



BUTTERBALL HOLIDAY 2023 FACT SHEET

The Butterball® Turkey Talk-Line™ is back, marking 42 years of helping hosts serve memorable and delicious meals, no matter what their celebrations look like. Opening Nov. 1, the Turkey Talk-Line will build on decades of expert advice to help hosts set a unique table and celebrate Thanksgiving with old and new family and friends.

According to the 2023 Butterball Thanksgiving Outlook Report*, people are optimistic and planning to celebrate – with turkey as the centerpiece again this year – but inflation remains top of mind for many. Notably, 79% of consumers who plan to celebrate Thanksgiving expect inflation to impact their plans. However, holiday hosts remain committed to serving turkey, with 82% still planning to serve it. Additionally, 20% of those surveyed either will not celebrate Thanksgiving this year or will celebrate alone, citing factors like friends and family being too far away (22%) and the cost of travel (13%).

Butterball is proud to help bring people together to pass love on this holiday season. That’s why the turkey brand is partnering with friend-finding app Bumble For Friends to help anyone and everyone *find their table* this Thanksgiving, whether they’re new to a city, far away from friends and family, or entering a new stage of life.

Visit [FindYourTable.com](https://www.butterball.com/findyourtable) to learn about how Butterball and Bumble For Friends can help you #FindYourTable this Thanksgiving with co-hosted live and virtual events, Butterball expertise for hosting holiday gatherings and Bumble For Friends tips and tools for making connections. And as always, you can reach our Turkey Talk-Line for expertise, inspiration and support via phone, text, chat and social channels.

WAYS TO GET COOKING HELP

BUTTERBALL.COM:	Visit Butterball.com to find information at the click of a button, including 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. Online resources include: <ul style="list-style-type: none"> • 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.
SOCIAL MEDIA:	<ul style="list-style-type: none"> • “Like” and follow Butterball on Facebook, Instagram, Pinterest, YouTube, and TikTok for real time advice, turkey prep information, recipe inspiration and special savings.
1-800-BUTTERBALL:	<ul style="list-style-type: none"> • Phone lines open Wednesday, November 1, 2023 • Bilingual assistance available (English and Spanish)
Text (844-877-3456):	<ul style="list-style-type: none"> • Texting is available starting Wednesday, November 1, 2023



TURKEY TALK-LINE DATES & HOURS:	Nov. 1-3 Nov. 6-10 Nov. 13-17	8 a.m. – 8 p.m. (CT)	Weekdays	
	Nov. 18-19	8 a.m. – 6 p.m. (CT)	Saturday/Sunday	
	Nov. 20-21	7 a.m. – 9 p.m. (CT)	Monday-Tuesday	
	Nov. 22	7 a.m. – 9 p.m. (CT)	Wednesday before Thanksgiving	
	Nov. 23	6 a.m. - 6 p.m. (CT)	Thanksgiving Day	
	Nov. 24	8 a.m. - 6 p.m. (CT)	Friday after Thanksgiving	
	Nov. 27-Dec. 1 Dec. 4-8 Dec. 11-15 Dec. 18-22	8 a.m. – 6 p.m. (CT)	Weekdays	
	Dec. 23-24	8 a.m. - 2 p.m. (CT)	Saturday/Sunday (Christmas Eve)	
	FOR MORE INFORMATION:	For more information or to schedule an interview with a Butterball Turkey Talk-Line expert, reach out to ButterballMedia@edelman.com .		

* Online survey of 1,838 U.S. adults, conducted by Circana July 3-14, 2023

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