

WING SOLUTIONS

# WOW 'EM WITH WINGS

Serving Suggestion



WING DINGS® WINGZ!NGS®

PILGRIM'S® FOODSERVICE IS YOUR  
ALL-IN PARTNER FOR CRAVEABLE,  
INDUSTRY-LEADING WING OFFERINGS.



# YOUR ALL-IN CHICKEN PARTNER

Between staffing issues, rising food costs, and increased competition, there's no shortage of challenges in this business. At Pilgrim's® Foodservice, we get it. And we're ready to be your all-in partner with easy-to-prep chicken wings that taste amazing and add new flavor possibilities across your menu.

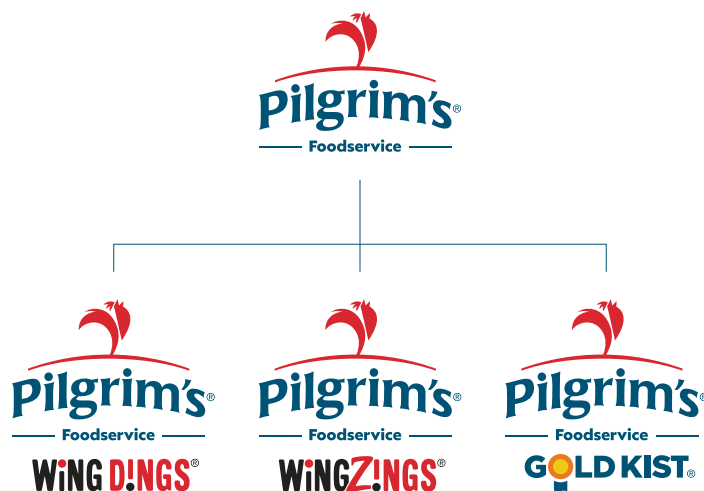


## REBRANDING AND REFOCUSING

**We've streamlined our brand portfolio to add more simplicity and ordering ease.**

Pilgrim's Foodservice Wing Dings® is the leading brand for one-stop wing solutions. Wing Zings® is now featured under the Wing Dings line.

*Please note: the Pierce Chicken® brand is now Pilgrim's® Foodservice and all Pierce Chicken products are now featured under the Pilgrim's® Foodservice brand name.*





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## OUR PROMISE TO YOU

As your all-in chicken partner, we're dedicated to providing innovative ways to help you make the most of chicken wings in your operation.

### Proven Performance

Pilgrim's® Foodservice Wing Dings® have gained a reputation as the go-to choice of discerning operators.

### Back-of-House Simplicity

We know you don't need dozens of wing products—just smart options that help you build a great menu.

### Prep Ease

With Pilgrim's Foodservice Wing Dings, it doesn't take a lot of time and effort to consistently put tasty wings on the table.

### Ongoing Support

You can also count on rebates, menu ideas, and other tools designed to help build your business.

## THE MARKET OPPORTUNITY

### WINGS ARE A WINNING PLAY

81% of consumers love or like wings,<sup>1</sup> but **WINGS ARE ONLY ON 43% OF U.S. MENUS.<sup>2</sup>**

**BONELESS WINGS ARE PROJECTED TO BE ON 23% MORE MENUS BY 2028,** with most growth from QSRs.<sup>3</sup>

<sup>1</sup>Datassential Consumer Preferences YE SEP 2024

<sup>2</sup>Datassential MenuTrends November 2024

<sup>3</sup>Datassential MenuTrends and Menucast™, November 2024



# A WING FOR EVERY TASTE

Pilgrim's® Foodservice offers breaded, roasted, bone-in, and boneless **OPTIONS TO MEET THE HUGE DEMAND FOR WINGS.**

Fully cooked bone-in and boneless breaded **WINGS ARE CRAFTED WITH PREMIUM SPICES FOR A DELICIOUS BALANCE OF CRISPY BREADING AND JUICY CHICKEN.**

Roasted wings are roasted to perfection to achieve **IRRESISTIBLE CRISPINESS WITH A WHOLESOME HALO.**



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## THE BRAND TO BUILD YOUR WING GAME:

PILGRIM'S FOODSERVICE WING DINGS®

**56% COMMERCIAL BRANDED SHARE** of fully cooked bone-in breaded wings.<sup>1</sup>

**BONELESS DINGS AND ZINGS ARE A LEADER** in the commercial branded fully cooked boneless wings category with a **36%** share.<sup>1</sup>

Boneless Dings SKU 111125 is the **#1 PRODUCT IN THE COMMERCIAL BRANDED FULLY COOKED BONELESS WING CATEGORY.**<sup>1</sup>

## QUALITY YOU CAN SEE AND TASTE

### Count on Pilgrim's Foodservice Wing Dings

Retain their crispy texture and flavor over time, **WITH LESS COOK LOSS THAN COMPETITORS.**

Offer a consistent drum to flat ratio per order **FOR ENHANCED PLATING.**

Wing Zings® feature a unique breading with paprika and red pepper for **A SPICY FLAVOR PROFILE THAT IS NOT OVERBEARING.**





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## LABOR-SAVING SOLUTIONS

### Less Labor, More Flavor

Convenient, easy-to-menu way for you to  
**CAPITALIZE ON WING OPPORTUNITIES.**

Faster fry times enable you to  
**SPEED PREP AND SERVICE TIME.**

### Ready-Made for Wing Success

Fully cooked and par-cooked products  
**MINIMIZE LABOR NEEDS.**

Reduced risk associated with  
**RAW POULTRY HANDLING AND PREP.**



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## EVERYTHING YOU NEED WINGS TO BE

### CRAVEABLE

Build a rotation of unique flavor profiles to appeal to any taste and keep the menu fresh.

### CUSTOMIZABLE

Prepare with sauces, rubs, and garnishes to capitalize on flavor trends, including global flavors and heat.

### VERSATILE

Menu as anything from appetizers to entrées to snacks, and use boneless wings in salads, sandwiches, wraps, and more.



# ALL-IN PARTNERSHIP FOR WING SUCCESS

Pilgrim's® Foodservice is committed to providing wing solutions that are labor-saving, versatile, and full of flavor. Our Wing Dings® brand enables you to fully capitalize on this ever-popular, proven customer favorite.

## EXPLORE OUR SELECTION OF PROVEN WING PERFORMERS.

	SKU	PRODUCT	LABEL WT
	13937	Chicken Breast Chunk Fritters 2/5# Ready To Cook	10 lbs
	60025	Spicy Breaded Medium Wing Zings NMSG 3/8.3# Fully Cooked	25 lbs
	60150	Spicy Breaded Small Wing Zings 2/7.5# Fully Cooked	15 lbs
	61015	Breaded Medium Wing Dings 2/7.5# Fully Cooked	15 lbs
	65715	Breaded Small Wing Dings 2/7.5# Fully Cooked	15 lbs
	71015	Spicy Breaded Large Wing Zings 2/7.5# Fully Cooked	15 lbs
	71025	Spicy Breaded Medium Wing Zings 3/8.3# Fully Cooked	25 lbs



	SKU	PRODUCT	LABEL WT
	110033	Breaded Medium Wing Dings NMSG 3/8.3# Fully Cooked	25 lbs
	110341	Roasted Large Wings 2/7.5# Fully Cooked	15 lbs
	111125	Breaded Boneless Dings 2/5# Fully Cooked	10 lbs
	111355	Spicy Breaded Boneless Zings 2/5# Fully Cooked	10 lbs



## REQUEST A SAMPLE

For more product info, recipe ideas,  
and business-building tools, visit  
[pilgrimsfoodservice.com](https://pilgrimsfoodservice.com).