

A BRIGHTER SUMMER?

AMERICANS PLAN BBQS AND GET-TOGETHERS

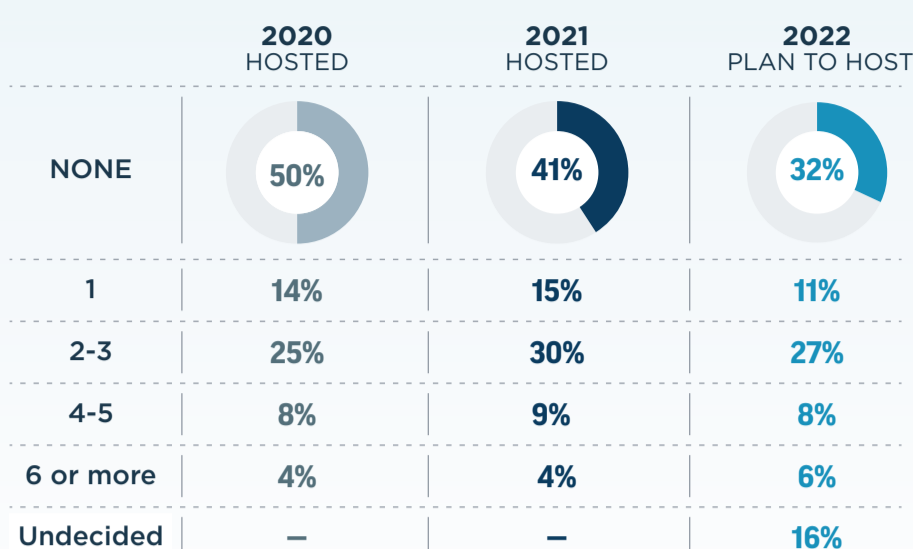
Grocery shoppers are looking forward to group gatherings

As the U.S. emerges from the “full-blown pandemic phase” of COVID-19, more Americans will host or are considering hosting summer BBQs and get-togethers with friends and extended family this year, according to a late-April survey of nearly 1,000 U.S. adult grocery shoppers by Advantage Sales.

In 2020, fully half of grocery shoppers did not host a single summer BBQ or get-together with anyone outside their immediate families. In 2021, that figure fell to 41%. This year, one-third aren't planning a get-together with people outside their immediate households between mid-May and mid-September; 16% are still undecided.

SUMMER GET-TOGETHERS*

% of U.S. adult grocery shoppers surveyed



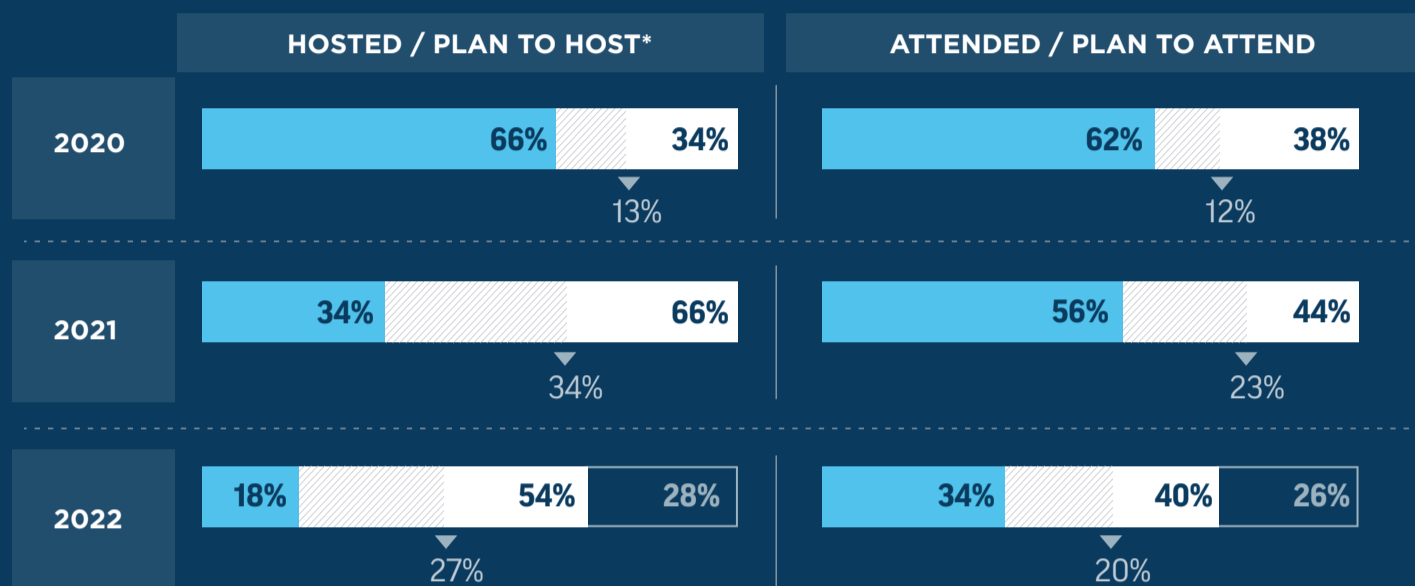
* With people outside of immediate household



