



BUTTERBALL HOLIDAY 2018 “HOST LIKE A BOSS” FACT SHEET

As the Thanksgiving host, you’ve got a lot on your mind...from the meal to the décor to making sure everyone has a good time. It’s a lot of pressure to impress guests for a special occasion. A delicious turkey is always high on the priority list, but if you haven’t cooked one in almost a year, you’ll probably need some extra support to ensure everything turns out well.

Butterball gives cooks the confidence and know-how to “Host Like a Boss” because we’ve removed the guesswork. With more than 65 years of expertise, an arsenal of helpful resources, and a team of culinary experts ready to answer any cooking question, Butterball removes some of the stress of cooking a turkey so you can focus on putting your signature stamp on the day instead.

NEW, HANDS-FREE ASSISTANCE WITH AMAZON ALEXA:

For more than 65 years, Butterball has empowered cooks to feel confident, shake off the stress of holiday meal prep, and host with a little swagger. The Turkey Talk-Line has continually built on its toll-free roots and has evolved to offer support through text, email, and live chat. A natural next step is to offer cooks a helping hand that’s completely hands-free. This year, the Turkey Talk-Line is extending its presence to the voice assistant space with [Amazon Alexa](#) to give even more cooks the confidence they need to feel like a boss in the kitchen.

WHY YOU CAN DEPEND ON BUTTERBALL AND AMAZON ALEXA:

- **AUTHORITY:** Butterball has been the #1 name in whole-bird turkey for more than 65 years.
- **RANGE OF EXPERIENCE SUPPORTING COOKS:** The Butterball Turkey Talk-Line helped more than 4 million different cooks in 2017.
- **A HELPING HAND:** According to a 2017 Butterball survey, 4 in 5 first-time preparers worry about cooking the turkey correctly. And, new cooks are far more worried about cooking the turkey correctly, more anxious about preparing the meal, and more stressed in general than older generations. But even half of experienced preparers agree with the statement “prior to the day, it feels like I’m preparing for a marathon!” (Butterball survey, 2017)
- **THE BEST SUPPORT, ANYWHERE:** Butterball Turkey Talk-Line experts use their years of knowledge to deliver the best turkey preparation advice – no matter which device questions are coming from.
- **VOICE ASSISTANT PENETRATION:** An estimated 51 million US consumers own smart speakers. (Edison Research, Feb. 2018)

OTHER 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:

- **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.

**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, 2018
- Bilingual assistance available (English and Spanish)

DATES & HOURS:

Nov. 1 – Nov. 16	8 a.m. – 8 p.m. (CT)	Weekdays
Nov. 17 – Nov. 18	8 a.m. – 6 p.m. (CT)	Weekend
Nov. 19 – Nov. 20	8 a.m. – 8 p.m. (CT)	Monday-Tuesday
Nov. 21	8 a.m. – 8 p.m. (CT)	Wednesday before Thanksgiving
Nov. 22	6 a.m. – 6 p.m. (CT)	Thanksgiving Day
Nov. 23	8 a.m. – 6 p.m. (CT)	Friday after Thanksgiving
Nov. 26 – Dec. 21	8 a.m. – 6 p.m. (CT)	Weekdays
Dec. 22-23	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.