

CUT FOR CONVENIENCE BACON READY WHEN YOU ARE



BUILT FOR BUSY KITCHENS

Individually quick frozen for easy portioning, **JONES DAIRY FARM RAW DICED BACON** lets operators use exactly what they need, when they need it — reducing prep time, labor, and waste. Naturally smoked and cut for consistent performance, it delivers reliable flavor and even cooking across applications, from loaded appetizers and salads to breakfast builds and entrées.

WORKS ACROSS THE MENU

Appetizers • Salads • Breakfast •
Entrées • Soups • Sides • Flatbreads



BACON SMASHED SWEET POTATOES
Loaded appetizers — nachos, fries, tots, and potato skins — are weekday favorites, with 36% popularity, highlighting their appeal as shareable options.

MENU INSPIRATION: BACON CHILAQUILES

Crispy **JONES DAIRY FARM DICED BACON** with black beans, scallions, diced tomato, pepperjack, and salsa verde, layered with freshly fried tortilla chips. Topped with avocado, jalapenos, cilantro, queso fresco, one sunny side up egg, and a sprinkling of Tajin seasoning.

WHY IT WORKS:

- Consumer interest in authentic Mexican cuisine has fueled the growth of **CHILAQUILES**. The category shows very strong momentum, with **19%** growth over the past four years and a projected **15%** growth over the next four years.
- **TAJIN** continues to gain traction as consumers seek bold, authentic flavor. The seasoning has grown **196%** over the past four years, with an additional **71%** growth projected — and **70%** of consumers who have tried it say they love or like it.
- **SALSA VERDE**: A premium, authentic flavor that's gaining traction and easy to execute — perfect for operators looking to elevate pork dishes without extra complexity.



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WHY IT MATTERS

- **CONSUMERS LOVE BACON:** 97% know it, 92% have tried it, and 90% of those who've tried it love or like it.
- As operators look to balance familiarity with innovation, diced bacon continues to perform across menu categories — from comfort favorites to trend-forward dishes.

WHY JONES?

- Made from premium center cut pork bellies.
- Our raw diced bacon is individually quick frozen (IQF), which reduces clumping.
- Raw diced bacon comes pre-cut and ready to cook, saving valuable prep time.
- Smoked over natural cherrywood for over eight hours.
- No liquid smoke, ever.
- Certified Gluten Free



MENU INSPIRATION: *MAPLE BACON FLATBREAD*

JONES DAIRY FARM DICED BACON is the star of the show on this flatbread! A crisp flatbread crust topped with whipped burrata cheese, caramelized shallots, maple glazed figs, and crushed pistachios. Finished with candied maple bacon pieces.

WHY IT WORKS:

- **CANDIED BACON** has seen significant menu growth over the past decade and is expected to continue rising. As consumer interest in sweet and savory flavor profiles grows, **73%** of consumers who have tried candied bacon say they love or like it.
- **BURRATA** ranks in the **98th percentile** for future growth potential and has experienced **149%** menu growth over the past ten years.
- **FIGS** have seen **22%** growth in menu penetration over the past four years, with strong projected growth ahead.

Source: Datassential January 2026



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