

# Mouthwatering and Memorable Sandwich LTOs

*Yes, let's do this.*



FOODSERVICE

Get Inspired with 16 New Sandwich LTO Ideas

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FOODSERVICE

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Featuring **Tyson Red Label®** Uncooked  
Authentically Crispy Chicken Breast Filets



# Have an LTO Strategy to Transform Your Business



LTOs are a powerful way to attract new customers, delight regulars and add incremental value.

**They're also an opportunity to:**

- Gain insights about your customers' tastes
- Drive repeat business with a come-back-soon-worthy sandwich
- Differentiate your menu by creating exclusivity



Featuring *The Original Steak-EZE®*  
*BreakAway®* Sirloin Beef Steak



Having a well-defined LTO strategy is the secret ingredient to staying on trend, competitive and relevant. It also presents endless opportunities to test new menu items, learn about customers and grow your operation.

## On Trend:



**84%** of operators say that LTOs allow their operation to be creative and highlight interesting food trends.<sup>1</sup>

## Competitive:



**94%** of operators anticipate they will offer the same number of—or more—of LTOs in the coming year.<sup>2</sup>



Operators agree that **61%** of LTOs are a profit center for their business and **60%** of LTOs are on their menu because customers expect them.<sup>1</sup>

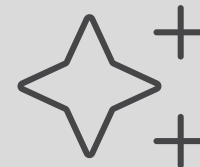


Featuring *Jimmy Dean*® Breakfast Sausage and Bacon

## Relevant:



**65%** of consumers were motivated to visit specifically to order an LTO within the past month.<sup>1</sup>



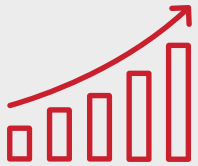
Over **4,500** new LTOs, menu and test items were introduced at major chains last year, validating the importance of using new concepts to stay top-of-mind with consumers.<sup>3</sup>



# Now's the Time for Sandwich LTOs

Morning, noon or late night, sandwich occasions are gaining traction during all dayparts. They're loved for the comfort and nostalgic tastes of home they bring, and for the taste adventures they provide without even leaving town. And with LTOs, timing is everything.<sup>4</sup>

**Here's why now is the optimal time to put sandwiches in your LTO strategy.**



**Over a recent 12-month period 46% of operators** reported that their sales of fried chicken sandwiches have increased.<sup>4</sup>



**Tyson Red Label®** Authentically Crispy Spicy Chicken Breast Filets



**44% of 18-to-34-year-olds** strongly agree that they would like restaurants to offer more sandwiches with new or unique flavors and ingredients.<sup>5</sup>



**Tyson®** Fully Cooked Grilled Chicken Breast Filets



Consumers' appetite for eating sandwiches away from home is growing **during morning meal/ breakfast (+14.8%) and late night snack (+23.9%).<sup>6</sup>**



**Wright®** Brand Naturally Hickory Smoked Extra Extra Thick Sliced Steak Cut Bacon

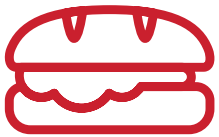


**92% of operators** offer sandwiches for the lunch daypart and **50% saw an increase** in lunchtime sandwich sales over the past year.<sup>4</sup>



**Original Philly®** Beef Sandwich Slices

# Take Your Tastebuds on a Flavor Adventure



## Breaded Chicken

**46% of operators**

reported their sales of fried chicken sandwiches have increased over a recent 12-month period.<sup>4</sup>

It serves as a blank canvas for layers of flavors and textures—creating memorable sandwiches customers come back for.

Use these recipes as they are, or as inspiration to get your creative juices flowing.



Featuring *Tyson Red Label*® Authentically Crispy Spicy Filet



# Spicy Korean-Style Breaded Chicken Sandwich

This flavor escape starts with a breaded chicken breast filet coated with a diverse blend of peppers and is served on a buttery brioche bun. The Gochujang-spiced ranch and sesame-ginger pickled cucumbers transport customers to their final destination—*delicious*.



