



BUTTERBALL HOLIDAY 2021 “LET’S GET COOKING” FACT SHEET

The Butterball Turkey Talk-Line is back, marking 40 years of helping hosts pull off a memorable and delicious meal, no matter what their celebrations look like. Opening today, November 1, the Turkey Talk-Line will build on its 40 years of expert advice to help hosts who are excited to celebrate Thanksgiving, but just need a little help along the way.

In fact, a recent survey conducted on behalf of Butterball found that nearly 99% of people want to celebrate Thanksgiving and of those 85% plan to do so with turkey at the center of the table.

This holiday season, Butterball is excited to introduce the launch of the Butterball Turkey Talk-Line Taste Kitchen, designed to inspire hosts to cook with confidence this Thanksgiving. After assisting an increased number of first-time hosts in 2020, the Butterball Turkey Talk-Line Taste Kitchen was developed to help hosts of all levels find the inspiration they need to pull off a successful Thanksgiving while giving them new vision for their menus. Butterball’s Turkey Talk-Line experts have been busy testing the latest cooking trends, and this holiday season they’re taking to TikTok to share their favorites.

PROOF POINTS:

- **Celebrations are top of mind:** 99% of consumers are planning to celebrate with a Thanksgiving meal, with 85% planning to do so with turkey at the center of their table².
- **Smaller gatherings will return:** Nine in ten Americans planning to host Thanksgiving this year are looking forward to a traditional dinner, but one-third of consumers are, again, planning for smaller gatherings².
- **Millennials are stepping up to host:** 50% of millennials intend to host this year (traditionally 42%), with 77% of millennials who hosted in 2020 intending to host again this year².
- **Turning to social media for inspiration:**
 - 83% of consumers believe social media is a great place to get menu inspiration or recipes for Thanksgiving and 73% have cooked or prepared food or a meal based on a viral food trend from a social media platform¹.
 - 56% of respondents have incorporated a food trend from TikTok into their cooking/meal prep and another 23% said they would like to if they found something they liked¹.
 - 69% intend to prepare a recipe for Thanksgiving that they got from social media¹.
- **Hosts are willing to upgrade turkey size:** Nearly two-thirds (61%) of consumers are willing to upgrade to a larger turkey in order to have a turkey on their table².
- **Shoppers are planning ahead:** Consumers are looking for ways to make their celebrations special, and ways to make the day easier – 84% of hosts are planning the amount of food they will serve a week or more in advance of Thanksgiving².
- **Exploring new recipes, preparation methods and flavors:**
 - More than a quarter (28%) of consumers are looking for new recipes this year¹.
 - 79% of consumers are interested in ideas for how to flavor/season their Thanksgiving turkey¹.
 - 73% of consumers are looking for ways and ideas to make cooking the Thanksgiving meal quicker¹.



- 63% of consumers are interested in cooking their Thanksgiving turkey in an air fryer.

METHODOLOGY: Survey Methodology: ¹ Eureka Ranch Custom Online Survey, N=210 likely hosts for Thanksgiving 2021, Nationally Representative, Sept 2021

²Butterball commissioned an omnibus online survey among a nationally representative sample of 1,005 U.S. adults. The survey was fielded by Ipsos between September 9-10, 2021.

