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# CHICKEN WING TRENDS

NATIONAL CHICKEN COUNCIL

January 2015

# BOTH FRESH AND PREPARED WINGS INCREASED DOLLAR AND VOLUME SALES

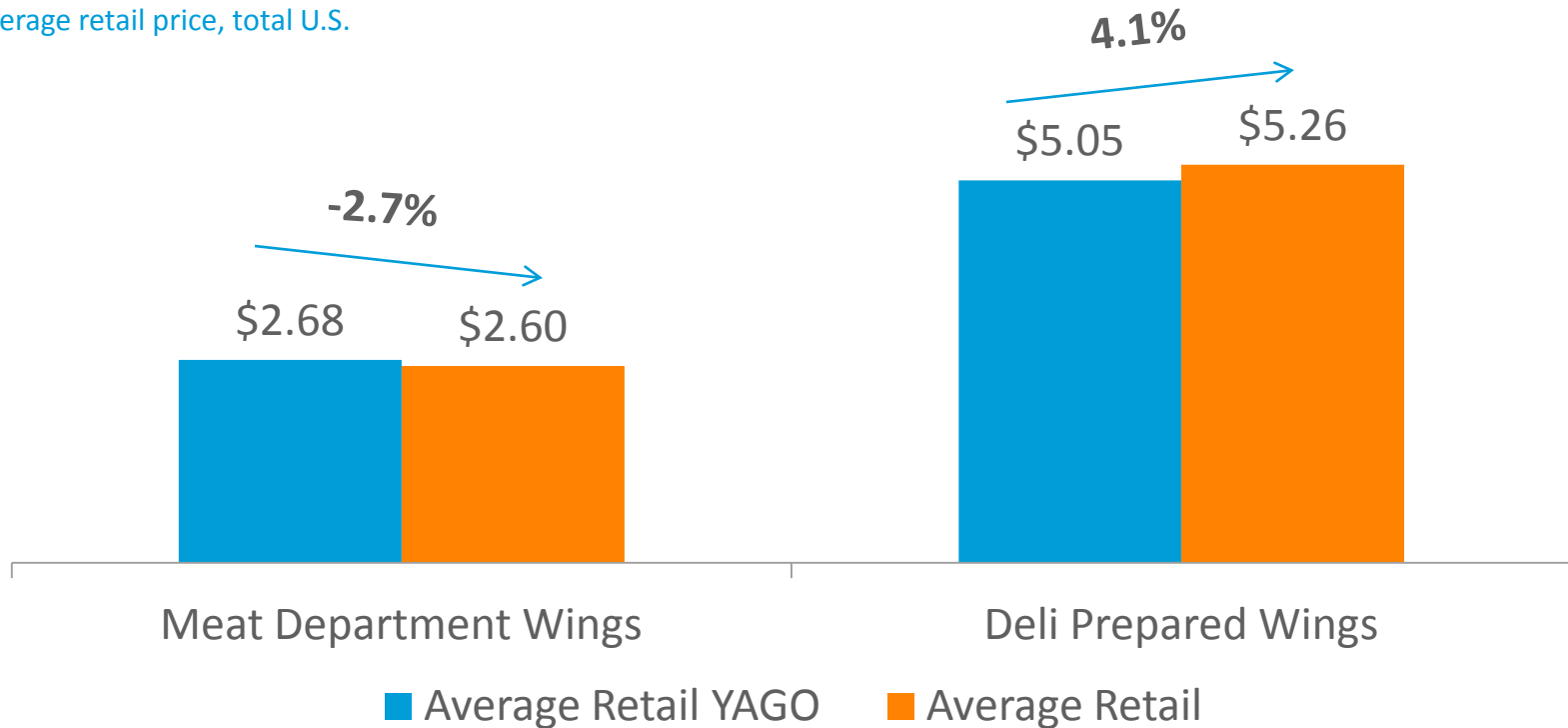
Growth in fresh meat wings helped boost dollar and volume sales



Figures include meat department wings and deli prepared wings

# WING PRICES DECLINED IN MEAT DEPARTMENT, INCREASED IN DELI

Average retail price, total U.S.

