

Trend Watch

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Snack Lovers Continue Their Cravings For Between-Meal Satisfaction.

After work. Mid-morning. During the late late shows. Snacking is an integral part of people's lives that just keeps growing in popularity.

In our second installment focusing on this snacking phenomenon, we will further explore the evolving trends around snacking, deep-dive into consumer snacking behavior and share more insights and ideas on how you can build your business by taking advantage of the snacking craze.

Smithfield.
**SNACK
ON!**

Who's Snacking How? Who's Snacking When?

While everybody snacks, it's probably no surprise that younger generations snack more. A whopping 77% of Millennials snack in place of a meal and that percent increases to 84% when looking at Gen Zers, demonstrating that the snack momentum is not slowing down anytime soon. And even when these younger consumers do sit down for a more traditional meal, a shareable mentality is more commonly a core focus of the experience, which means smaller, snackable items.¹

Both generations are more likely to agree that snacking is hard to resist, that snacking is healthy and that they snack in lieu of full meals. This is because busier, on-the-go, life-styles don't align with the classic three meals per day at a designated time notion.²



OF \$NACK PROFITABILITY²

- 1. Sharables
(charcuterie, dips, cheese, etc.) – 82%**
- 2. Sliced Pizza – 82%**
- 3. Handheld Sandwiches
(burgers, hot dogs, etc.) – 81%**
- 4. Small Plates/Tapas – 81%**
- 5. Grab-and-Go Sandwiches – 81%**
- 6. Grab 'n' Go Salads – 79%**
- 7. Ethnic Handheld
(tacos, bao, etc.) – 72%**
- 8. Sliders – 69%**
- 9. Packaged Salty Snacks – 68%**
- 10. Baked Goods – 67%**

MENU  QUEST

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Innovative Snack Recipes From Our Innovation Lab

Smithfield Innovation Labs are dedicated to developing new products and recipes to meet the needs of consumers. We challenged our chefs to create some interesting new ideas that are globally inspired. We hope you enjoy them. For the complete recipes and many more, visit SmithfieldSnackOn.com.



Pancetta-Wrapped Tenderloin: Pancetta-Wrapped Pork Tenderloin with Baby Arugula drizzled with Sauce Gribiche



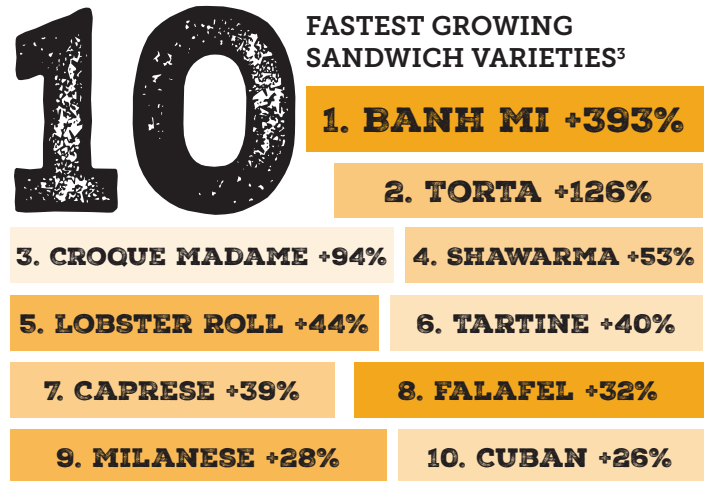
Barbacoa Arancini-fried risotto balls, stuffed with barbacoa and served with a cheddar dipping sauce.



Bourbon-Glazed Pork Belly Biscuit Sliders: Bourbon Glazed pork belly with pickled vegetables on buttermilk cheddar biscuits.

Give Snacking A Hand!

It's scrumptious on-the-go satisfaction. Handheld snacks unleash snack lovers from the table and give them full freedom to eat wherever and whenever. From inspired burgers, sliders and wraps to ethnic options like burritos and Cubanos, on-the-go consumers are eating up handheld items. Here's what's trending:



THE MOST POPULAR MIDDAY SNACK IS A SANDWICH, WITH THE MOST CONSUMPTION FROM 10AM-1PM AND 4PM-7PM.

IN THE AFTERNOON, CONSUMERS ARE ALSO MORE LIKELY TO SNACK ON SAVORY ENTRÉE-TYPE FOODS SUCH AS SANDWICHES, PIZZA.

Today's Top-Trending Sandwich!

The top trending sandwich, Banh Mi, is a Vietnamese sandwich served on a baguette and filled with a variety of meats and vegetables, most commonly paired with pork or chicken. Fusion Banh Mi sandwiches can be found on creative restaurant menus and fast casual restaurants. The following is a Banh Mi recipe specially created for Smithfield. Enjoy!



INGREDIENTS:

Main Dish:

- | | |
|-------------------------|---------------------------------------|
| 1 cup rice wine vinegar | 1 loaf French bread |
| 1 cup sugar | Sriracha sauce |
| 1 Tbsp. salt | 1 lb. Fully Cooked Pulled Pork |
| 1 daikon, sliced | 1 bunch cilantro |
| 2 carrots, sliced | 1 jalapeño, sliced |

PORK SHOULDER BANH MI SLIDER

DIRECTIONS:

Main Dish:

1. Combine rice wine vinegar, sugar, and 1 Tbsp. salt in a small pot over medium until sugar and salt dissolve to create pickling liquid.
2. Place sliced daikon and carrots in 2 small bowls, cover with warm pickling liquid. Let vegetables sit in liquid for 30 minutes.
3. Slice French bread into 4 3-inch pieces. Slice the pieces in half horizontally. Squirt Sriracha sauce on the top halves.
4. Heat pulled pork in skillet over medium heat.
5. Place about 4 oz. of pulled pork on bottom half on bread.
6. Layer pickled carrots and daikons.
7. Top with a few slices of jalapeño and freshly picked cilantro.

For everything you need to know about Smithfield pork, download our Pork. Solved. app.



**"SOCIAL SNACKING IS CASUAL, IT'S FUN, IT'S A WAY TO
INTRODUCE YOURSELF TO NEW FOODS AND NEW FLAVORS
WHILE SHARING THAT WITH SOMEBODY ELSE."**

CHEF DAN WEILAND
FORBIDDEN ROOT, CHICAGO, IL



We hope you enjoyed our latest snacking installment.
**Next month, we'll explore the Breakfast Boom and how
this all-day favorite is hitting the road and going global.**