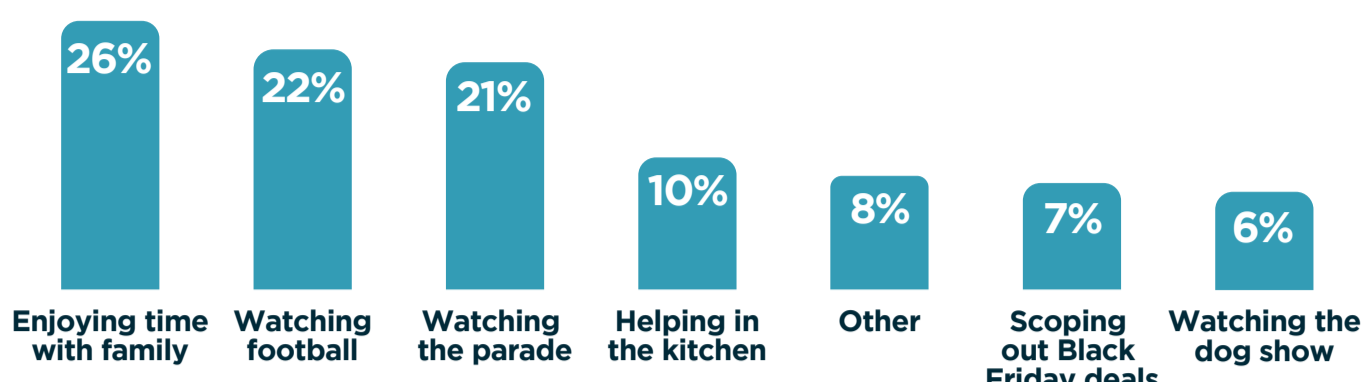


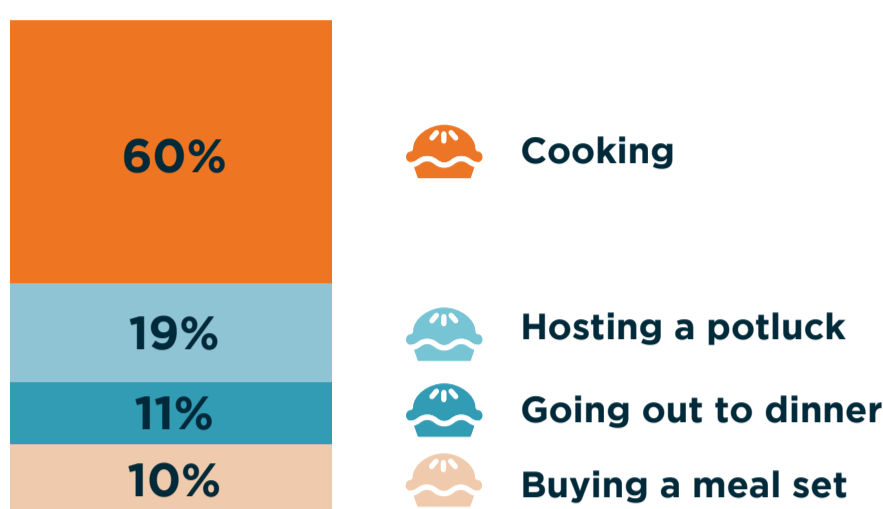
Who's celebrating the holiday:



Their plans for the day of (other than eating!):



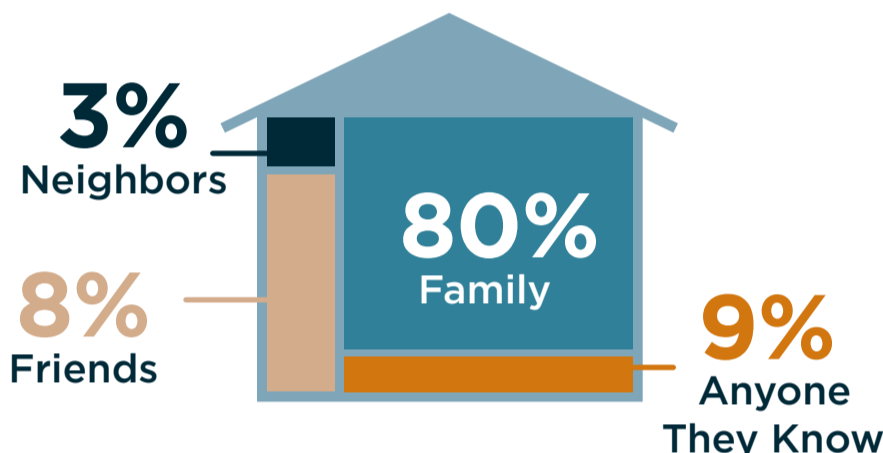
How they're getting their dinner:



