

NO
BONES

NO
DOUBT

GO
BONELESS

US.
FOODS



THE BONELESS DIFFERENCE: NOT JUST KID STUFF

Let's set the record straight. Boneless wings aren't just for kids or the faint-hearted – they're a menu revolution. While they might resemble nuggets at first glance, boneless wings have their own unique narrative. Typically crafted from tender chicken breast meat, they provide a rich, on-trend and profitable alternative to traditional bone-in wings.

THE SIGNIFICANT CONSUMER INTEREST AND EXPECTED MENU EXPANSION INDICATE THAT BONELESS WINGS ARE BECOMING A STAPLE, NOT JUST A FLEETING TREND.

75%

of consumers like or love boneless wings, highlighting their widespread popularity*

23%

The anticipated increase in the presence of boneless wings on U.S. menus by 2028, underscoring their growing popularity in the culinary industry*

SAVOR THE PROFITS: HOW BONELESS WINGS SPICE UP YOUR BOTTOM LINE

COST MANAGEMENT:

Boneless wings are cost-effective in terms of ingredients and preparation, which can help offer high-margin potential.

OPERATIONAL EFFICIENCY:

Boneless wings help streamline operations by being cooked efficiently in large batches, freeing up staff to focus on other tasks.

TAKEOUT TRIUMPH:

Boneless wings travel well, staying crispy and delicious even when delivered, making them great for diners who want wings on the go.

DIVE INTO THE DETAILS:
CHECK OUT MORE BONELESS WINGS AND SAUCES FROM OUR EXCLUSIVE BRANDS AND DISCOVER HELPFUL RESOURCES AT [USFOODS.COM/GOBONELESS](https://usfoods.com/goboneless)



BONELESS WINGS BRING THE MEAT!

CHOOSE THE RIGHT BASE TO SET THE STAGE FOR FLAVOR

FRITTER

Fritters are made of **more than 30% breading by weight**, offering a classic Southern fried texture.

Hefty breading **absorbs bold sauces**, making fritters a perfect base for big flavors.

Fritters are **more cost-effective** than non-fritters.

Maintaining crispiness post-saucing, fritters ensure a satisfying texture.



OUR PICK:
Patuxent Farms®
Chicken Chunk Fritters

NON-FRITTER

Less breading compared to a fritter means non-fritters **provide a premium chicken-focused texture**.

While non-fritters can come at a higher price, they **offer a richer taste**, making the investment worthwhile.

Non-fritters are **ideal for dry rubs and seasonings** without overpowering them.



OUR PICK:
Patuxent Farms
Premium Biscuit Breaded
Chicken Chunks

UNBREADED

Adding unbreaded boneless wings to your menu **help cater to a variety of diners' dietary preferences**.

A grilled unbreaded chicken chunk delivers a smoky flavor that **enhances light seasonings and marinades**.



OUR PICK:
Patuxent Farms®
Fire-Grilled Chicken
Breast Chunks
Raised Without Antibiotics

TRENDING SAUCES

Explore the top sauces that are taking the boneless wing world by storm. From fiery hot to sweet and smoky, these sauces are the crowd-pleasers everyone loves.



BUFFALO SAUCE:
The timeless favorite that delivers a perfect balance of heat and tang



BARBECUE SAUCE:
Rich and smoky, ideal for those who crave a sweet, robust flavor



HOT SAUCE:
For those who live on the spicy side, adding a blazing kick to every bite



TERIYAKI SAUCE:
Sweet and savory with an Asian flair, perfect for a flavorful twist



GARLIC PARMESAN SAUCE:
Creamy, cheesy and packed with garlic, this sauce is a sophisticated choice that never fails

FINDING YOUR FLAVOR

STAND OUT WITH CUSTOM SAUCE COMBOS

Offering a range of sauces lets you cater to diverse tastes and stand out from the competition. Experiment with unique combos to create signature flavors that demand attention.

BOLD BLENDS FOR WING LOVERS



SRIRACHA HONEY MEETS GOCHUJANG:
Combine these for a spicy-sweet fusion that packs a punch.



GOCHUJANG LIME CRUNCH:
Add lime juice, crushed peanuts and cilantro for a zesty, crunchy kick.



TRUFFLE PARMESAN GARLIC:
Elevate your wings with the rich flavor of Parmesan garlic and truffle oil.



MAPLE NASHVILLE HEAT:
Blend maple syrup with Nashville hot sauce for a sweet and fiery delight.



