

TREND WATCH

Adding the versatility of ham to any dish creates irresistible signature menu items.

More and more operators are discovering new uses for an old favorite to transform their menus. And why not? With its distinctive flavor and incredible versatility, ham is the perfect choice to enhance any daypart and turn customers' heads.

Featuring the finest pork, curing with care, smoking with hickory and other natural flavors, Smithfield produces its guest-pleasing hams in a variety of flavors and formats to fit your every need.

[Discover our variety here.](#)

Everyone's favorite delicious Easter traditions – from ham to lamb?

Next to the chocolate Easter Bunny, the most ubiquitous item you'll find on almost every table in America is ham. Not so around the globe, however. On tables worldwide you're more apt to discover lamb. Why? Because lamb has never achieved the level of popularity in America it sees elsewhere. Amazingly, the average American eats less than a pound per year. Some reasons include that lamb is pricy, it can be challenging to cook and it's an acquired taste.

Ham, on the other hand, is affordable, available almost everywhere, and boasts a bunch of desirable options, from honey baked and smoked to glazed and spiral sliced and on and on. And that's why it's the classic mealtime choice on a popularly celebrated holiday such as Easter. In fact, according to the National Retail Federation:

81% of Americans celebrate Easter²

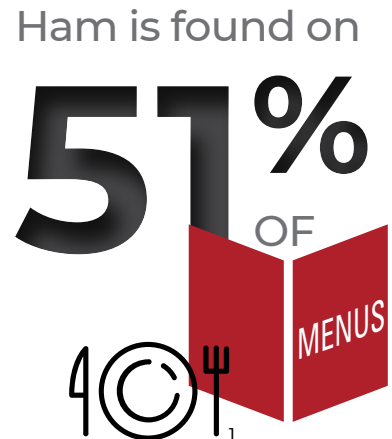
87% have a dedicated Easter meal²

\$5.7 billion spent on the Easter meal²

From Easter to everyday, make Smithfield Culinary your first stop for the on-trend, inspired flavors and products that your customers seek.

[Explore our extensive portfolio of offerings.](#)

1. Datassential SNAP™ 2020 2. eatthis.com, April 2019



Top 3 Menus for Ham popularity¹



26.2%
American Cuisine



23%
Pizza Menus



21.1%
Sandwiches

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Ham's popularity just keeps on growing.

According to Datassential, the ham category grew at an annual average rate of 2% from 2013-18. So what makes it so popular? Ham is an affordable way to satisfy today's consumers' need for proteins in their diets. And operators appreciate its convenience. It can be ordered pre-sliced, pre-seasoned and pre-glazed to help reduce labor and simplify back-of-house workloads. Additionally, Smithfield Culinary offers Smithfield branded hams diced, sliced, cubed or smoked to fit breakfast, salad, and on-trend recipes.

- *Ham is the 2nd most menued pork cut*
- *Ham is the 5th most commonly used protein*
- *The ham category for the foodservice industry is projected to grow at an annual average real growth rate of 2% over the next 5 years*
- *Operators appreciate the flavor and ease of prep of ham³*

Browse our delicious selection of Smithfield ham offerings.

Center-of-plate to featured ingredient. Ham It Up!

Operators wanting to add variety to their menus with new and unique can't-miss items are turning to the distinctive deliciousness of ham. While generally considered a breakfast staple, sandwich add-on or center-of-plate item for holidays, chefs are creating new ways to feature ham's healthy and distinctive taste. All you do is start with the expected, then Ham It Up.



Smithfield

For recipe inspiration on how to ham up your menu, [click here](#).

What is on the Menu?



Seasons 52

Offer Easter dinner with choice of either glazed spiral ham or wood-grilled beef tenderloin, salad, roasted green beans, and the choice of an additional side and mini desserts.



Cracker Barrel

Offer heat n' serve Easter dinner in servings for 6 or 10. Pick up or delivery. Choice of sides to go along with the ham or prime rib, rolls and other dinnertime staples.

Ready to take your menu to a new level? We'll meet you there. Contact your Smithfield Culinary Representative, call 888-327-6526 or visit SmithfieldCulinary.com/Smithfield.

Everything you need to know about Smithfield Culinary products, recipes and more: Download our App.



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