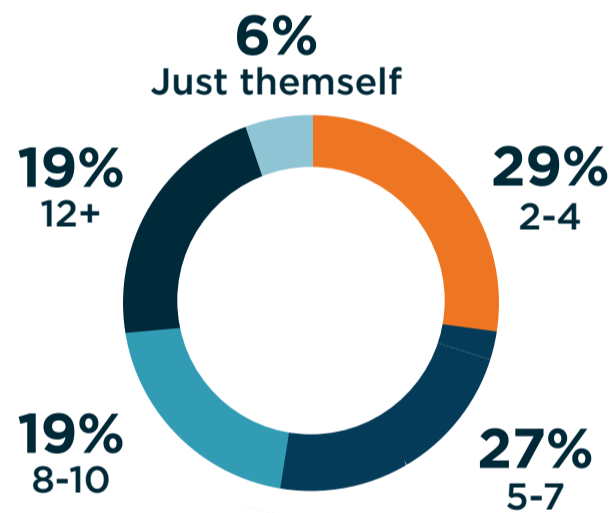
Where the cooks are finding their recipes:



Who's invited:



How many people they're feeding:



# GIVE THANKS

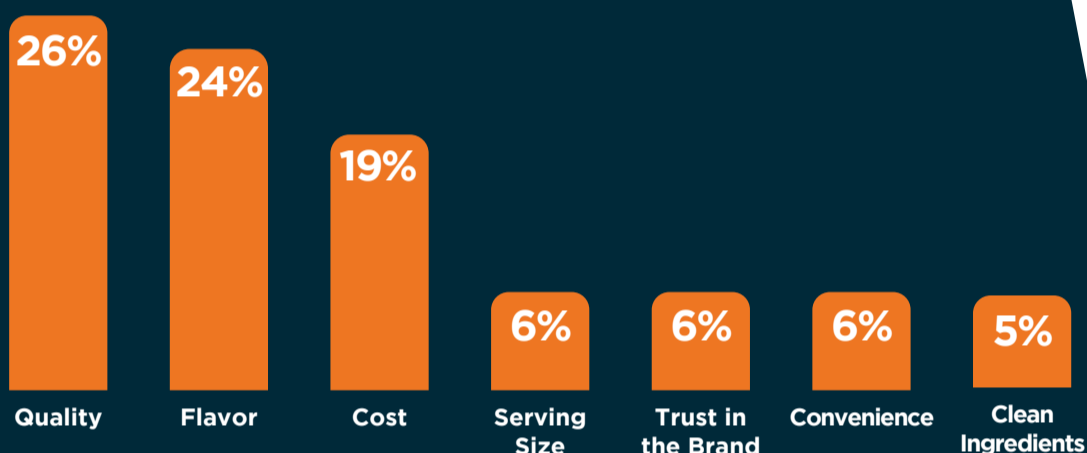
We surveyed shoppers to find out how they're celebrating Thanksgiving - from their favorite side dishes to their shopping preferences. Check out the results!

## SHOPPING PREFERENCES:

Where they shop for their Thanksgiving essentials:

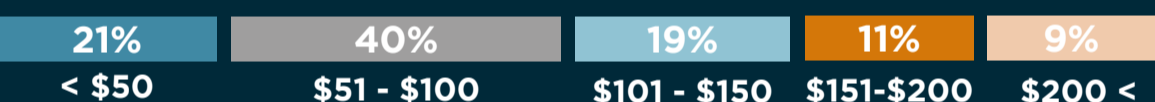


Which factor is most important to them:



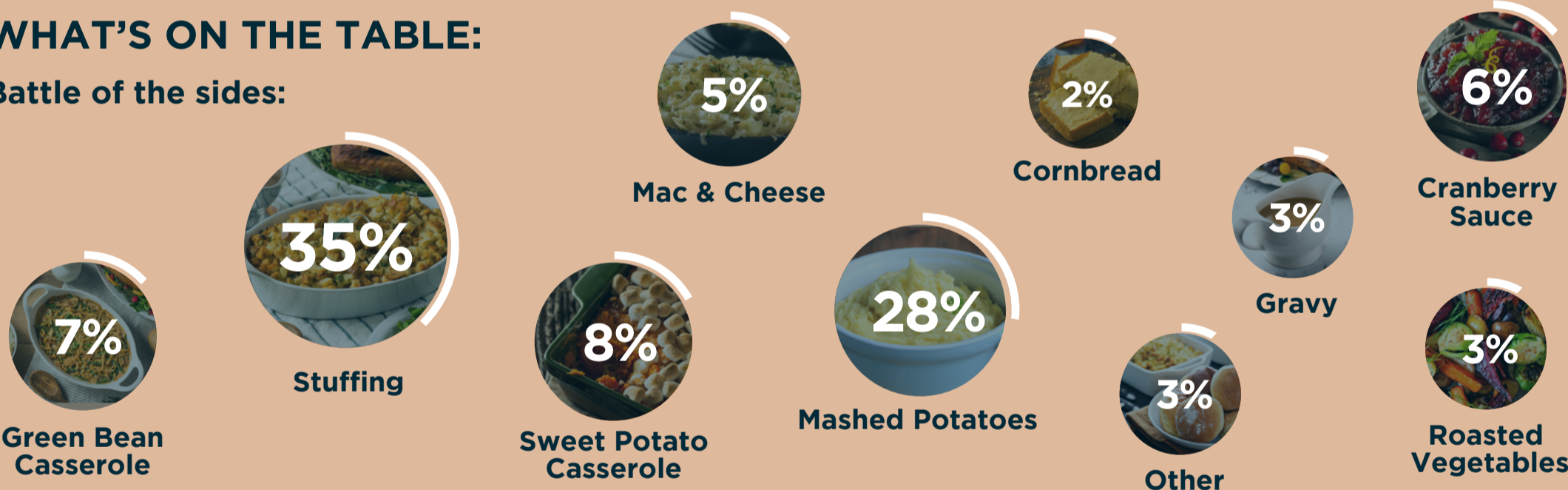
8% Their purchases aren't influenced by a particular factor