BLOODY MARY BBQ:
Combine Bloody Mary mix with BBQ sauce for a tangy twist on tradition.

SPICE IT UP WITH DRY RUBS THAT ROCK

DRY RUBS ADD A LAYER OF FLAVOR AND TEXTURE THAT CAN MAKE YOUR BONELESS WINGS STAND OUT. PERFECT FOR THOSE WHO PREFER A SEASONING-CENTRIC APPROACH OVER SAUCY OPTIONS.

EXPERT TIP:

DRY RUBS WORK BEST WITH NON-FRITTERS OR UNBREADED CHUNKS, AS THE HIGHER BREADING RATIO OF FRITTERS MAY NOT ABSORB DRY SEASONINGS AS WELL.

OUR PICKS:

MONARCH® LEMON PEPPER SEASONING BLEND: Bright and zesty, perfect for a flavorful wing experience

JAMAICAN JERK SEASONING: A blend of spices that brings authentic Caribbean heat

POPULAR DRY RUBS:

DISCOVER THE MOST POPULAR DRY RUBS THAT WILL TAKE YOUR BONELESS WINGS TO THE NEXT LEVEL. THESE SEASONINGS OFFER BOLD FLAVORS AND MEMORABLE TASTES.



LEMON PEPPER



CAJUN



JERK



RANCH



MEMPHIS

DRESSINGS THAT MAKE THE DIFFERENCE

DIPS AND DRESSINGS ADD ANOTHER LAYER OF TASTE TO YOUR BONELESS WINGS, OFFERING CREAMY, TANGY AND SAVORY OPTIONS THAT COMPLEMENT EVERY FLAVOR PROFILE.

DIP DUNK DEVOUR

EXPERT TIP:

UPCHARGE FOR EXTRA DIPS AND HOLD THE KITCHEN ACCOUNTABLE TO ONLY PROVIDE THOSE EXTRAS WHEN IT'S BEEN RUNG IN FOR THE ORDER.

OUR PICKS:

MONARCH® RANCH BUTTERMILK DRESSING: A creamy choice that enhances any wing

MONARCH CHUNKY BLUE CHEESE: A rich and satisfying dip for bold flavor lovers

MONARCH HONEY MUSTARD DRESSING: Sweet and tangy, ideal for a versatile dipping experience

POPULAR DRESSINGS & DIPS:

EXPLORE THE MOST POPULAR DRESSINGS THAT PAIR PERFECTLY WITH BONELESS WINGS. THESE DIPS ENHANCE FLAVOR AND ADD A DELICIOUS FINISHING TOUCH.