## Featured Product:

**Tyson Red Label®** Uncooked Golden Crispy Chicken Breast Filet Fritters, 4 oz.

## This sandwich concept offers specialty appeal!<sup>7</sup>

Purchase intent:	50%	★★★
Uniqueness:	56%	★★★★★
Frequency:	22%	★★★★★
Draw:	62%	★★★★★



Consumers found it **exceptionally unique** (new and different) and **62%** indicated they would visit a restaurant just to get it.<sup>7</sup>



This build leverages ingredients and menu descriptors that are trending upward, including **gochujang** (+53%), **Korean** (+16%), **brioche** (+12%), **pickled** (+7%) and **ranch** (+5%).<sup>7</sup>



This build overindexed among **males, Gen Z and Millennials**, consumers with **African American** or **Asian** heritage, consumers who live in the **South**, **families with kids** and **foodies**.<sup>7</sup>



[GET RECIPE](#)

# Breaded Chicken Indian Roti

Tossed in spicy tikka masala sauce, this breaded chicken breast filet hosts freshly baked roti and shredded red cabbage with a tangy lemon mint yogurt sauce for a zinger of a sandwich.



## Featured Product:

**Tyson Red Label®** Uncooked Golden Crispy Chicken Breast Filet Fritters, 4 oz.

## This sandwich concept offers specialty appeal!<sup>7</sup>

Purchase intent:	50%	★★★★
Uniqueness:	54%	★★★★★
Frequency:	21%	★★★★
Draw:	57%	★★★★★



Consumers found it exceptionally unique (new and different) and **57%** would visit a restaurant just to get it.<sup>7</sup>



### And it delivers trendy taste

This build leverages ingredients and menu descriptors that are trending upward, including **mint yogurt** (+13%), **roti** (+6%) and **tikka masala** (+2%).<sup>8</sup>



It overindexed among **Gen Z** and **Millennials**, consumers with **Asian** heritage, **families** with kids, **foodies** and **health-focused** consumers.<sup>7</sup>



GET INSPIRED



# Peruvian-Style Breaded Chicken Sandwich

Embrace Peruvian cuisine by starting with a breaded chicken breast topped with a spicy, tangy, creamy and rich macha amarillo sauce. Adding a layer of veggies takes this sandwich to the next level and delivers an *I-gotta-have-it-again* experience.



**Featured Product:**  
Tyson Red Label® Uncooked Breaded Authentically Crispy Original Chicken Breast Filets, 5.2 oz.



This build leverages **salsa macha** (+93%), a hot-trending ingredient.<sup>8</sup>



SPICE THINGS UP

# Loaded Crispy Chicken Nacho Sandwich

This is na-cho typical crispy chicken sandwich. This one is smothered with jalapeño queso and American cheese. Add to it all the traditional nacho fixins like nacho cheesy tortilla chips and lettuce—then watch customers eat it up.



**Featured Product:**  
***Tyson Red Label®*** Uncooked Breaded  
 Authentically Crispy Original Chicken  
 Breast Filets, 5.2 oz.

## Specialty Appeal Score 73!<sup>10</sup>

Purchase intent:	52%	★★★★
Uniqueness:	53%	★★★★★
Frequency:	19%	★★★★
Draw:	59%	★★★★★



**People love cheesy**  
 Mexican cheeses have grown  
 over a recent 4 year period.<sup>11</sup>

Queso Blanco +30%  
 Nacho Cheese +17%

Jalapeño Cheddar +12%  
 Cheddar +12%



## NOTABLE TRENDS

Familiar flavors  
 in new formats

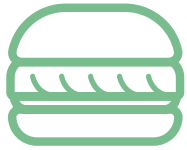
**GET ADVENTUROUS**



**And people love chicken sandwiches**  
 Fried Chicken Sandwich menu penetration  
 has increased +49% over a recent 4  
 year period.<sup>12</sup>



# Unique Combinations Stacked in Your Favor



## Grilled Chicken

Grilled chicken can be as bold as your imagination.

Make it a little bit country or a little bit rock 'n' roll and see how far you can go.

**85% of operators**

currently or plan to offer a grilled chicken sandwich.<sup>4</sup>

Use these recipes as they are,  
or as inspiration to get your  
creative juices flowing. →



Featuring **Tyson Red Label®** Fully Cooked  
Unbreaded Grilled Chicken Breast Filets, 4 oz.

# Nashville Hot Flavor Grilled Chicken Sandwich

If you know Nashville, you know things can get hot there! Start with a grilled filet tossed with a hometown hot sauce, add dill-infused mayo, heirloom tomatoes and fried pickle chips. Finely shredded lettuce adds a refreshing chill—served on a buttery grilled bun.



## Featured Product:

**Tyson Red Label® Fully Cooked Unbreaded Grilled Chicken Breast Filets, 4 oz.**

## This trend is not going away.

Nashville hot flavor is still trending on menus. Major chains from QSR to c-store continue to menu new LTOs featuring Nashville hot, because it's a proven performer and is in high demand from consumers.



