Proof of Performance

How Brined Chicken Stands Up to Cooking Methods & Stress Points

When it comes to maintaining moisture and tenderness under harsh cooking conditions, not all chicken is the same. The bottom line: **Brined chicken holds up under real kitchen stress, across a range of test scenarios.**

TEST CONDITIONS

Breast and Tenderloins
Brined test group vs. Unbrined control group

Heat Tested
165° F target temp, 185° F intentional overcook

44 cook runs completed, yielding 400+ data points
Formats: Whole breast/tenderloin and fabricated strips/cutlets
Hold Times: Immediate, 30-minute hot-hold, 60-minute hot-hold
Cook Methods: Oven roasting • Braising • Steaming • Pan-searing • Grilling • Deep-frying

THE RESULTS

Holds Under Stress
Brined chicken holds under stress in every stress condition tested and has a consistent advantage over conventional.

Protects Against Overcooking
Brined product holds a consistent advantage when hot-held. This matters for high-volume, batch and hold kitchens, like those found in onsite cafeterias.

Texture Wins
Brined had consistently higher scores for juiciness, with a tender bite. Fried chicken in particular gives an extremely tender and palatable bite.

TAKEAWAYS & TIPS

Season the meat
Just because the brine contains sodium, doesn't mean it shouldn't receive the same benefits of additional seasonings, rubs, or ethnic flavors.

Encourage the Maillard reaction through grilling or pan-searing
Wet cooking methods such as steaming or braising don't develop flavor and can taste bland or unpleasant.

Keep tenderloins intact
Splitting brined tenderloins increases the likelihood of overcooking, while decreasing moisture retention.

Hold whole muscles, if possible
If operationally viable, hold cooked chicken in its whole muscle (or fabricated, in the case of breast) form until the product is needed—holding diced meat causes greater moisture loss and texture degradation.

Learn more about Mountaire® Blue Label™ with Brineworks™,
the one that consumers prefer over unbrined chicken for flavor, juiciness and tenderness.**

Family Owned & Operated Since 1961 · Premium · Mountaire Young Chicken · Blue Label · with Brineworks™



MountaireBrineworks.com
Contact your Mountaire representative or reach out today:
877-887-1490

*Based on internal culinary testing (June 2026) of Mountaire Brineworks, comparing marinated chicken breasts and tenderloins to conventional, unmarinated chicken. Product was oven-roasted, braised, steamed, pan-seared, grilled or deep-fried, cooked to 165°F and to an overcooked 185°F, and served immediately or after hot-holding for up to 60 minutes. Brineworks scored higher on average sensory ratings than the unmarinated Mountaire product in each temperature and hold condition tested. **Independent third-party consumer study (n=60), conducted June 2026, comparing Brineworks to unmarinated Mountaire chicken, cooked to 165°F and held up to 30 minutes.

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