



# NO END TO THE BACON TREND

**Red Arrow**  
Natural flavor, pure and simple.™

The craze hasn't slowed down, and the culinary creativity keeps expanding.



On the foodservice side, customers ate 1.1 billion servings of bacon in the year ended April 2014, up 6% from a year earlier, according to The NPD Group.

Chefs are becoming increasingly creative in using bacon as a **seasoning** or a **condiment** in dishes like bacon Brussels sprouts, and patrons are taking some of those ideas home with them, said Patrick Fleming, director of retail marketing at the National Pork Board.

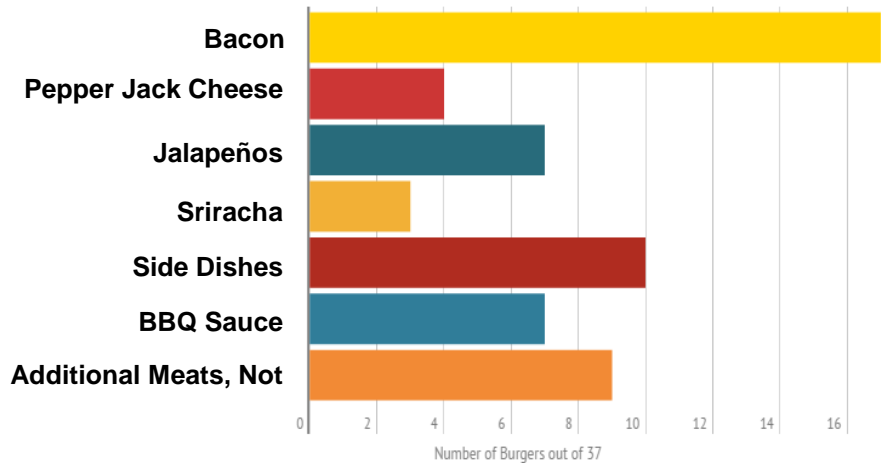
*Meetingplace.com, January 2015.*

## All Natural on Trend

"All natural" is a growing trend among consumers, as they care more for what they are eating, where it comes from, and willing to pay for better quality. *Qsrweb.com, April 22, 2015.*

Over 70% of consumers are concerned about naturalness, based on a worldwide consumer survey of 5,000 consumers across ten countries based on their attitudes towards packaged and processed food. *Foodingredientsfirst.com, March 20, 2015.*

## Number of Burgers that Feature Each Topping



*Eater* analyzed 37 burgers introduced in the last 18 months at 10 different major chain restaurants. Included are the top five toppings each person wanted on their burgers. *Eater.com, April 16, 2015.*

## Innovation with Bacon



LongHorn Steakhouse added the Triple Bacon Sirloin - a **Fire-Grilled Sirloin wrapped with bacon, topped with bacon and finished with bacon tomato Hollandaise.**



White Sox fans can now order bacon flights in 2015 that include **brown sugar, jalapeño, black pepper and barbecue flavors**, or just **bacon on a stick**, improved this year with a maple glaze.



Panda Express improved the already craveable Orange Chicken by adding **bacon.**



Little Caesars Bacon-Wrapped Crust Pizza places **bacon on the pizza and now around the pizza.**

Please note that the information herein does not denote items containing or not containing Red Arrow products.

**TECHNOMIC**