As the **#1 fastest-growing** spicy flavor, Nashville Hot flavor has grown in menu penetration +39% over the past 12-months and +313% over the past 4 years.<sup>8</sup>



Over **70%** of restaurants have at least one item on their menu that they call out as "spicy."<sup>7</sup>



**GET IT NOW**



# Roasted Chicken Caprese Sandwich

Treat customers to layers of fresh and natural flavors. Start with a roasted chicken breast filet on toasted ciabatta bread, decorated with sliced buffalo mozzarella, sliced tomatoes, and spicy arugula—finished with a sweet balsamic glaze.

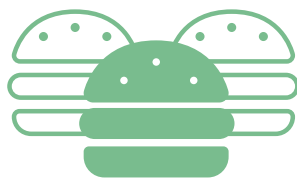
**Featured Product:**

**Tyson Red Label® Fully Cooked Unbreaded Roasted Chicken Breast Filets, 4 oz.**

**62%** of operators consistently or occasionally offer LTOs and view them as important to their business.<sup>2</sup>



**82%** of consumers are interested in LTOs that feature fresh ingredients.<sup>1</sup>



**1-in-3** consumers would be motivated to order **more sandwiches** when dining away from home if given healthier sandwich options.<sup>4</sup>



This build leverages ingredients that are trending upward, including **balsamic glaze (+11%)** and **buffalo mozzarella (+4%)**.<sup>8</sup>





# Grilled Jerk Chicken Sandwich

This easy Jamaican jerk chicken sandwich stands out with the accompanying flavors of fresh and crunchy cabbage and carrots, green papaya coleslaw, passion fruit-chili aioli and jerk sauce. A true Caribbean-inspired island sandwich treat.

**Featured Product:**

***Tyson Red Label®*** Fully Cooked Unbreaded Grilled Chicken Breast Filets, 4 oz.



This build leverages ingredients and menu descriptors that are trending upward, including passion fruit (+13%), Jamaican jerk (+10%) and green papaya (+8%).<sup>8</sup>



**GO ISLAND STYLE**



# Grilled Chicken Hot Brown

This classic open-faced sandwich oozes southern charm and heartwarming how-do-you-dos. Grilled chicken smothered in Mornay sauce tempts customers at the onset, and the thick, hickory-smoked bacon with steak fries on the side takes it over the top.

## Featured Products:



**Tyson Red Label® Flavor-Redi®** Fully Cooked Unbreaded Grilled Chicken Breast Filets, 4.5 oz.



**Wright®** Brand Naturally Hickory Smoked Thick Sliced Bacon, Bulk, 15 lbs., 5 slices/inch, Frozen

## Specialty Appeal Score 52!<sup>10</sup>

Purchase intent:	48%	★★
Uniqueness:	51%	★★★★★
Frequency:	18%	★★★★
Draw:	54%	★★★★★



### Regionality has appeal

40% of sandwich buyers are interested in sandwiches with regionally inspired flavors.<sup>13</sup>



## NOTABLE TRENDS

- Meat-on-Meat
- Open Faced

**SERVE SOUTHERN**



### Bring home the bacon, with bacon

Chicken sandwiches with bacon command \$1.49 higher median price than those without bacon.<sup>14</sup>

# Protein Options That Put MMM in Your Menu



## Bacon

Bacon makes everything better.  
But **Wright**® Bacon takes everything  
to the next level.

Available in a variety of thicknesses,  
you can up your game with this brand  
name on some of these tasty recipes.

Use these recipes as they  
are, or as inspiration to get  
your creative juices flowing. →



Featuring **Wright**® Brand Naturally Hickory Smoked Extra Extra Thick  
Sliced Steak Cut Bacon, Bulk, 15 lbs., 2 slices/inch, Gas Flushed



# Fried Green Tomato BLT

Add **Wright®** Steak Cut, Hickory Smoked Bacon to this classic and you'll serve a game changing go-to. It's served on toasted farmhouse whole wheat bread and topped with fresh oregano pesto, juicy fried green tomatoes and fresh arugula. Get ready to hear 'em say "I'll be back."



## Featured Product:

**Wright®** Brand Naturally Hickory Smoked Extra Extra Thick Sliced Steak Cut Bacon, Bulk, 15 lbs., 2 slices/inch, Gas Flushed

## This sandwich concept is a superstar!⁷

Purchase intent:	56%	★★★★★
Uniqueness:	48%	★★★★★
Frequency:	25%	★★★★★
Draw:	63%	★★★★★

As a top-scoring concept, this build has the ability to drive visitation (traffic) and offers exceptionally high purchase intent.



