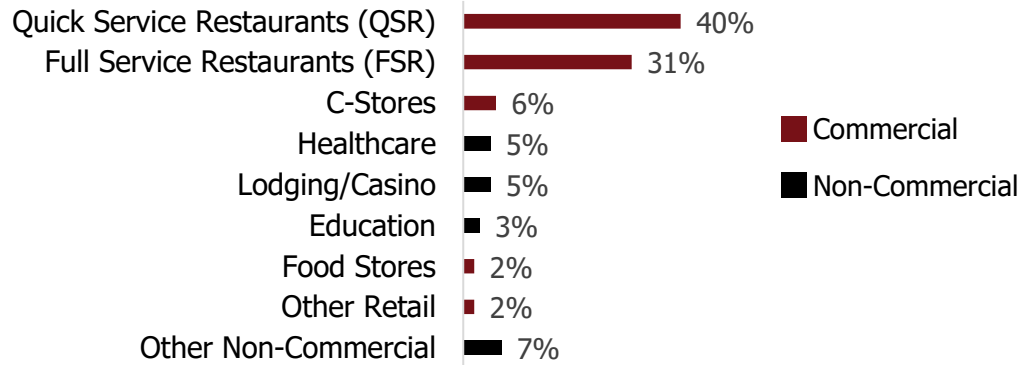


Foodservice: Restaurant Insights

Quick service and full service restaurants make up **more than 70%** of **beef commercial sales**.

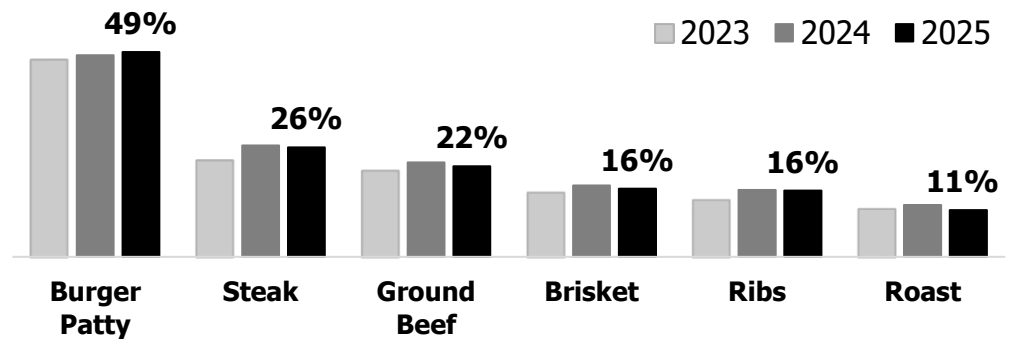
Market Share of Beef Sales (\$)



Source: Circana Foodservice Category Sizing, 12 Month Ending December 2024.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Nearly half of consumers report eating a **beef burger patty** at a restaurant in the past week in 2025, followed by over $\frac{1}{4}$ who ordered **steak**.

Beef Eaten in Past Week at a Restaurant



Source: Consumer Beef Tracker 2023 – 2025.
Analysis: National Cattlemen's Beef Association, a contractor to The Beef Checkoff.

Beef has a commanding presence on menus across the U.S. Beef pairs well with a variety of ingredients and flavors, as demonstrated by these pairings gaining popularity on casual dining menus. **Recipes** featuring these ingredients and more are featured on beefitswhatsfordinner.com.

Beef
Appears on
90%
of All Menus
in the U.S.

Menu Trends: Ingredients to Pair with **Beef**

- Greens
- Aioli
- Lime
- Croutons
- Balsamic

Source: Technomic, Ignite, National Food Trends, 2025.
Analysis: National Cattlemen's Beef Association, a contractor to The Beef Checkoff.