

# Any time is TURKEY TIME

See how turkey is a delicious way to satisfy consumers' cravings all day long.



## GOOD MORNING

**47%** say they eat more healthful than indulgent items for breakfast<sup>1</sup>

**89%** agree that turkey is healthier than beef or pork<sup>2</sup>



## LUNCH TIME

**88%** order a sandwich for lunch at least once per month<sup>3</sup>

**45%** prefer a sandwich with turkey ham and cheese when trying to eat healthily<sup>1</sup>



## SNACK ON THIS

**83%** are snacking daily<sup>4</sup>

**51%** say healthfulness is very important when choosing a snack<sup>4</sup>



## DINNER'S READY

**64%** purchase dinner away from home at least once per week<sup>5</sup>

**69%** are likely to order turkey breast entrées<sup>2</sup>



SERVE WITH CONFIDENCE.®

Trust Butterball to help you serve with confidence, no matter when you're serving.

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