



BUTTERBALL HOLIDAY 2020 “CELEBRATE THE GOOD” FACT SHEET

This year, Thanksgiving celebrations might look a little different. But it can still be special. Many people are adjusting to new circumstances, and now the Turkey Talk-Line is, too.

Nearly 90% of consumers say they’ll make the Thanksgiving meal happen; they might just have a few questions on how to pull off this “new” type of holiday—that’s where Butterball comes in! In addition to time-tested tips, Butterball’s Turkey Talk-Line experts will offer advice appropriate for the times—including tips for smaller gatherings, planning for leftovers and how to keep well-loved traditions alive. And, the Talk-Line experts are adapting too, providing their trusted expertise right from their home kitchens.

No matter what the day holds, Butterball is ensuring people can celebrate the good with less stress and a perfectly cooked turkey.

CELEBRATE THE GOOD PROOF POINTS:

- **People are becoming more certain of plans:** 85% of people surveyed have some level of certainty about their Thanksgiving plans (up significantly from 79% in June).
- **There will be more gatherings driven by gatherings with only immediate family:**
 - The increase is driven by 30% of people who say they are hosting only immediate family this year, which is an increase over 18% of people who typically would do so.
 - The increase in celebrations is leading to more first-time hosts this year.
- **People want to have Thanksgiving and they are excited about the meal:**
 - Consumers are committed to celebrating Thanksgiving – nearly 90% of consumers say they’ll make the Thanksgiving meal happen, even if the celebration looks a little different this year.
 - Three-quarters say Thanksgiving dinner will help them reestablish a sense of normalcy.
 - Over 75% are looking for ways to make Thanksgiving easier or simpler.
 - Over half are open to pre-made sides to make Thanksgiving as simple and convenient as they can.
 - One-third of consumers are considering outdoor Thanksgiving for social distancing.
 - 17% of people said they learned to cook better while they’ve been at home and feel more confident to cook a meal this Thanksgiving.
- **Smaller gatherings do not necessarily mean smaller turkeys are required:** Three-quarters of Thanksgiving hosts plan to serve the same size turkey or larger than last year.
- **Consumer shopping habits this holiday will look different:**
 - The number one way consumers anticipate shopping to differ this year is in trying to reduce the number of visits to the store.
 - Consumers are also looking to reduce the amount of time spent in the store and the number of stores they visit.
 - While the majority will continue traditional in-store shopping, about one-third are indicating they will be shopping online or doing a mix of online and in-store shopping for Thanksgiving items.
 - About half will also be looking more actively for cost savings.

METHODOLOGY: These are the findings from a poll conducted September 4 - 8, 2020 on behalf of Butterball. For the survey, a sample of 1,004 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents.

WAYS TO GET COOKING HELP

BUTTERBALL.COM: Visit Butterball.com to find information at the click of a button. With recipes, tips, 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:

- Online Turkey Talk-Line: Discover how to celebrate the good this Thanksgiving with brand new how-to videos addressing your top questions and Thanksgiving advice for the times – including how to host smaller gatherings, how to plan for leftovers, and how to make the holiday feel special.
- How-To Videos: Fun and interesting instructions on how to prepare your Butterball turkey
- Recipes: Enjoy classic recipe ideas that everyone is sure to love
- 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:

- “Like” and follow Butterball on [Facebook](https://www.facebook.com/butterball), [Instagram](https://www.instagram.com/butterball), [Pinterest](https://www.pinterest.com/butterball), [Twitter](https://twitter.com/butterball) and [YouTube](https://www.youtube.com/butterball) for real-time advice, turkey prep information, recipe inspiration and special savings.

1-800-BUTTERBALL:

- Phone lines open November 2, 2020
- Bilingual assistance available (English and Spanish)

TEXT (844-877-3456)

- Texting is available starting November 2, 2020

ALEXA

- Simply say, “Alexa, ask Butterball...” to hear cooking advice from trusted Turkey Talk-Line experts anytime, anywhere

DATES & HOURS:

Nov. 2 – Nov. 20	8 a.m. – 8 p.m. (CT)	Weekdays
Nov. 21	8 a.m. – 6 p.m. (CT)	Saturday
Nov. 22	8 a.m. – 6 p.m. (CT)	Sunday
Nov. 23 – Nov. 24	7 a.m. – 9 p.m. (CT)	Monday-Tuesday
Nov. 25	7a.m. – 9 p.m. (CT)	Wednesday before Thanksgiving
Nov. 26	6 a.m. – 6 p.m. (CT)	Thanksgiving Day
Nov. 27	8 a.m. – 6 p.m. (CT)	Friday after Thanksgiving
Nov. 30 – Dec. 23	8 a.m. – 6 p.m. (CT)	Weekdays
Dec. 19-20	8 a.m. – 2 p.m. (CT)	Saturday-Sunday
Dec. 24	8 a.m. – 2 p.m. (CT)	Christmas Eve

FOR MORE INFORMATION:

- For more information or to schedule an interview with a Butterball Turkey Talk-Line expert, contact Gabi Castillo at 248-730-3536 or gabriela.castillo@edelman.com.