

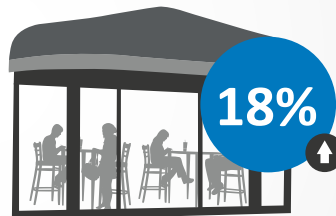
The Perils of Chicken Wing Pricing

Chicken wing pricing has been like a roller coaster ride. Prices skyrocketed, compelling restaurant operators to promote boneless wings. Then they plummeted to lows not seen since 2004, giving operators the ability to renew their focus on bone-in wings. Will operators continue to promote the highly profitable boneless version? If so, just how acceptable will these strategies be to the purchasers of chicken wings, both bone-in and boneless? **See what we see . . .**



50%

Baby Boomers are very inclined to buy wings at FSR. Nearly 50% of bone-in wings buyers are 45+ years old.



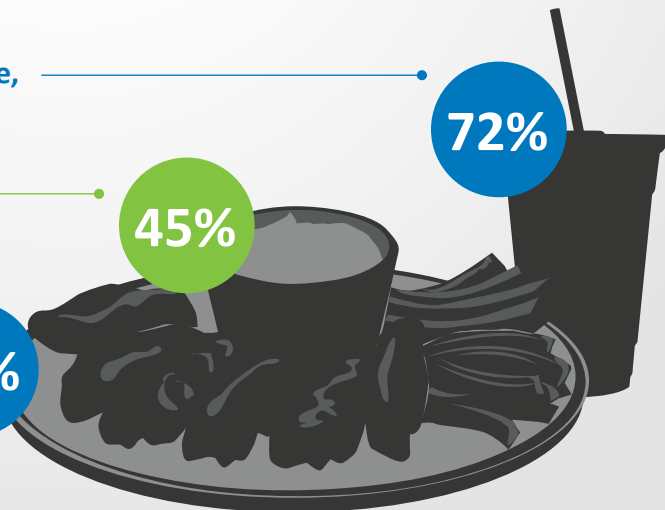
18%

The number of restaurants with the word "wings" in their names has grown 18% since 2014.

72% of FSR wings orders include a beverage, compared to just 26% of QSR wings orders.

45% of U.S. consumers purchased chicken wings at a restaurant this year — up from 43% last year.

92% of wing purchases at casual dining and pizza are purchased à la carte.



72%

45%

92%

Make pricing, menu, and marketing decisions with confidence in the midst of wings-market upheaval. The new **Chicken Wing Dilemma Report** explores how potential bone-in wing price increases affect consumer-purchasing behavior.

Source: The NPD Group / Checkout / Chicken Wing Dilemma Report, 2017

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