



GUEST CHECK

2026 PATRON SURVEY BY SMITHFIELD CULINARY® FOR KRETSCHMAR®

SANDWICHES

IT STARTS AND ENDS WITH

PROTEIN. 63%

of patrons say meat quality is what makes a sandwich feel premium.

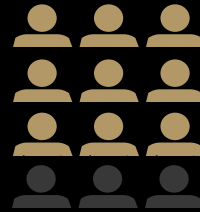


CAREFUL CRAFTING MAKES THE DIFFERENCE. 62%

say they notice when a sandwich feels thoughtfully prepared.

LOAD UP ON THE PROTEIN.

78% feel annoyed when a restaurant skimps on meat.

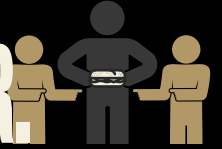


IF YOU MAKE IT, THEY WILL COME.

75%

have recommended a restaurant because of an outstanding sandwich.

YOU'RE THE STAR



58% have tried to recreate a restaurant sandwich at home but couldn't match it. Take advantage of your competitive edge.



87%

say the quality of deli meat can make or break a sandwich.



It all stacks up. Contact your rep for Kretschmar deli meats and cheeses to craft the quality sandwiches patrons notice.

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