



Contact:
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BUTTERBALL THANKSGIVING FACT SHEET

- Very few things in life are Pinterest perfect. Butterball knows Thanksgiving's no different. Butterball surveyed Thanksgiving cooks of all ages, experiences. and from every region in the nation for their take on the most celebrated meal of the year. Butterball's consumer survey found that 80% of first-time preparers and 40% of experienced cooks are most concerned about getting the turkey right—.
- Whether you have years of experience or it's your first time prepping the meal, Butterball has all the answers you need, and however you want to get them – via phone, text, Butterball.com and more. So, as long as the turkey is Butterball, and loved ones are together, the rest is easy.

Learn more about Thanksgiving cooks' perfectly imperfect Thanksgiving expectations from Butterball's 2017 Thanksgiving consumer survey.

THANKSGIVING BY THE NUMBERS

- **ONE FOR THE BOOKS:** Two-thirds of Americans rank Thanksgiving as one of their favorite holidays.
- **CHANGING WITH THE TIMES:** Two-thirds of Americans like to incorporate new traditions into their celebrations...many of which include cooking up new and different recipes for loved ones to enjoy.
- **...EXCEPT FOR THE TURKEY:** Out of all things Thanksgiving preparers cook up, they're most proud of the turkey. And 88 percent prep it the old-school way: in an oven.
- **IT'S ALL GOOD!** 84 percent feel excited about preparing the meal, and
- 74 percent of Americans don't expect Thanksgiving to be perfect.
- **BUT IF THERE'S ONE THING TO NAIL:** It's the turkey! Despite the overall positivity around the holiday, first-time millennial preparers are still feeling the pressure. Eight in 10 first-time cooks worry about cooking the turkey correctly. This number drops among experienced preparers, but still 43% worry about getting it right.

NEW WAYS TO GET HELP:

Whether you have years of experience or it's your first time cooking the turkey, Butterball has all the answers you need. And as of 2016, you can now text their Talk-Line experts at 844-877-3456, for all the insider tips to celebrate your perfectly imperfect day...no matter what the circumstances!

BUTTERBALL.COM:

Visit Butterball.com to enjoy information at the click of a button. Recipes, tips, how-to-videos and more, Butterball.com has all the 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 tried and true 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

BUTTERBALL COOKBOOK PLUS™ APP:

- Download the free [Butterball Cookbook Plus App](#) on your Apple and Android devices to get easy access to delicious recipe ideas, how-to videos, upcoming Butterball promotions and cooking advice at your fingertips

1-800-BUTTERBALL:

- Phone lines open November 1, 2017
- Bilingual assistance available (English and Spanish)

DATES & HOURS:

Nov. 1 – Nov. 17 8 a.m. – 8 p.m. (CT) Weekdays

Nov. 18 – Nov. 19	8 a.m. – 6 p.m. (CT)	Weekend
Nov. 20 – Nov. 21	7 a.m. – 9 p.m. (CT)	Monday-Tuesday
Nov. 22	7 a.m. – 10 p.m. (CT)	Wednesday before Thanksgiving
Nov. 23	6 a.m. – 6 p.m. (CT)	Thanksgiving Day
Nov. 24– Dec. 23	8 a.m. – 6 p.m. (CT)	Friday after Thanksgiving
Dec. 17 – Dec. 18	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 Shelby Montgomery at 312-BB-MEDIA (312-226-3342) or ButterballMedia@Edelman.com.

With reliably tasty turkey and a team of Turkey Talk-Line® experts with more than 60 years of Thanksgiving prep experience, Butterball lets cooks focus on enjoying moments with friends and family.