

SUMMER GRILLING

TOP 5 MEAT BRANDS ON GROCERY LISTS

1 Jimmy Dean



2 Beyond



3 Impossible



4 Johnsonville



5 Boca



TOP 5 CONDIMENT BRANDS ON GROCERY LISTS

Miracle Whip 1



Frank's Red Hot 2



Kraft 3



Tabasco 4



Hellmann's 5



WHO'S WINNING THE PLANT-BASED MEAT BATTLE?



BEYOND MEAT

17%

LIST PRESENCE



IMPOSSIBLE

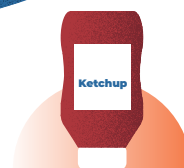
11%

LIST PRESENCE

Beyond became popular on lists in summer 2019, while Impossible spiked in 2021.

Ready to target your consumers this grilling season?

WHAT ARE THE TOP THREE SUMMER CONDIMENTS?



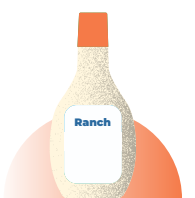
#1

KETCHUP



#2

MAYO

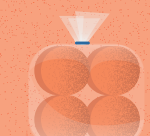


#3

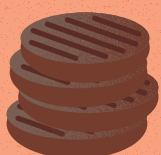
RANCH

Ketchup, mayonnaise and ranch become popular on lists during the summer.

WHAT ELSE SHOWS UP ON THE LIST WITH BURGERS?



Burger Buns



Hot Dog Buns

When consumers buy burgers, they also buy buns, brats, & hot dogs.



Brats



Hot Dogs

WHAT ELSE SHOWS UP ON THE LIST WITH KETCHUP?



BBQ Sauce



Ranch



Mustard



When consumers buy ketchup, they also buy mustard, BBQ sauce, & ranch.