MEMORIAL DAY WEEKEND GET-TOGETHERS

% of U.S. adult grocery shoppers surveyed

■ No ■ Yes ■ Yes, outside only □ Undecided



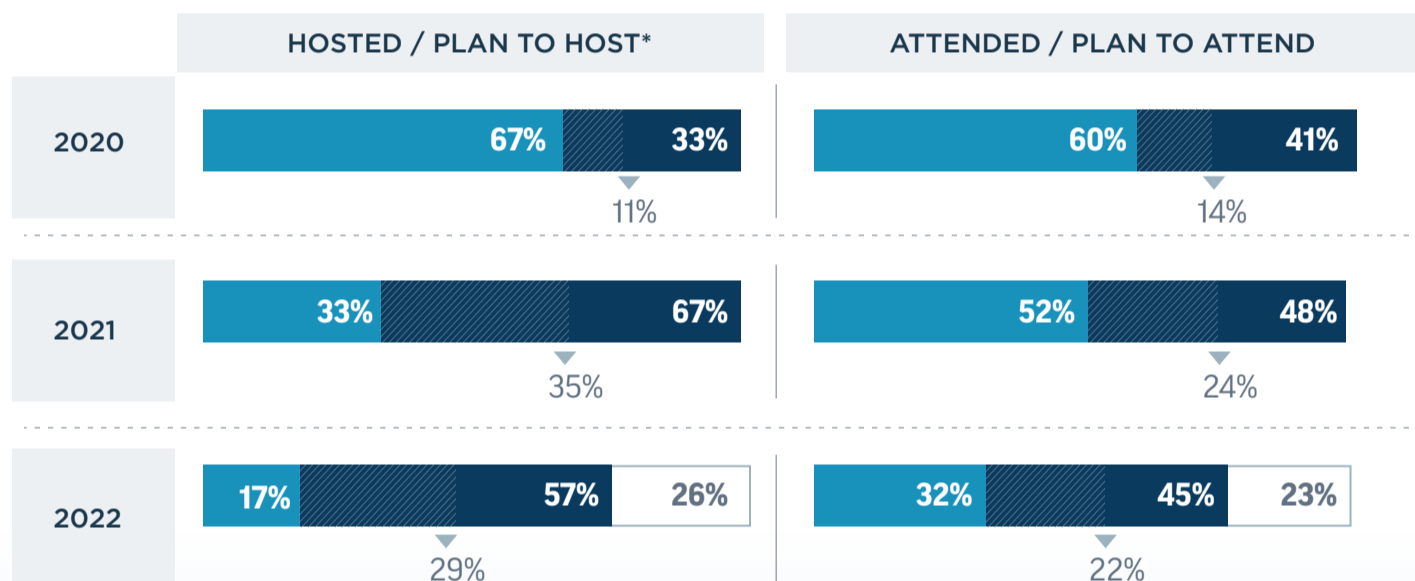
* Percent of respondents who plan to or may host a summer BBQ with people outside of immediate household.



JULY 4TH WEEKEND GET-TOGETHERS

% of U.S. adult grocery shoppers surveyed

■ No ■ Yes ■ Yes, outside only □ Undecided



* Percent of respondents who plan to or may host a summer BBQ with people outside of immediate household. May not add up 100 due to rounding.

