



# GUEST CHECK

2024 PATRON SURVEY BY  
SMITHFIELD CULINARY

CATEGORY **HAM**

**44%** of diners agree ham makes the sandwich

**58%** of boomers agree that ham makes the sandwich



**More than a third** of diners say ham is amazingly versatile

Ham remains a popular food item worldwide, including in these traditional applications:

**Croque Monsieur**  
France

**Francesinha**  
Portugal

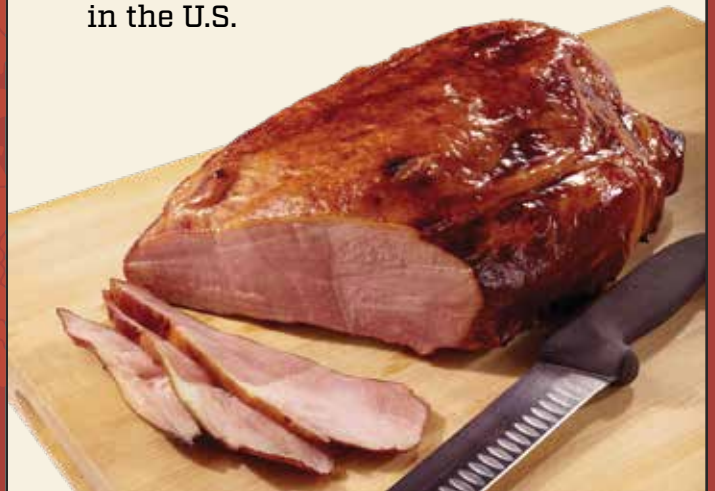
**Pan de Jamón**  
Venezuela

**Budae-Jjigae**  
South Korea

**Croquetas de Jamón**  
Spain

**Zambronopita**  
Greece

Nearly **2 in 5 diners** declare ham is for holidays & special occasions, and glazed ham specifically is one of the most iconic ham dishes in the U.S.



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