

Trust: A Key Ingredient for Lunch

Boar's Head Brand®, one of the nation's leading providers of premium delicatessen products, partnered with Serious Eats website, to survey how and why Americans choose their food. The results were clear: trust isn't only a huge factor in the health of the relationships we have with each other, but also plays a significant role in the food choices we make.

QUALITY IS KING

95% OF ADULTS LOOK FOR QUALITY WHEN PURCHASING FOOD FOR THEIR FAMILY

WHY PARENTS PACK A SCHOOL LUNCH FOR CHILDREN

62% TO ENSURE THEY HAVE A HEALTHY LUNCH

FAVORITE TOPPINGS

LETTUCE **83%** TOMATO **72%** MUSTARD **66%**

Only 2% of adults prefer to go without a topping

49% I TRUST WHAT I PACK MORE THAN WHAT THEY MIGHT GET AT SCHOOL

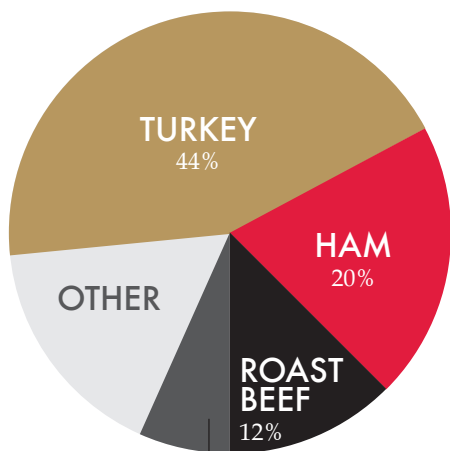
AMERICANS TRUST THEMSELVES AND THEIR FRIENDS

WHEN IT COMES TO TRUSTED FOOD RECOMMENDATIONS

74% TRUST FRIENDS

68.5% TRUST FAMILY

THE MOST TRUSTED/GO-TO SANDWICHES



PEANUT BUTTER & JELLY 7%

ARE YOU A HEALTHY EATER?

Nearly **9 OUT OF 10** (87%)



CONSIDER THEMSELVES TO BE A HEALTHY OR VERY HEALTHY EATER

WHEN IT COMES TO FOOD, I WON'T COMPROMISE

61% FOODS THAT HAVE FILLERS & ADDITIVES

53% FOODS THAT DO NOT OFFER NUTRITIONAL VALUE

39% LABELS WITH INGREDIENTS I CANNOT PRONOUNCE