WHERE SUMMER HOSTS WILL SHOP FOR FOOD AND SUPPLIES*

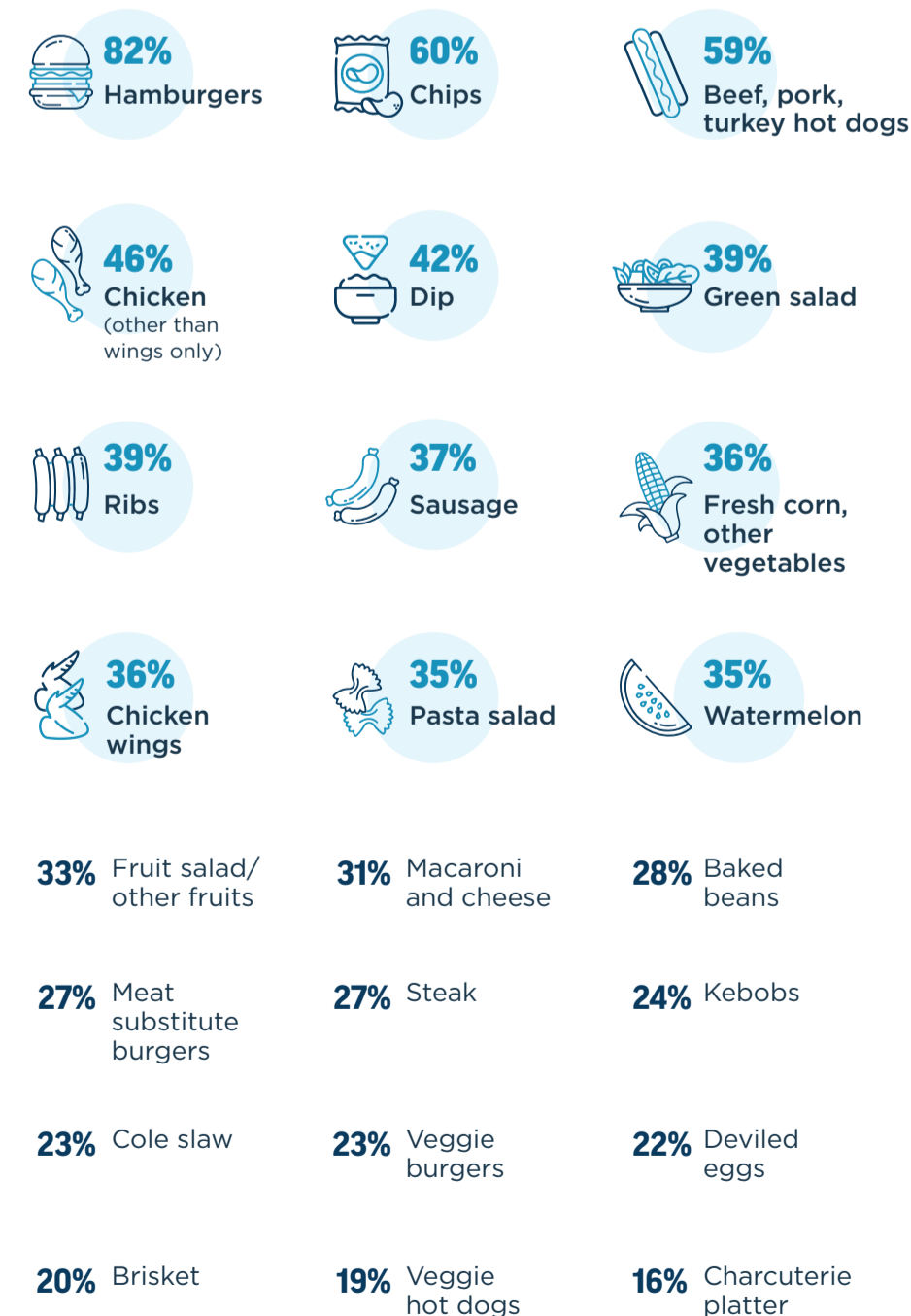
% of U.S. adult grocery shoppers surveyed



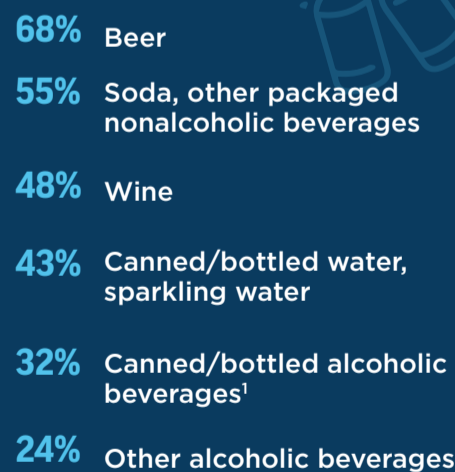
* Percent of respondents who plan to host a summer get-together with people outside their immediate household.

SERVING UP BBQ FOODS THIS SUMMER*

% of hosts who plan to serve at their first get-together of the season



SUMMER BBQ? I'LL DRINK TO THAT*



Beverages hosts plan to serve at their first summer get-together with people outside their immediate household.
¹Premixed cocktails, hard seltzer, etc.

THE SWEET TASTES OF SUMMER*



Desserts hosts plan to serve at their first summer get-together with people outside their immediate household.

* Percent of respondents who say they plan to host a summer BBQ with people outside of immediate household.