



Bacon isn't just for breakfast anymore. Bacon lovers enjoy its great taste all day long, including **CHOCOLATE-COVERED BACON** snacks and **BACON MILKSHAKES**.

BITS ABOUT BACON



Thousands of fans show their **LOVE OF BACON** by attending **BACON FESTS** annually across the country.



SLICED BACON

typically comes in thin slices (about 35 strips per pound), regular slices (16 to 20 slices per pound) or thick slices (12 to 16 slices per pound).

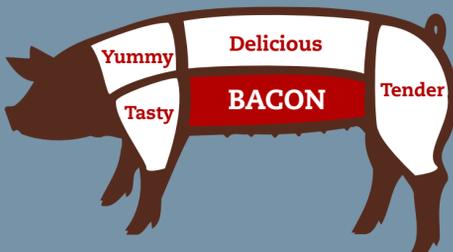


BACON NUTRITION FACTS

TWO SLICES OF BACON²
108 calories
8 grams of fat
8 grams of protein
115 milligrams of potassium

WHAT IS BACON?

- Broadly defined, bacon refers to a category of **CURED AND PROCESSED PORK BELLIES** made into strips or circular-products.¹
- USDA defines bacon as the **CURED BELLY** of a swine carcass.¹
- Bacon refers to **DIFFERENT CUTS IN DIFFERENT COUNTRIES**.
- English, American and Italian bacon comes from the belly of the pig.
- **CANADIAN BACON** is not really bacon but instead is fully cooked smoked pork loin.



62% of restaurants have bacon on the menu



"I had rather be shut up in a very modest cottage with my books, my family and a few old friends, dining on simple bacon, and letting the world roll on as it liked, than to occupy the most splendid post, which any human power can give."

– THOMAS JEFFERSON

CENTURIES OF BACON LOVERS...

- Preserving and salting pork dates back to **1500 BC IN CHINA**.
- The Greeks and Romans kept up the tradition of enjoying salted pork.
- Centuries ago, people began eating cured pork in France, Germany and England, with bacon the favorite.
- The first large-scale bacon curing business was set up in the 1770s by John Harris in Wiltshire, England.
- In 1924, Oscar Mayer patented the first **PACKAGED, SLICED BACON**.

A 275-pound pig yields **16 POUNDS** of bacon.



I LOVE ME SOME BACON!



"BRINGING HOME THE BACON"³

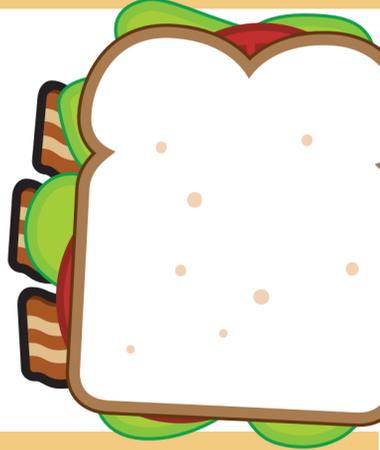
originated in 12th century England. A historic church in Dunmow offered a flitch (side) of bacon to any husband who could swear before the congregation and God that they had not quarreled with his wife for a year and a day. A husband who could bring home the bacon was **HIGHLY RESPECTED** by the community.

BACON IS THE TOP-MENTIONED PORK PRODUCT ON SOCIAL MEDIA, according to a Checkoff-funded survey that analyzed more than 30 million posts about food on Facebook, Twitter and Instagram.

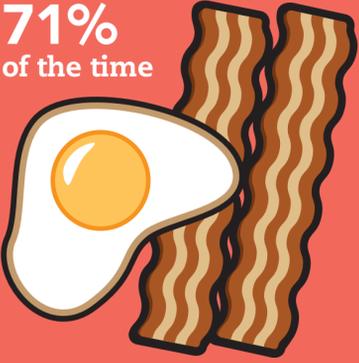


BLTs... ONE OF LIFE'S PURE PLEASURES⁴

- "BLT" first appeared in print during the early 1950s for a bacon, lettuce and tomato sandwich, but it already had **ENTERED INTO COMMON USAGE IN THE LATE 1940s**.
- The sandwich became popular when fresh lettuce and tomatoes became available year round after World War II.
- Depending on the survey, BLTs today rank anywhere from No. 2 to No. 17 in popularity as a sandwich in the U.S.
- More often than not, BLTs are eaten at home. 70%.



BACON AND EGGS are eaten together **71%** of the time



TOP TEN U.S. MARKETS FOR BACON⁵

1. New York City
2. Los Angeles
3. Philadelphia
4. Atlanta
5. Washington, D.C.
6. Boston
7. Chicago
8. Detroit
9. Pittsburgh
10. San Francisco



HOW IS BACON MADE IN THE U.S.

Two kinds of systems for producing bacon in the United States:

DRY CURE – A mixture of curing ingredients is rubbed on all surfaces of the belly.

PICKLE CURE – Most commercially processed bacon is pickle-cured, which involves a brine solution made up of salt and water.

53% of all homes keep bacon on hand at all times

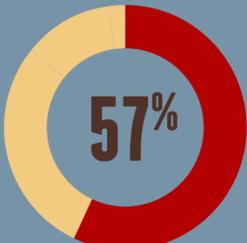
AMERICANS consume an average of **17.9 LBS.** of bacon a year.⁶

COLLEGES AND UNIVERSITIES CONSUME 56 MILLION LBS. of bacon annually.

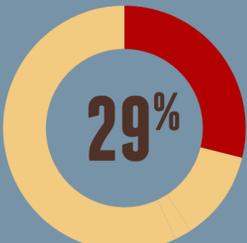


2013 TOTAL BACON VOLUME All Segments = 2,168MM Lbs. CWE

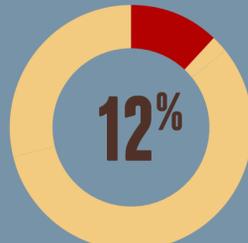
Breakfast
1,241MM Lbs.



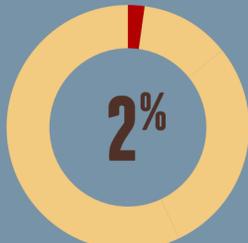
Lunch
622MM Lbs.



Dinner
260MM Lbs.



Snack
45MM Lbs.



"The question that women casually shopping for perfume ask more than any other is this: 'What scent drives men wild?' After years of intense research, we know the definitive answer. It is bacon."

– TANIA SANCHEZ, AUTHOR OF *PERFUMES: THE GUIDE*

Bacon accounts for **18%** of all U.S. in-home pork that is consumed.
Lunch's share of bacon volume is **29%**. Bacon consumption grew **2.4%** from 2001 to 2013.
Bacon served at breakfast represents **57%** of all bacon sold in foodservice.
Bacon consumption grew **2.4%** from 2001 to 2013. Mmm...Bacon!
U.S. consumers enjoy about **1.1 billion** bacon servings a year. (May 2013–April 2014)