



# GUEST CHECK

2024 PATRON SURVEY BY SMITHFIELD CULINARY

## CATEGORY BACON

# 71%

OF DINERS SAY, "EVERYTHING TASTES BETTER WITH BACON"

Nearly 3 in 5 diners say they'd eat bacon every day if they could



NEARLY 7 IN 10 DINERS CONSIDER BACON A SIDE DISH THAT PAIRS WELL WITH OTHER FOOD

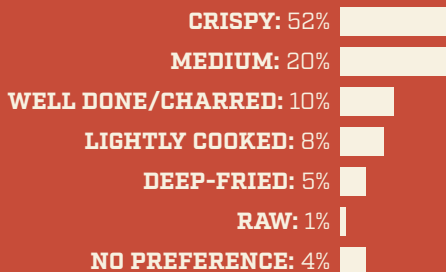


43% of male diners say the quickest way to their heart is with bacon

# 58%

of diners say that when dining out, breakfast is not complete without bacon

95% of your patrons prefer their bacon cooked a certain way, so asking them how they'd like it cooked can make them feel valued



Millennials are the most adventurous with bacon, with 66% of millennial diners saying they would try a unique bacon-infused menu item, such as a bacon milkshake, bacon donut or bacon cake



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