

REAL BITES™

Smart ideas to drive profit

WHY PUT BUFFALO ON YOUR MENU?

THE CONSUMER



47% of households purchase hot sauce



Buffalo is the 2ND most purchased hot sauce flavor, after Original

14 MILLION

14 million households purchase Buffalo sauce at retail stores

THE MENU



Buffalo sauce is found on 36% of all menus



Heaviest usage is in the Northeast and Midwest



Top 3 ways most used:
Wings 22%
Hot Sandwich 12%
Pizza 11%

FEATURED RECIPES

Great Plus One Ideas start with Frank's RedHot® Original Buffalo Wings Sauce



- + Yogurt = Dip for fresh vegetables
- + Alfredo sauce = For pasta dishes, pizza and pulled chicken subs
- + Light vinaigrette dressing = For dressing lettuce and tomatoes on hoagies

Find more information at frenchsfoodservice.com, including additional [Plus One Recipes](#)

Sources:
Nielsen Panel Data, 104 weeks ending 12/31/16.
Datassential MenuTrends 2016.

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