How much those cooking or hosting a potluck typically spend:

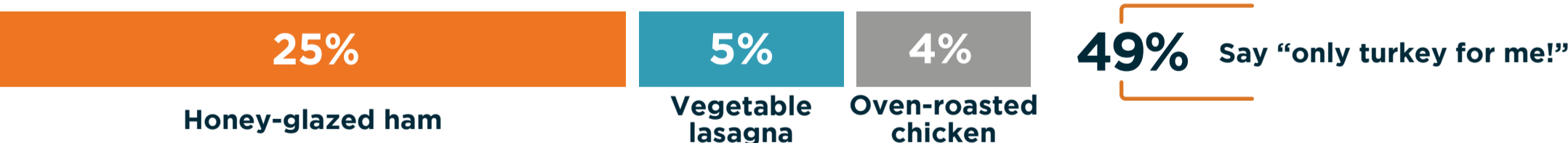


## WHAT'S ON THE TABLE:

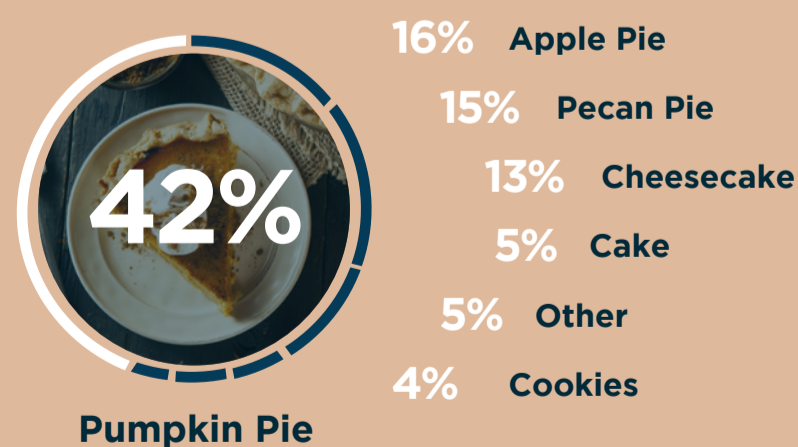
Battle of the sides:



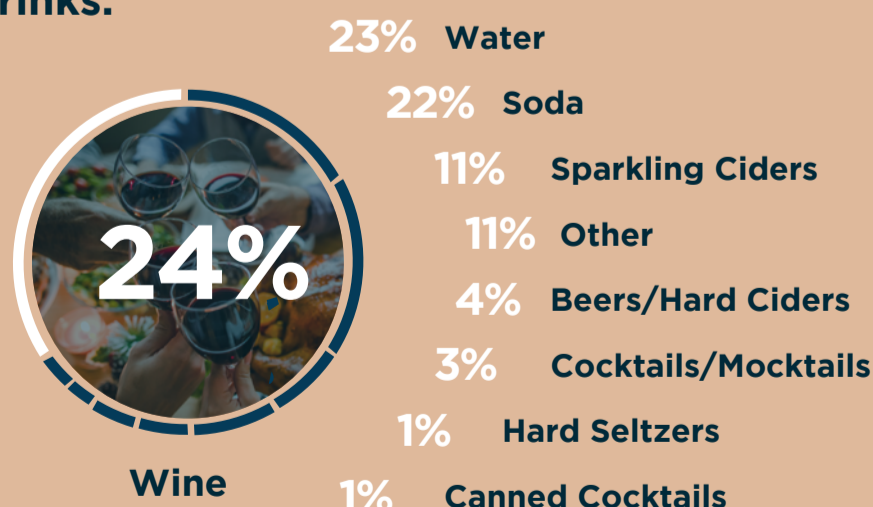
The top 3 main dishes (other than turkey, of course):



Desserts:



Drinks:



## THANKSGIVING WITH BREAKTIME:

Here are just a few ways our **fun, personalized, interactive content** can help your brand engage and educate shoppers, while driving sales, as they prepare for Thanksgiving Day:

- Help shoppers discover their ideal Thanksgiving day side dish using a **personality quiz** to make personalized recipe recommendations
- Promote the perfect Thanksgiving dinner bundle shoppers can purchase using our **built-in add-to-cart** feature to drive sales and highlight multiple products
- Inspire purchase through festive Thanksgiving **recipes** showcasing your brand's products
- Spread the holiday cheer by encouraging shoppers to share their best Thanksgiving day spreads through a **social giveaway**