Consumers found it very unique (new and different) and **63%** indicated they would visit a restaurant just to get it.⁷



This build leverages ingredients and menu descriptors that are trending upward, including **green tomato** (+8%) and **farmhouse** (+3%)⁸



**64%** of operators offer seasonal LTOs on their menu, which is the most popular type of LTO by far.²



## Bacon Bao

Wow your customers with this on-trend bao! Layer thick-cut, hickory smoked bacon and sliced mini cucumbers between a freshly steamed bao bun, then top with wasabi mayo, black sesame seeds and bánh-mì-style slaw for a deliciously complex and flavorful crunch.



### Featured Product:

**Wright® Brand Naturally Hickory Smoked Extra Extra Thick Sliced Steak Cut Bacon, Bulk, 15 lbs., 2 sliced/inch, Gas Flushed**

### This concept offers specialty appeal!⁷

Purchase intent:	46%	★★
Uniqueness:	62%	★★★★★
Frequency:	18%	★★
Draw:	58%	★★★★★



Consumers found it exceptionally unique (new and different) and **58%** indicated they would visit a restaurant just to get it.<sup>7</sup>



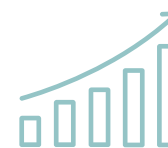
This build overindexed among **Millennial** consumers, consumers who live in the **South**, families with kids and **foodies**.<sup>7</sup>



**BLTs are NOT a thing of the past!** BLTs have grown in menu penetration **+6%** over the past 12 months.<sup>8</sup>



This build leverages a unique carrier (**bao**) that is trending on menus **(+4%)** and most commonly paired with pork.<sup>8</sup>



Over the past year, **31%** of operators reported that their sales of BLT sandwiches have increased.<sup>4</sup>



**GO ON-TREND**



# Grilled Bacon & Kimcheeze Toastie

This twist on a classic takes things up a notch. Thick bread with thick-sliced bacon, double American cheese (yes please) with a kimchee aioli! Toast and top with more cheese on the outside and your sandwich will be the talk of the town!



## Featured Product:

**Wright®** Brand Naturally Hickory Smoked Thick Sliced Bacon, Bulk, 30 lbs., 5 slices/inch, Frozen

## Specialty Appeal Score 93!<sup>10</sup>

Purchase intent:	54%	★★★
Uniqueness:	59%	★★★★★
Frequency:	23%	★★★★★
Draw:	59%	★★★★★



Adding bacon to ANY sandwich **increases the median price** by \$0.69.<sup>14</sup>



Grilled Cheese Sandwiches are on 29% of U.S. Menus and show a **+9%** growth over the past 12 months and **+13%** over a recent 4 year period.<sup>15</sup>



Kimchi over-indexes **(118)** in the Northeast.<sup>16</sup>



## NOTABLE TRENDS

- Grilled Cheese
- Global Mashup

**GET KIMCHEEZEY**

# Donut Breakfast Sandwich

This breakfast sandwich says, “buh-bye bun, hello sugary, glazed donut,” with **Jimmy Dean®** Bacon and Sausage Patties sizzling at the center. Layered with an egg, this premi-YUM sandwich is a not-so-guilty pleasure with patrons.

**Featured Product:**

**Jimmy Dean®** Fully Cooked Hickory Smoked Regular Bacon Slices

**Jimmy Dean®** Fully Cooked Pork Sausage Patties



It's a unique kind of comfort food that customers crave.

This build leverages a unique carrier (**donut**) in the Adoption phase of the Breakfast Handheld Menu Adoption Cycle.<sup>8</sup>



28% of operators offer comfort food LTOs on their menu.<sup>2</sup>



GET 'EM TALKING



# Be the “I’ll Be Back Tomorrow” Sandwich Destination



## PHILLY

From the classic to new twists, a Philly is a great opportunity maker because there’s so much you can do.

In fact, over a recent 12-month period, 42% of operators reported that their sales of Philly cheesesteak sandwiches have increased.<sup>4</sup>

Use these recipes as they are, or as inspiration to get your creative juices flowing. →



Featuring *The Original Steak-EZE® BreakAway®* Sirloin Beef Steak, 5 oz.

# Philly French Dip

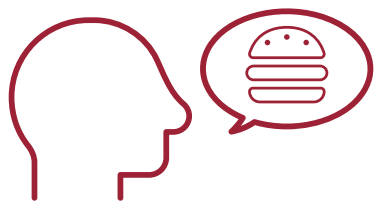
There's mad flavor in every layer starting with the first bite. Your customers will sink their teeth into a garlic toasted hoagie roll filled with thinly sliced marinated beef that's covered with grilled jalapeño peppers a sautéed wild mushroom blend, fried onion strings and a light horseradish mayo. Finished with a melted Swiss—delish—and served with a side of au jus gravy.



