



## BUTTERBALL HOLIDAY 2019 “ALL KINDS OF THANKSGIVING” FACT SHEET

Butterball has always been the Thanksgiving expert, and the holiday, itself, continues to evolve with new trends and traditions as hosts look to put their own stamp on the holiday. Whether hosting with family, friends or giving back, there are all kinds of Thanksgiving celebrations to consider. Today, new holiday hosts are seeking methods and tips to personalize their own Thanksgiving occasions.

Butterball is here to help the modern host try on a new tradition for size whether its the first or 50th time hosting. In addition to dishing out the Turkey Talk-Line’s trusted turkey expertise, Butterball is enlisting the help of its first-ever Ultimate Thanksgiving Host, cookbook author/actor Freddie Prinze Jr., who will share his favorite hosting hacks to make any Thanksgiving occasion great. He’s hosted Thanksgiving occasions from big to small, with family and with friends, and everything in between! The Turkey Talk-Line experts are here to help answer all those turkey questions so you can celebrate the big day – when, where and however you decide – because as long as you have good people, good food and good thanks to give, that’s Thanksgiving to us.

### ALL KINDS OF THANKSGIVING PROOF POINTS:

- Responsibility for **family traditions and hosting are being handed to the next set of generations** – while Millennials are expected to overtake Boomers as the largest generation in 2019, Generation X are taking on more of the hosting duties that recently belonged to Boomers.
- Americans are trying **new recipes or adding cultural dishes**, especially for the side dishes:
  - 30 percent of Millennial hosts are interested in serving new and different foods.
- **Millennials are more likely to experiment** with alternative ways to cook a turkey: 3 out of 10 tried a turkey fryer, on the grill, and/or in a smoker.
- Expect to see **multiple Thanksgiving celebrations**, such as Friendsgiving, continue to be a rising trend:
  - 83 percent of those who celebrated at an alternative gathering last year, in addition to Thanksgiving Day, intend to do so again.
- Holiday cooks **want information in the way that makes most sense for them**, whether that is via phone, chat, text or via their Alexa voice-enabled device.
- Food-obsessed cookbook author **Freddie Prinze Jr.** published his first cookbook in 2016. His **family-focused recipes are centered on bringing people together through food** – complete with his easiest stuffing on earth and classic turkey recipe for Thanksgiving.

### OTHER WAYS TO GET COOKING HELP

**BUTTERBALL.COM:** Visit [Butterball.com](http://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:**

- 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](#), [Instagram](#), [Pinterest](#), [Twitter](#) and [YouTube](#) for real-time advice, turkey prep information, recipe inspiration and special savings.

- 1-800-BUTTERBALL:**
- Phone lines open November 1, 2019
  - Bilingual assistance available (English and Spanish)

- TEXT (844-877-3456)**
- Texting is available starting November 1, 2019

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

<b>DATES &amp; HOURS:</b>	Nov. 1 – Nov. 22	8 a.m. – 8 p.m. (CT)	Weekdays
	Nov. 23 – Nov. 24	8 a.m. – 6 p.m. (CT)	Weekend
	Nov. 25 – Nov. 26	7 a.m. – 9 p.m. (CT)	Monday-Tuesday
	Nov. 27	7 a.m. – 10 p.m. (CT)	Wednesday before Thanksgiving
	Nov. 28	6 a.m. – 6 p.m. (CT)	Thanksgiving Day
	Nov. 29	8 a.m. – 6 p.m. (CT)	Friday after Thanksgiving
	Dec. 2 – Dec. 20	8 a.m. – 6 p.m. (CT)	Weekdays
	Dec. 21 – Dec. 22	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 312-BB-MEDIA (312-226-3342) or [ButterballMedia@Edelman.com](mailto:ButterballMedia@Edelman.com).