WAYS TO GET COOKING HELP

<p>BUTTERBALL.COM:</p>	<p>Visit Butterball.com to find information at the click of a button. With trusted recipes, step-by-step how-to videos and more, Butterball.com has tried and true advice from the Turkey Talk-Line experts, available whenever – and however – you want it.</p> <p>Online resources include:</p> <ul style="list-style-type: none"> • <u>The Butterball Turkey Talk-Line Taste Kitchen:</u> Find new and exciting recipes from our Turkey Talk-Line Taste Kitchen and other recipes for Thanksgiving on Butterball.com • <u>Online Turkey Talk-Line:</u> Visit the online Turkey Talk-Line section of the website for all kinds of helpful turkey tips right at your fingertips. From turkey prep steps, other methods for cooking your holiday Turkey, calculators/conversions and more. • <u>How-To-Videos:</u> Fun and interesting instruction on how to prepare your Butterball turkey • <u>Turkey and Stuffing Calculators at Home or in the Store:</u> Take the guesswork out of how much to buy, when to buy and how long to cook • <u>Conversion Charts:</u> Metric, temperature, and traditional weight and measurement conversions
<p>SOCIAL MEDIA:</p>	<ul style="list-style-type: none"> • For the first time, Butterball is on TikTok testing out trends and time-saving hacks in the Butterball Turkey Talk-Line Taste Kitchen to see what gets our Butterball seal of approval. Follow us at @butterballturkey. • “Like” and follow Butterball on Facebook, Instagram, Pinterest, Twitter and YouTube for real time advice, turkey prep information, recipe inspiration and special savings.
<p>1-800-BUTTERBALL:</p>	<ul style="list-style-type: none"> • Phone lines open Monday, November 1, 2021 • Bilingual assistance available (English and Spanish)
<p>Text (844-877-3456):</p>	<ul style="list-style-type: none"> • Texting is available starting Monday, November 1, 2021



ALEXA:	<ul style="list-style-type: none"> Simply say, “Alexa, ask Butterball...” to hear cooking advice from trusted Turkey Talk-Line experts anytime, anywhere 																														
DATES & HOURS:	<table border="1"> <tr> <td>Nov. 1 – Nov. 19</td> <td>8 a.m. – 8 p.m. (CT)</td> <td>Weekdays</td> </tr> <tr> <td>Nov. 20</td> <td>8 a.m. – 6 p.m. (CT)</td> <td>Saturday</td> </tr> <tr> <td>Nov. 21</td> <td>8 a.m. – 6 p.m. (CT)</td> <td>Sunday</td> </tr> <tr> <td>Nov. 22 – Nov. 23</td> <td>7 a.m. – 9 p.m. (CT)</td> <td>Monday – Tuesday</td> </tr> <tr> <td>Nov. 24</td> <td>7 a.m. – 9 p.m. (CT)</td> <td>Wednesday before Thanksgiving</td> </tr> <tr> <td>Nov. 25</td> <td>6 a.m. – 6 p.m. (CT)</td> <td>Thanksgiving Day</td> </tr> <tr> <td>Nov. 26</td> <td>8 a.m. – 6 p.m. (CT)</td> <td>Friday after Thanksgiving</td> </tr> <tr> <td>Nov. 29 – Dec. 22</td> <td>8 a.m. – 6 p.m. (CT)</td> <td>Weekends</td> </tr> <tr> <td>Dec. 18 – Dec. 19</td> <td>8 a.m. – 2 p.m. (CT)</td> <td>Saturday – Sunday</td> </tr> <tr> <td>Dec. 24</td> <td>8 a.m. – 2 p.m. (CT)</td> <td>Christmas Eve</td> </tr> </table>	Nov. 1 – Nov. 19	8 a.m. – 8 p.m. (CT)	Weekdays	Nov. 20	8 a.m. – 6 p.m. (CT)	Saturday	Nov. 21	8 a.m. – 6 p.m. (CT)	Sunday	Nov. 22 – Nov. 23	7 a.m. – 9 p.m. (CT)	Monday – Tuesday	Nov. 24	7 a.m. – 9 p.m. (CT)	Wednesday before Thanksgiving	Nov. 25	6 a.m. – 6 p.m. (CT)	Thanksgiving Day	Nov. 26	8 a.m. – 6 p.m. (CT)	Friday after Thanksgiving	Nov. 29 – Dec. 22	8 a.m. – 6 p.m. (CT)	Weekends	Dec. 18 – Dec. 19	8 a.m. – 2 p.m. (CT)	Saturday – Sunday	Dec. 24	8 a.m. – 2 p.m. (CT)	Christmas Eve
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FOR MORE INFORMATION:	<ul style="list-style-type: none"> For more information or to schedule an interview with a Butterball Turkey Talk-Line expert, contact Amanda Vassall at 630-453-8632 or amanda.vassall@edelman.com 																														