**Featured Product:**

**Original Philly® Fully Cooked Seasoned Sliced Beef, 4/2.5-lbs.**

**It's not just a sandwich, it's an experience!**



French Dip sandwiches create an **engaging experience** for patrons.<sup>4</sup>



**1-in-4** operators are planning to add a French dip to their menu.<sup>4</sup>



# Buffalo Chicken Cheesesteak

Thinly sliced marinated chicken covered in sautéed onion, green peppers and celery sit atop a toasted hoagie roll. Blue cheese mayo and melted American cheese sauce finishes this finger-lickin favorite that delivers a hearty sandwich that customers crave.



## Featured Product:

Original Philly® Chicken Sandwich Slices



Chicken cheesesteaks have been steadily growing (+3%) on menus and are most commonly paired with onion, peppers and Buffalo sauce.<sup>8</sup>



Buffalo sauce is found on 23% of sandwich menus and continuing to grow (+4%).<sup>8</sup>



**GET THE CHEESESTEAK**

# The Gaucho Steak Grinder

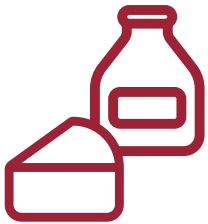
Satisfy even the heartiest of appetites with this grinder featuring grilled beef slices perfectly blended with sautéed onions, red peppers and poblano peppers. It's finished and dressed with a fresh chimichurri sauce, creamy Havarti cheese and served on a fresh steak roll.



Featured Product:

Original Philly® Beef Sandwich Slices, 8 oz.

## Tasty and trendy!



Pairing a mainstream carrier (**grinder**) with a globally-inspired sauce (**chimichurri**) and cheese (**havarti**) that's on the rise (+6% and +3%, respectively) is the kind of safe LTO experimentation that can drive trial with customers.<sup>8</sup>



MIX IT UP



# Chicken Philly Paratha Rolls

Karachi-spiced chicken Philly and grilled onions are nestled in warm paratha flatbread, serving as the foundation for an immersive flavor experience. Serve tastefully with spicy green coconut chutney dipping sauce and Karachi-spiced fried onion slivers to complete the meal.



## Featured Product:

Steak EZE® Sliced & Shaped Chicken Breast W/Rib Meat

## Specialty Appeal Score 73!<sup>10</sup>

Purchase intent:	50%	★★★★
Uniqueness:	54%	★★★★★
Frequency:	21%	★★★★
Draw:	60%	★★★★★

## NOTABLE TRENDS

- Engaging Experience
- Trending Carrier
- Global Flavor

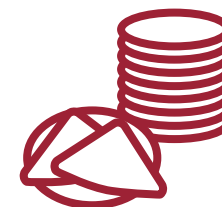
GET ROLLIN'



1-in-4 of sandwich buyers are interested in international flavors. 23% are interested in unique carriers.<sup>13</sup>



32% of U.S. consumers are interested in trying paratha, with a 41% appeal to Gen Z, 36% appeal to Millennials, and 32% appeal to Gen X.<sup>17</sup>



Paratha is the 3rd most popular Indian bread (after Naan and Roti) on Indian restaurant menus with 73% menu penetration.<sup>15</sup>

# So Many Sandwiches. So Many Ways.

Yes, let's do this.

product information, resources and market-relevant solutions backed by our trusted brands.



1 Datassential, Limited Time Offers Keynote Report, May 2022  
2 IFMA, Menu & LTO Decisions, March 2023  
3 Datassential, FoodBytes, Feb 2023  
4 Datassential, Sandwiches Keynote Report, March 2023  
5 Technomic, Sandwich Consumer Trend Report, April 2022  
6 Circana CREST, Servings, 3 ME Sept 2022

7 Datassential, SCORES Concept Testing, March 2023  
8 Datassential, MenuTrends, 12 ME May 2023  
9 Datassential, The World of Spicy Flavors, March 2023  
10 Datassential, SCORES Concept Testing, November 2023  
11 Datassential, Cheese Inspiration, March 2023  
12 Datassential, Chicken Sandwiches Inspiration, March 2023

13 Mintel, Sandwiches and Burgers, May 2023  
14 Datassential, ReportPro, October 2023  
15 Datassential, MenuTrends, October 2023  
16 Technomic, Ignite, October 2023  
17 Datassential, Global Breads, July 2023