RANCH



BLUE CHEESE



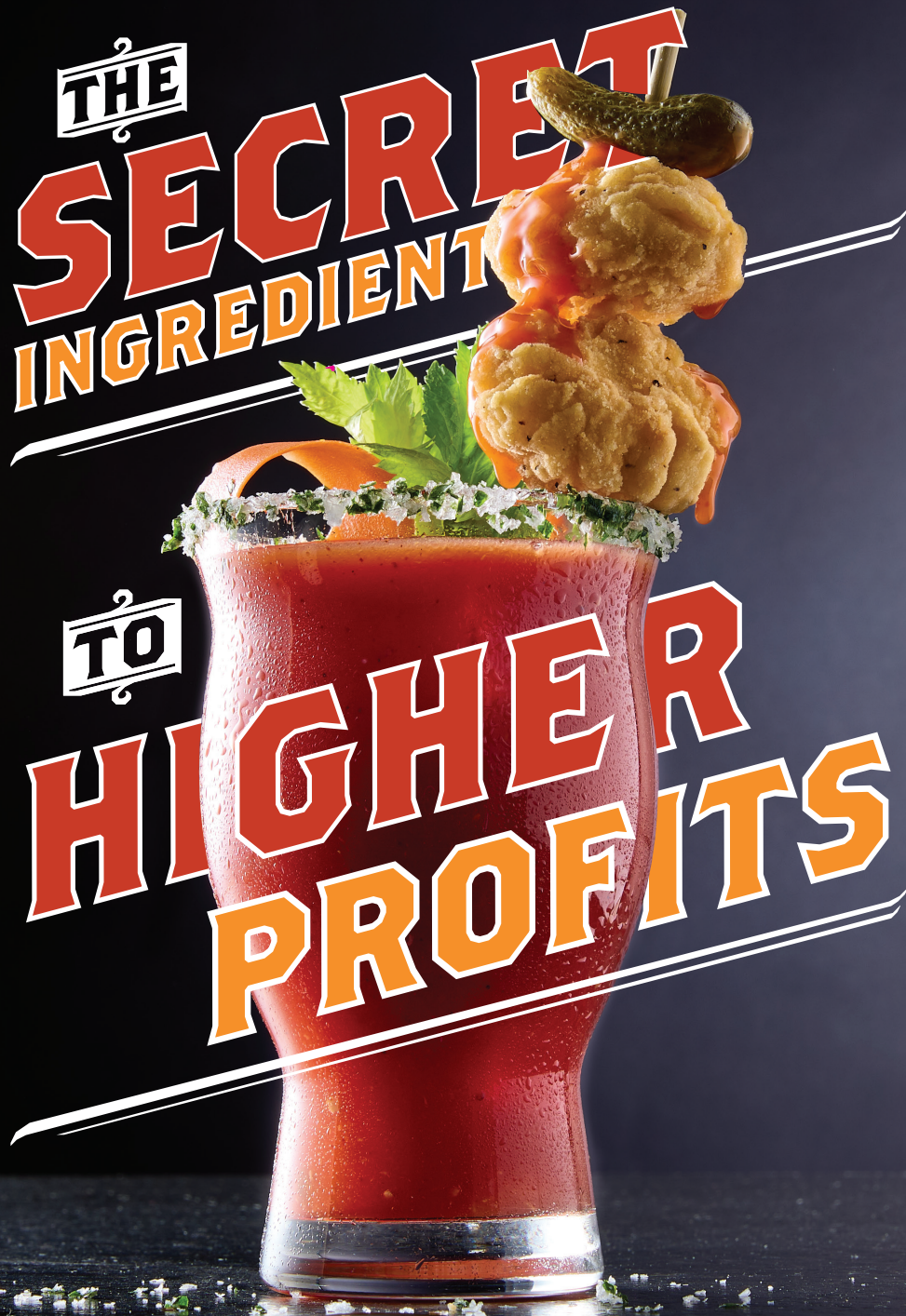
HONEY MUSTARD



BUTTERMILK RANCH



CHIPOTLE RANCH



FROM GAME DAY TO GOURMET: UNLEASH BONELESS WINGS ACROSS YOUR MENU

THESE CROWD-PLEASERS CAN ADD FLAIR AND FLAVOR TO A VARIETY OF DISHES.

- **COCKTAIL CRUNCH:** Pair a crispy boneless wing with the ultimate Bloody Mary. This surprising combo adds a satisfying crunch to your cocktail experience and is sure to intrigue your guests
- **STIR FRY STAR:** Top a vibrant, crunchy stir fry with crispy boneless wings drizzled in Umami sauce for a fusion dish that combines texture and taste
- **BANH MI BRILLIANCE:** Elevate your crispy fried chicken Banh Mi with a kick of Nashville hot sauce. It's a bold twist that adds layers of flavor to this classic sandwich
- **MAC & CHEESE MAGIC:** Add boneless chunks to a creamy beer mac and cheese blend. The crispy chicken complements the rich, cheesy goodness for a hearty, comforting dish
- **PIZZA PERFECTION:** Create a signature pie with chopped boneless wings and a drizzle of spicy buffalo sauce, offering bold flavors and a satisfying crunch
- **BREAKFAST BLISS:** Start the day right with a hearty breakfast skillet featuring crispy boneless chunks mixed with scrambled eggs, potatoes and veggies

MARKETING MAGIC FOR BONELESS WINGS

EXPLORE KEY TACTICS TO AMPLIFY YOUR BONELESS WINGS' APPEAL AND DRIVE SALES.

- **MARKETING ESSENTIALS:** Highlight boneless wings as a new addition to your menu to attract more customers, from callouts on your menu and website, to table tents and to-go bag stuffers.
- **TIME-SENSITIVE PROMOS:** Drive urgency and sales with limited-time offers — like a new "flavor of the month" — that tempt customers to dine more frequently
- **SOCIAL MEDIA ENGAGEMENT:** Use platforms such as Instagram and Twitter to post enticing visuals and exclusive deals, encouraging followers to engage and share
- **VISUAL IMPACT:** Employ attention-grabbing posters in strategic locations to spark cravings for your boneless wings

THE US FOODS® MENU DESIGN TEAM CAN HELP CREATE ALL THE IMPACTFUL MARKETING MATERIALS YOU'D NEED TO SET YOUR BONELESS WINGS UP FOR SUCCESS!

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