

# From Fling to Forever: America's Love Affair with Beef Gets Serious

## Survey Fact Sheet

A recent survey<sup>1</sup> uncovered that America is taking its love for beef to the next level.



One Powerful Protein

### Soul "Meat"

To celebrate Valentine's Day this year, Americans are proving their commitment to beef. More than three times as many people plan to serve a soul mate steak (**44%**) versus chicken (**12%**), shellfish (**12%**) or pork (**3%**).



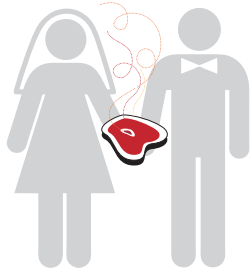
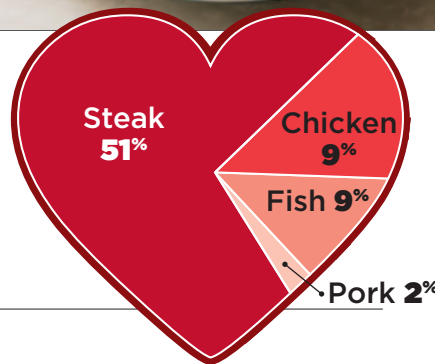
### Move Over Chocolate!

February is the month of love, but surprisingly, not just the month of chocolates. Nearly twice as many Americans selected beef over chicken when asked which satisfies you as much as chocolate does.



### Finding the way to your heart

More than half of Americans surveyed believe serving steak to someone best says "I love you."



### In it for the long haul

Americans are eight times as likely to choose steak (**57%**) as their long-term food partner over chicken (**7%**) because it delivers the most "sizzle" and passion.

### We ♥ you just the way you are.

Twice as many people believe that steak can truly stand on its own, compared to chicken or other proteins.



### I'll never break your heart

Nearly half of Americans (**48%**) said that they could never contemplate "breaking up" with beef when compared to chicken (**24%**), fish (**14%**) or pork (**11%**).

### Keeping the Flame Alive



Sixty-three percent of Americans describe their relationship with beef as being in that comfortable, familiar stage – they have a few familiar "go-to" dishes, but they want to learn more about new preparation methods, different cuts, and flavor pairings.

Men are eight times more likely to say that they have greater chemistry with steak (**64%**) than they do with chicken (**8%**).

### Smells Like Love

Steak (**34%**) was chosen more than any other meat as having the potential to drive someone crazy with its aroma compared with pork ribs (**15%**), chicken (**9%**) or fish (**7%**).



<sup>1</sup>Conducted by Pelegrin Research Group for the Beef Checkoff, December 2010.

# Beef Isn't Just for Special Occasions... It's What America Loves Any Day!

## Something Special to Come Home To

When coming home after a long day at the office, 55 percent of Americans prefer beef as the meal to come home to, more than all other proteins combined.

Three out of four people enjoy beef meals at least once a week.



## Come on, Baby, Light my Fire

When it comes to the first meal of the grilling season, nearly two-thirds of Americans prefer beef (62%) versus chicken (28%), pork (6%), fish (3%) or turkey (1%).

Americans are four times more likely to prefer serving steak off the grill compared to any other meat.

Nearly two-thirds of women love to grill or are comfortable and interested in improving their "grilliance."

Nearly 2/3 of Americans prefer beef to other meats



## I Heart Beef!

**Hearty choice.** With more than 29 lean cuts of beef available, Americans were most surprised to learn that T-Bone, Brisket and Filet Mignon are all considered lean cuts.

**Beef + Veggies = the perfect pair.** Four times as many consumers would be likely to enjoy vegetables with a beef meal rather than a fish or pork meal.

