



BUTTERBALL HOLIDAY 2022 FACT SHEET

The Butterball® Turkey Talk-Line™ is back, marking 41 years of helping hosts pull off a memorable and delicious meal, no matter what their celebrations look like. Opening Nov. 1, the Turkey Talk-Line will build on decades 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 90% of people are set to celebrate Thanksgiving this year – an increase from 2021.

This holiday season, Butterball released the first-ever Butterball Turkey Talk-Line Comfort Calendars, a limited-edition calendar that provides Thanksgiving hosts 24 days of emotional support, practical tips and a whole lot of comfort. Alongside the official Turkey Talk-Line opening, starting Nov. 1 at 8 a.m. CT, consumers can go to [Butterball.com](https://www.butterball.com) to either download or print a copy of the Comfort Calendars. But that's not all – busy hosts will want to stay tuned to Instagram, where Butterball will announce a limited number of Headspace®, Instacart® and Spafinder® gift card giveaways throughout the month of November.

Butterball Thanksgiving Outlook Survey Detailed Results:

- **People are excited about Thanksgiving. Nearly 90% of people are going to celebrate this year. This is an increase over 2021 as concerns about COVID shrink.**
 - When compared to respondent recollection of 2021, we see a 4% increase in those hosting for the first time and a 4% decrease in those not planning to celebrate.
- **Top of mind for this Thanksgiving, predictably, is inflation. Just under half of celebrators, hosts, and attendees (44%) say inflation is a top concern. Among those, rising grocery prices (87%) and the price of gas (75%) are the dominant worries.**
- **Though most Thanksgiving celebrators say inflation will have an impact on Thanksgiving, they are not anticipating that these worries will keep them from celebrating.**
 - **Things hosts will not compromise to save money?**
 - **The celebration:** Nearly 90% of people plan to celebrate this year.
 - **The turkey:** Among those celebrating, 85% of hosts are going to host with turkey at the center of the table; more people say they will purchase their preferred brand of turkey and economize elsewhere than say they will purchase a store brand turkey to cut costs; 90% plan to buy the same size turkey or larger turkey than last year.
 - **The guests:** Only 5% of hosts say they plan to shrink their guest list to control costs.
- **Among those celebrating, there are multiple options hosts might opt for to mitigate the cost of this year's Thanksgiving meal:**
 - The primary way hosts plan to cut costs is to shop for deals. This year, 45% of hosts said they would shop for deals for parts of the entire meal. This is a departure from what we



saw during the pandemic when hosts were concerned about minimizing the time in store and number of stores shopped.

- To manage costs, hosts say they will also economize with the sides they prepare (32%), cook more from scratch (24%), look for ways to make the meal less formal (20%) or ask guests to bring a side (15%).

Additional Data Points

- Younger generations continue to pick up the hosting torch. **Gen Z hosts are up 9%** from what they report for last year and Millennial hosts are up 1% over last year.
- Turkey remains the centerpiece of the Thanksgiving meal with 79% of celebrators saying it is their go-to protein at the holiday. In fact, one of the ways hosts might look to make their meal more affordable is to serve only turkey instead of multiple meats or main dishes (16%).
- Of hosts who serve turkey, 17% say they plan to prepare two or more turkeys for their meal.

About the Study

Butterball commissioned an omnibus online survey among a nationally representative sample of 1,005 U.S. adults. The survey was fielded by Ipsos between July 6-7, 2022.

WAYS TO GET COOKING HELP

<p>BUTTERBALL.COM:</p>	<p>Visit Butterball.com to find information at the click of a button. Coupons, 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"> ● Online Turkey Talk-Line: 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. ● How-To-Videos: Fun and interesting instruction on how to prepare your Butterball turkey. ● Turkey and Stuffing Calculators at Home or in the Store: Take the guesswork out of how much to buy, when to buy and how long to cook. ● Conversion Charts: Metric, temperature, and traditional weight and measurement conversions.
<p>SOCIAL MEDIA:</p>	<ul style="list-style-type: none"> ● “Like” and follow Butterball on Facebook, Instagram, Pinterest, TikTok, 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 Tuesday, November 1, 2022 ● Bilingual assistance available (English and Spanish)
<p>Text (844-877-3456):</p>	<ul style="list-style-type: none"> ● Texting is available starting Tuesday, November 1, 2022



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. 18</td><td>8 a.m. – 8 p.m. (CT)</td><td>Weekdays</td></tr><tr><td>Nov. 19</td><td>8 a.m. – 6 p.m. (CT)</td><td>Saturday</td></tr><tr><td>Nov. 20</td><td>8 a.m. – 6 p.m. (CT)</td><td>Sunday</td></tr><tr><td>Nov. 21 – Nov. 22</td><td>7 a.m. – 9 p.m. (CT)</td><td>Monday – Tuesday</td></tr><tr><td>Nov. 23</td><td>7 a.m. – 9 p.m. (CT)</td><td>Wednesday before Thanksgiving</td></tr><tr><td>Nov. 24</td><td>6 a.m. – 6 p.m. (CT)</td><td>Thanksgiving Day</td></tr><tr><td>Nov. 25</td><td>8 a.m. – 6 p.m. (CT)</td><td>Friday after Thanksgiving</td></tr><tr><td>Nov. 26 – Dec. 22</td><td>8 a.m. – 6 p.m. (CT)</td><td>Weekends</td></tr><tr><td>Dec. 17 – Dec. 18</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. 18	8 a.m. – 8 p.m. (CT)	Weekdays	Nov. 19	8 a.m. – 6 p.m. (CT)	Saturday	Nov. 20	8 a.m. – 6 p.m. (CT)	Sunday	Nov. 21 – Nov. 22	7 a.m. – 9 p.m. (CT)	Monday – Tuesday	Nov. 23	7 a.m. – 9 p.m. (CT)	Wednesday before Thanksgiving	Nov. 24	6 a.m. – 6 p.m. (CT)	Thanksgiving Day	Nov. 25	8 a.m. – 6 p.m. (CT)	Friday after Thanksgiving	Nov. 26 – Dec. 22	8 a.m. – 6 p.m. (CT)	Weekends	Dec. 17 – Dec. 18	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, reach out to ButterballMedia@edelman.com.																														

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