



AMERICANS ARE LOSING TOO MUCH TIME COOKING

Here's the secret to getting some of that time back

AMERICANS MAY BE SPENDING MORE TIME IN THE KITCHEN AND LESS TIME WITH FAMILY

WITH THE MAJORITY OF CONSUMERS SACRIFICING AT LEAST 30 MINUTES THAT COULD BE SPENT WITH FAMILY TO COOKING DINNER

ENTER FRESH CUTS CHICKEN PERDUE'S ULTIMATE TIME-SAVER

developed to recoup those precious 30 minutes by eliminating mess of prep and cleanup through its convenient, quick and easy preparation and packaging

THE PROBLEM

70% of Americans spend 30 minutes or more each weeknight **MAKING DINNER**

THAT'S 130 HOURS A YEAR SPENT MAKING DINNER*



73% would love to spend less time making dinner and more time with their family each night

65% of Americans typically spend more time prepping a meal than **ACTUALLY COOKING IT**

62% of Americans would cook more meals for themselves and their families **IF IT DIDN'T TAKE SO MUCH TIME**

61% of Americans would spend less money dining out **IF MEAL PREP WERE EASIER**

59% of Americans say the worst part about cooking with raw chicken is **THE PREP OR CLEANUP PROCESS**



41% feel more confident killing a spider than they do preparing and cooking raw chicken



45% with men more likely to cite this than women



37%

THE SOLUTION

RECIPE-READY FRESH CUTS CHICKEN IS THE ULTIMATE SOLUTION TO A **QUICK, EASY, READY-WHEN-YOU-ARE DINNER** THE WHOLE FAMILY WILL LOVE

Fresh Cuts Chicken makes cooking easier and more convenient by eliminating the mess of prep and cleanup saving up to

30 MIN PER MEAL

Fresh Cuts Chicken helps busy parents and new cooks feel more confident in preparing and cooking

RAW CHICKEN



PERDUE IS CHANGING THE WORLD OF MAKING DINNER

WITH NEW **PERDUE.** FRESH CUTS™

OFFERING FRESH, PRE-CUT, PAN-READY

PERDUE@ CHICKEN

TO FAMILIES ACROSS THE NATION.

WHETHER THEY'RE DICED, THIN SLICED OR STRIPS,

PERDUE. FRESH CUTS™

ARE READY FOR DINNER

WHEN YOU ARE

PERDUE. FRESH CUTS™

SOURCE: This survey was conducted online within the United States by The Harris Poll on behalf of Perdue from November 27-29, 2018 among 2,050 U.S. adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact Bethany Fredslund (bfredslund@marlomarketing.com).

* Based on participant responses to "how much time [they] spend each weeknight making dinner," the majority of Americans responded "30 minutes or more." The number of hours (130) was determined by multiplying the number of weeknights per year (260) by 30 minutes.