

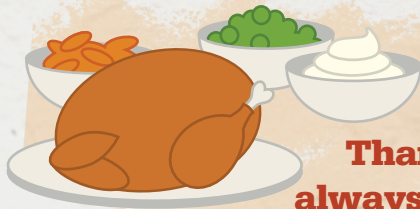


BUTTERBALL®

THINKING ABOUT
Thanksgiving

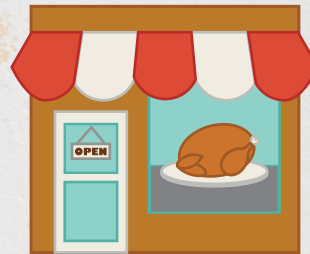
DIFFERENTLY

People are turning to away-from-home options



Turkey and Thanksgiving have always gone together, and that hasn't changed

So with **99%** of Americans celebrating the holiday and only **4%** of them skipping out on turkey, there's no better time than now to make sure your operation is capitalizing on demand for this protein



When it comes to outsourcing turkey prep to restaurants and delis, millennials are more likely to do it than older generations

57% of diners interested in Thanksgiving meal solutions from restaurants would be more likely to buy one if it featured a Butterball-branded turkey

Diners who buy food and drink away from home more often would be more likely to order a ready-made Thanksgiving turkey



91%

of those who ate out for Thanksgiving in 2018 would consider doing it again

95% of Americans celebrate Thanksgiving with a turkey-based dinner



If Thanksgiving dinner were up to them,

48%

of respondents would order a fully cooked turkey as one of their ideal scenarios

21%

would dine out with turkey as one of their ideal scenarios



Younger millennials in particular are nearly twice as likely as older generations to purchase foods and/or beverages at foodservice establishments on a daily basis



60% of those surveyed said they'd like to see the **Butterball** brand on menus

That's 10x more than the next turkey brand



Sources: The Importance of Turkey in Food away from Home, Butterball, 2019; Butterball Thanksgiving Study, May 2019

Maximize holiday profits at butterballfoodservice.com