



# Our Most “Craveable” Grilled Chicken...Ever

We’ve got new Grilled Chicken – smoky, tender and juicy. Perfectly marinated to get that savory, backyard flavor America loves. Available chain-wide now.

## WE INVENTED THE CHICKEN SANDWICH – AND A GRILL, TOO

**\$50  
MILLION**

invested in  
Grilled Chicken  
rollout

**11**

**YEARS**  
to develop  
new grill

**1,200  
RECIPES**

tested

**7**

**YEARS**  
to perfect  
our recipe

## WHY THE TRANSFORMATION?

**62%**

**OF CONSUMERS**  
are trying to eat  
healthier food<sup>1</sup>

**#1**

request from consumers  
is **HEALTHIER FOOD**  
offerings.<sup>1</sup>

**30%** of adults are  
avoiding or cutting  
down on gluten<sup>2\*</sup>



**1 IN 2** consumers  
say smoky flavors  
are most appealing<sup>3</sup>



**MORE THAN 2/3**  
of consumers say  
savory flavors are  
most appealing<sup>3</sup>

## ONLY THE BEST INGREDIENTS

Antibiotic-free  
chicken at all  
restaurants  
within

**5  
YEARS**

Grilled Chicken  
Sandwiches served  
on a **NEW MULTI-  
GRAIN BUN**

Grilled Chicken made  
with **NON-GLUTEN**  
containing ingredients\*

**NO**

fillers,  
additives,  
hormones

**100%**  
**PURE** chicken breast

Grilled and marinated  
with **SEA SALT, LEMON,  
GARLIC, and SAVORY  
HERBS**

## NEW SAVORY ENTREES



One of fast food's most  
nutritious options

### **GRILLED CHICKEN SANDWICH**

320 calories, 5g fat,  
30g protein



### **GRILLED CHICKEN CLUB SANDWICH**

440 calories, 14g fat,  
38g protein



### **GRILLED CHICKEN NUGGETS (8-COUNT)**

140 calories, 3g fat,  
23g protein



**SALADS AND WRAPS HAVE  
NEW GRILLED RECIPE, TOO!**

\*Although our Grilled Chicken is made without gluten containing ingredients, we do not have a gluten-free preparation area in our restaurants.

#### **SOURCES:**

<sup>1</sup> Mintel Group Healthy Dining Trends, July 2013

<sup>2</sup> NPQ Group Dieting Monitor, March 2013

<sup>3</sup> Technomic Flavor Consumer Trend Report, November 2013

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