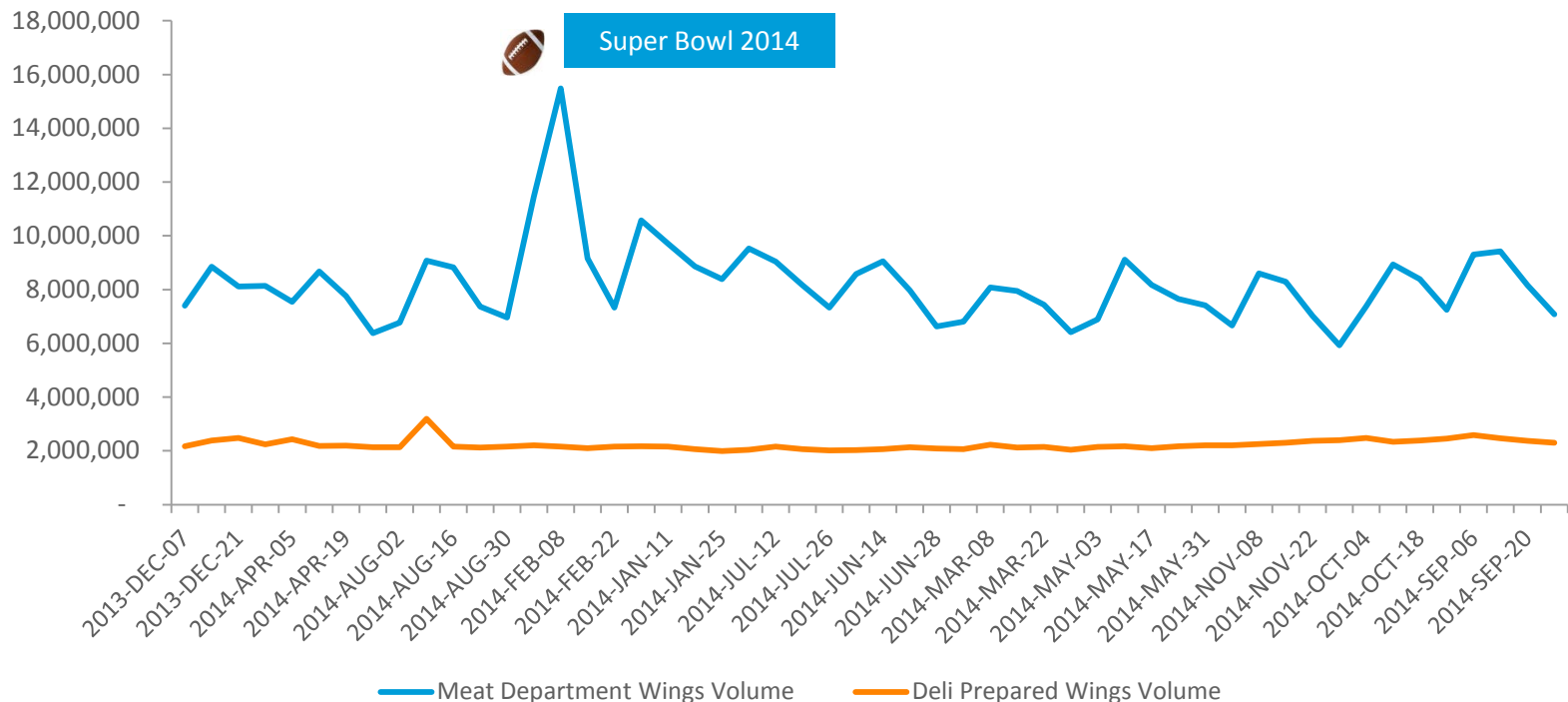


Meat Department Wings includes: fresh wings, fresh value-added wings and fully cooked wings

# WING SALES SPIKED THE WEEK OF THE SUPER BOWL

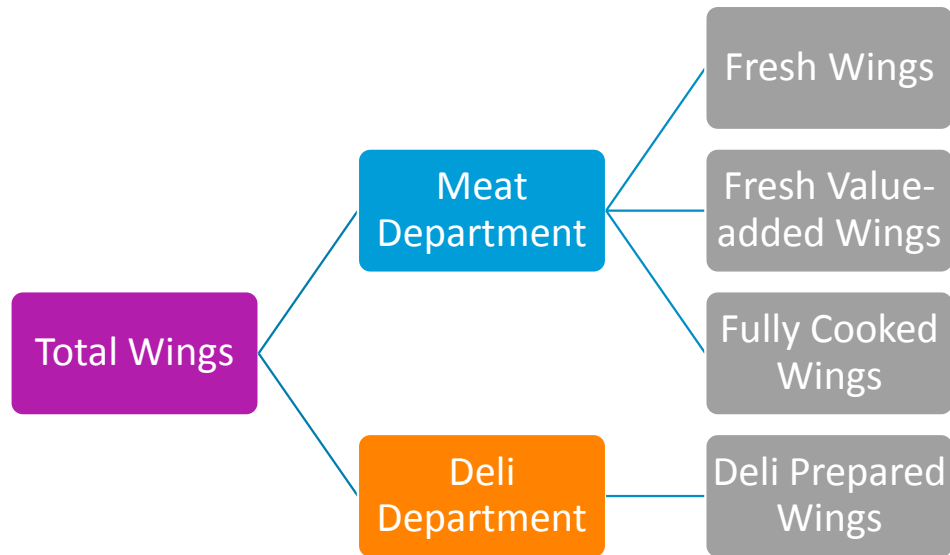
Consumers also stocked up in the week leading up to the Super Bowl

Wings weekly volume, total U.S.



Meat Department Wings includes: fresh wings, fresh value-added wings and fully cooked wings

# TOTAL WINGS SALES INFORMATION WAS PULLED FROM MEAT AND DELI CATEGORIES



Dollar Contribution to Total Wing Sales

