

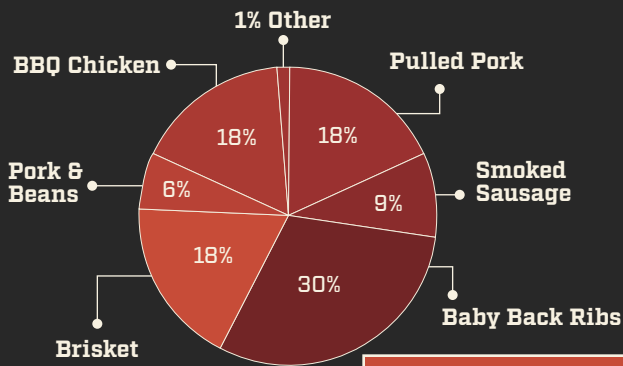


GUEST CHECK

2024 PATRON SURVEY BY SMITHFIELD CULINARY

CATEGORY **BBQ**

The votes are in! If BBQ dishes had an election, **63%** of diners would vote for pork, such as pulled pork, smoked sausage, baby back ribs, or pork & beans



RIBS?



1 in 2 say that summer dining out is not complete without BBQ ribs

44% of male diners wish there were more places serving good BBQ, **24%** of male diners acknowledge they would order BBQ wherever it is offered, & **46%** of men say BBQ is the quickest way to their hearts



78%

of patrons say summer dining out is not complete without pork items - ribs, hot dogs, pulled pork or bratwurst



40% of patrons want more BBQ destinations

Bacon with your BBQ?
69% of patrons see it as a great side dish

23% of millennials only visit authentic joints when craving BBQ



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