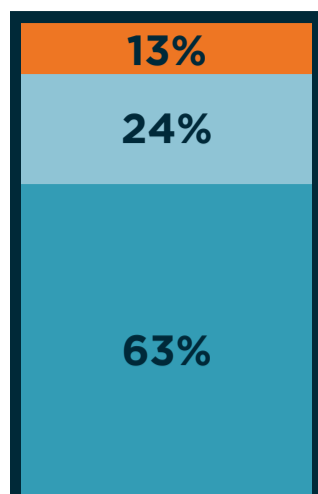


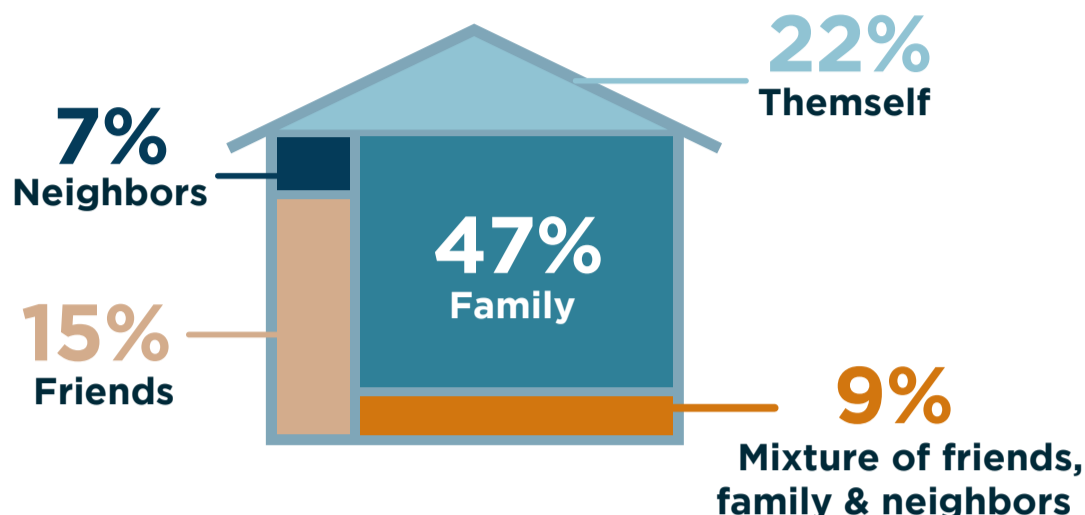
## MOST VALUABLE FUN FACTS

Whether they're hosting/attending a game day party this year:



- Yes, they'll be hosting
- Yes, they plan on attending a party
- They won't be hosting or attending a party, but they'll watch the Big Game

Who they'll be watching the Big Game with:



# THE BIG GAME

We surveyed shoppers to find out how they're preparing for the Big Game - from their party plans to their must-have dishes. Check out the results!

## PREGAME PREPARATIONS

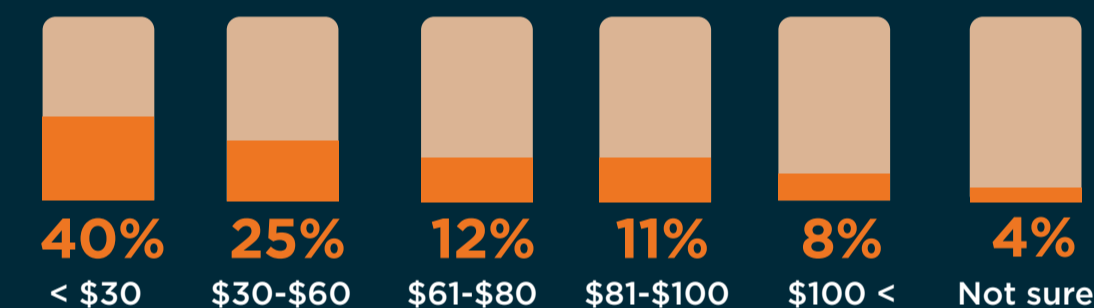
Where they shop for all their game day necessities:



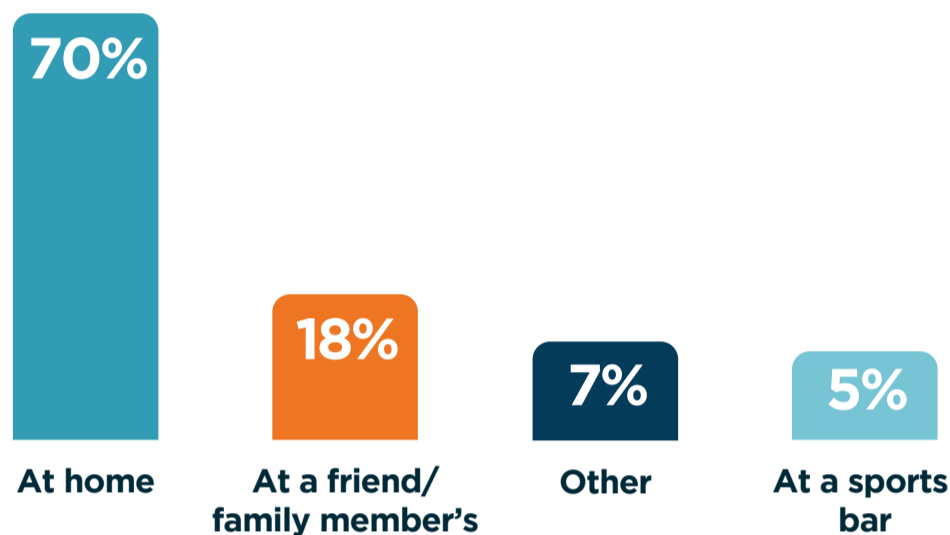
How far in advance they typically shop for their game day supplies:



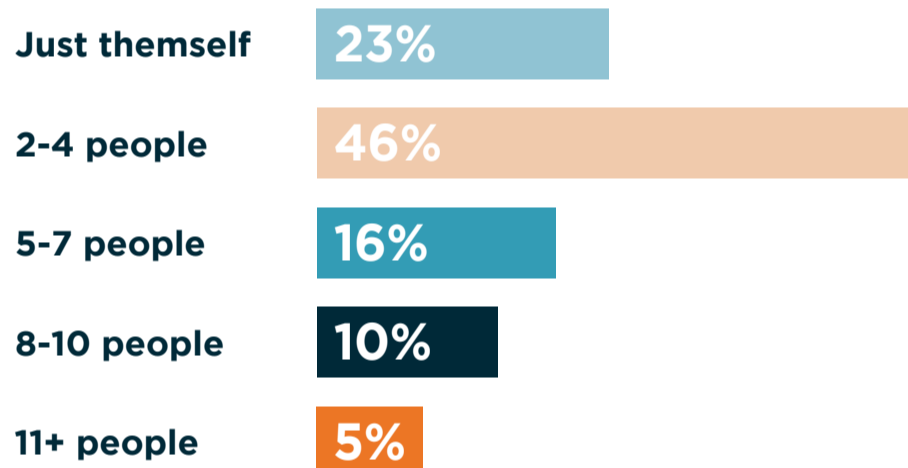
How much they expect to spend this year on game day-related items in total:



Where they'll be watching the Big Game:

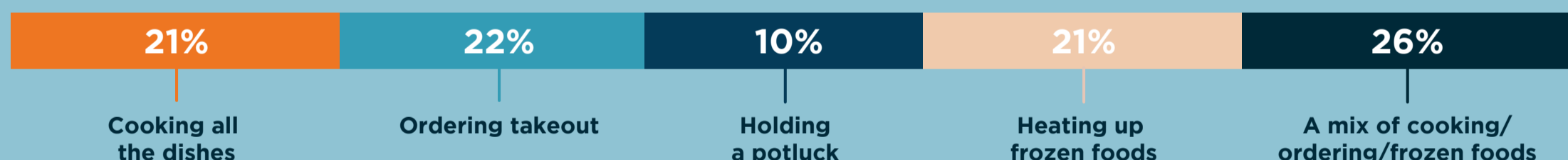


How many people they usually feed during their game day gathering:

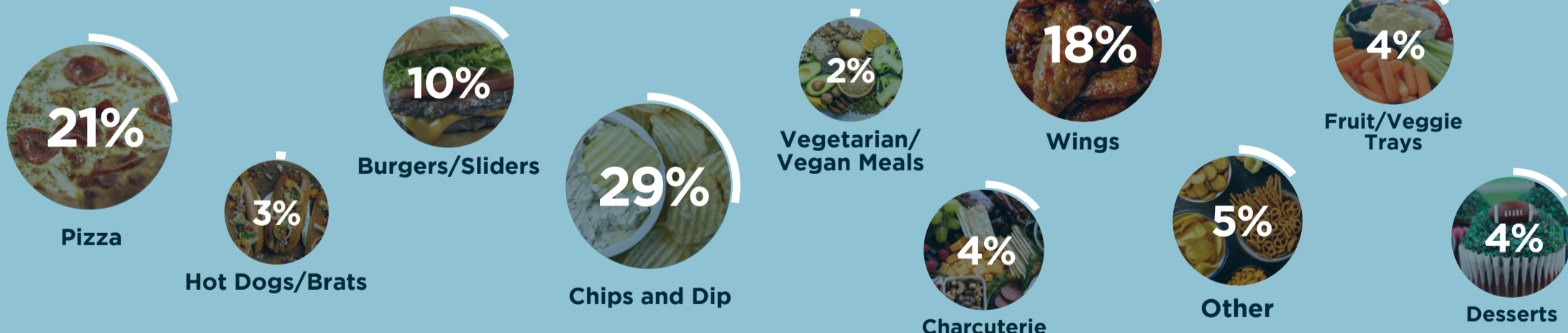


## SNACK TIME COVERAGE

Whether they plan on cooking from scratch, ordering takeout, holding a potluck, or heating up frozen foods:



The dish that's a must-have in their game day spread:



The beverage they'll be drinking during the game:



## GAME DAY WITH BREAKTIME:

Here are just a few ways our **fun, personalized, interactive content** can help your brand engage and educate shoppers, while driving sales, as they prepare for the Big Game:

- Incorporate our easy-to-use, built in **AI recipe generator** to suggest curated, delicious game day—featuring your brand's products—delivered in real time based on shopper input.
- Match shoppers with the perfect game day party theme based on their preferences using a **personality quiz**
- Use our integrated **add-to-cart** feature to encourage shoppers to place an order for all their game day party essentials from your brand
- Engage shoppers with a fun, game day-themed **memory match game** featuring your brand and products