Extend the story:

Don't stop at your protein story. Call out top-tier ingredients across your menu, along with the details that set you apart: your chef's approach, signature recipes, how you accommodate dietary preferences, and your commitment to hospitality and guest satisfaction.

4. Close with "why":

Finish with a short statement on why you source the way you do and what quality means to your operation. Add your ethical sourcing commitment where possible, and the people behind the food: your chef, staff and awards.



Maximize Your Menu Story at Every Touchpoint

Communicate your strongest selling points at every interaction on your guests' path to purchase.

Your Menu Story lives where ordering decisions happen. Physical menus, drive-through boards and online ordering apps are all opportunities to communicate with guests.

When it comes to dining out, guests have a lot of options. You need to make a compelling argument for why they should choose you. An effective Menu Story uses concise, high-impact claims to signal premium quality in seconds.

85% of Gen X diners search for official website menus before visiting.[2]

69% of consumers say seeing "No Antibiotics Ever" on a menu makes them more likely to order that item.[3]

Starters & Salads

Crispy Calamari $13.99
Tender, hand-breaded calamari, flash-fried and served with house-made lemon aioli and slow-simmered San Marzano marinara.

CHEF'S SIGNATURE:
Boneless Chicken Wing Bites $16.75
Hand-breaded **No Antibiotics Ever** Chicken Breast chunks, tossed in your choice of Buffalo, Hot Honey or BBQ sauce.

Spinach Artichoke Dip $12.99
Hot, bubbly artichoke heart dip with creamy Vermont cheddar and Parmigiano-Reggiano, served with warm, house-made crostini and tortilla chips.

Autumn Harvest Salad $13.99
Local, organic mixed greens, candied pecans, dried cranberries, creamy goat cheese and crisp apple slices, tossed in house-made champagne vinaigrette.

CHEF'S SIGNATURE:
Southwest Chicken Salad $15.99
Fajita-seasoned **No Antibiotics Ever** Chicken Breast served atop a bed of romaine lettuce, black beans, roasted corn and tortilla strips. Served with creamy house-made ranch dressing.

Classic Wedge $12.99
A crisp wedge of iceberg lettuce with thick-cut Niman Ranch bacon, sweet cherry tomatoes and crumbled blue cheese, draped in house-made blue cheese dressing.

Add protein to any salad: USDA Prime Angus Beef **$9** | MSC-Certified Faroe Island Salmon **$8** | No Antibiotics Ever, All-Veggie-Fed Chicken **$7**

Sandwiches

CHEF'S SIGNATURE:
Gold Standard Crispy Chicken Sandwich $14.99
Crispy **No Antibiotics Ever**, All Vegetarian-Fed Fried Chicken topped with Vermont cheddar, caramelized onion jam, house-made pickles and garlic aioli on a toasted butter brioche bun.

Double Smash Burger $14.99
Two crispy-edged premium Angus beef smash patties layered with melted aged cheddar and caramelized onions, finished with our signature secret sauce on a toasted butter brioche bun.

Fried Chicken Sandwich $12.35
Breaded chicken breast served with crisp lettuce and ripe tomatoes on a toasted brioche bun.

Turkey Bacon Panini $12.35
Slow-roasted **No Antibiotics Ever**, All Vegetarian-Fed Turkey Breast, sharp provolone, crisp Niman Ranch bacon and sliced avocado on griddled sourdough.

Large Plates

Slow-Smoked Baby Back Ribs $22.99
A half rack of tender, **No Antibiotics Ever**, fall-off-the-bone baby back ribs glazed in our signature house BBQ sauce. Served with creamy coleslaw and crispy, seasoned fries.

Blackened Faroe Island Salmon $18.99
Faroe Island salmon filet seared in a smoky blend of spices and finished with a lemon butter sauce. Served with wild rice and tender broccolini.

Chicken Marsala $17.99
Pan-seared **No Antibiotics Ever** Chicken Breast in a rich marsala wine reduction with wild mushrooms, over Yukon Gold garlic mashed potatoes.

CHEF'S SIGNATURE:
HARVESTLAND® Rotisserie Chicken $19.99
Slow-roasted **No Antibiotics Ever**, Clean-Label Half Chicken finished with herb jus and paired with crispy roasted fingerling potatoes and a medley of seasonal vegetables.

WE BELIEVE IN INGREDIENTS WITH INTEGRITY.
We source No Antibiotics Ever poultry and pork, premium Angus beef and sustainable seafood to provide you with the ultimate feel-good food.

Premium Menu Claims Aren't Only Good For Guest Perception; They're Good For Your Bottom Line

Independent restaurants that call out No Antibiotics Ever, 100% Vegetarian-Fed Chicken can charge **$3.04 more per plate** vs. dishes made with conventional chicken.[4]



50% of consumers will pay more for chicken at a fast casual restaurant if it features "No Antibiotics Ever" on the menu.[2]



Tips & Tools to Maximize Margins With Premium Poultry

Explore our curated library of toolkits, culinary inspiration and data-backed tools designed to help elevate your menu, engage your customers and drive bottom-line growth.

TURN MENU TRENDS INTO TANGIBLE PROFIT:

Explore tools designed to build guest trust, elevate your menu story, and drive profitability.

Scan to download Toolkit PDF.

MENU HUB:
SPARK INNOVATION

From full recipes to quick-dish concepts, explore trend-forward ideas built to spark menu innovation.

Get recipe ideas.





1. Toast, Consumer Discovery Study & National Restaurant Association (ongoing 2025–2026 benchmark tracking)
2. National Restaurant Association, Feb. 2026
3. Technomic, Perdue Premium Chicken Custom Study, 2026
4. Quarterly Premium Pricing Report, Q1 2026

TO LEARN MORE ABOUT THE PERDUE FOODSERVICE PORTFOLIO, VISIT

PERDUEFOODSERVICE.COM