

# Beef Trends That Drive Traffic

**BEEF.**  
IT'S WHAT'S FOR DINNER.<sup>®</sup>  
Funded by Beef Farmers and Ranchers

## Always on-menu. Always on-trend.

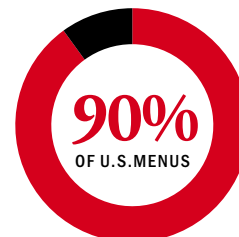
Beef is featured on 90% of U.S. restaurant menus<sup>1</sup>, underscoring its widespread appeal, versatility across a wide range of menu applications, and delicious capacity to satisfy a diverse range of customer tastes and dining occasions. Data also shows that 87% of diners who order beef report a positive eating experience.<sup>2</sup> This combination of ubiquity and proven satisfaction makes beef an ideal choice for restaurateurs looking to align with evolving preferences and capitalize on emerging menu trends.

Let's take a closer look at the trends shaping beef's presence on menus—offering actionable insights for restaurateurs ready to innovate and adapt.

<sup>1</sup>Technomic Ignite Menu, National Food Trends Data, Q3 2023-Q4 2024.

<sup>2</sup>Consumer Beef Tracker, January 2024 – December 2024

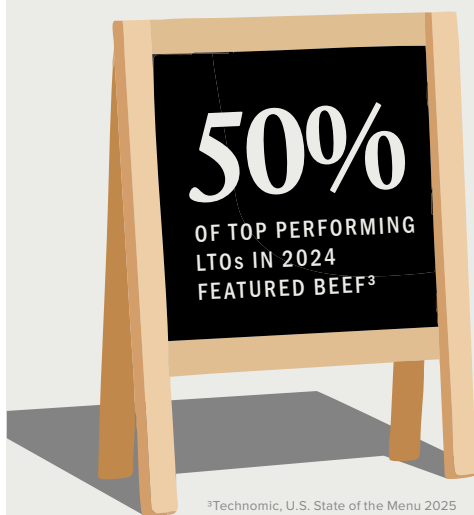
### RESTAURANTS FEATURING BEEF



### DINERS WHO ORDER BEEF



## 1 Top Trends in LTOs



<sup>3</sup>Technomic, U.S. State of the Menu 2025  
<sup>4</sup>Circana, 2023

**Limited Time Offers (LTOs)** have become a large driver of traffic. Diners are drawn to unique, time-sensitive menu items, with craveability scores often surpassing those of other proteins. The success of LTOs indicates that while beef remains familiar, its versatility allows for innovation that sparks curiosity and repeat visits. This heightened interest is often driven by the Fear of Missing Out (FOMO), prompting customers to seize the opportunity to experience novel flavors before they disappear.

**91%** OF CONSUMERS ARE MORE INCLINED TO VISIT A RESTAURANT THAT INTRODUCES NEW ITEMS OR LTOs<sup>4</sup>



## Three ways to leverage LTOs on your menu:

### Showcase Seasonal Moments

Build LTOs around holidays or calendar events to add relevance and excitement. Offer a couples menu for Valentine's Day, or a sports-themed special on game days, or celebrate cultural occasions like Cinco de Mayo to help generate excitement and increase foot traffic.

### Nontraditional Takes on Classics

Take popular dishes on your menu and give them a limited-time twist, like a new topping, a different cut of beef, or a unique sauce. It lets you innovate without starting from scratch and offers something new without alienating loyal guests.

### Use LTOs for Menu Testing

Limited-time offers are a smart way to trial new menu items before committing long-term. By tracking customer feedback and performance, restaurants can identify which dishes resonate most and confidently evolve their menu to match changing tastes.

## 2 Global Influence

One of the most prominent trends in beef menu development is the infusion of global flavors. Latin American-inspired dishes have gained significant traction, showcasing beef in spicy and flavorful preparations that appeal to adventurous palates. Similarly, Asian-inspired offerings like Korean BBQ beef bowls and pho are becoming menu mainstays, broadening beef's appeal to younger, globally minded diners.



74% OF CONSUMERS HAVE ORDERED GLOBAL CUISINE FOR LUNCH IN THE PAST YEAR<sup>6</sup>

<sup>6</sup>Techomic, 2024 U.S. Future of LSR: Fast-Food and Fast-Casual Consumer Trend Report



**Fastest Growing Global Ingredients on U.S. Menus:**  
Honey Chile Sauce, Sunchoke, Green Peppercorn Sauce, Chanterelle, Honeynut Squash<sup>6</sup>



## 3 Additional ways to optimize your menu



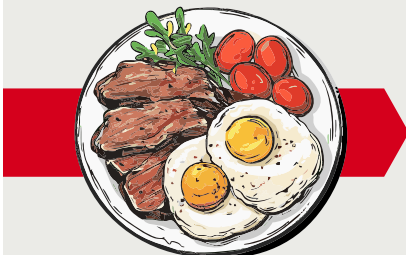
### Customization and Versatility.

Empower your customers with choice and creativity by adding beef dishes that lend themselves well to the growing trend of meal customization. Build-your-own burger concepts, for instance, allow customers to personalize their meals with an array of toppings, sauces, and preparation styles. Similarly, customizable beef bowls and wraps cater to health-conscious diners who prioritize control over ingredients and portion sizes.<sup>7</sup>



### Premiumization and Upscale Ingredients.

Elevate traditional beef dishes by incorporating high-end ingredients and cuts. Dry-aged steaks, premium sauces, truffle oils, and dressed-up preparations of common sides like Pomme Frites are increasingly appearing in casual and fine dining establishments alike. These offerings cater to diners seeking indulgence and exclusivity, often commanding higher price points and elevating the perceived value of the menu.<sup>7</sup>



### Beef in Breakfast Offerings.

Restaurants should lean into beef's growing role in breakfast by offering options like steak and egg sandwiches or corned beef hash. These protein-rich dishes not only satisfy early-day cravings but also align with diner priorities—59% say they “always” or “often” look for high-protein meals when dining out.<sup>8</sup> It's a smart way to meet the demand for satisfying, protein-forward breakfasts that fuel customers throughout the day.

<sup>7</sup>Techtronic — Beef Dish Menu Trends  
<sup>8</sup>Consumer Beef Tracker, January 2024 – December 2024