



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

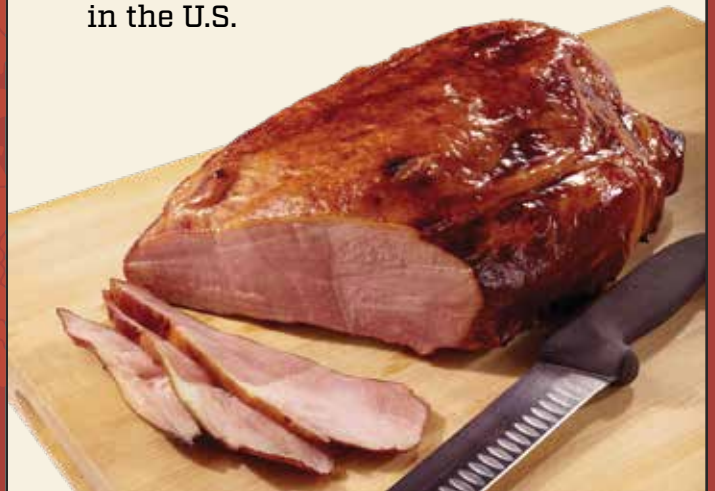
Pan de Jamón
Venezuela

Budae-Jjigae
South Korea

Croquetas de Jamón
Spain

Zambonopita
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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