

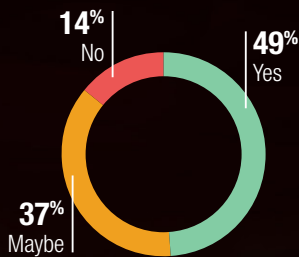
March Madness Foodservice Trends to Watch

54%

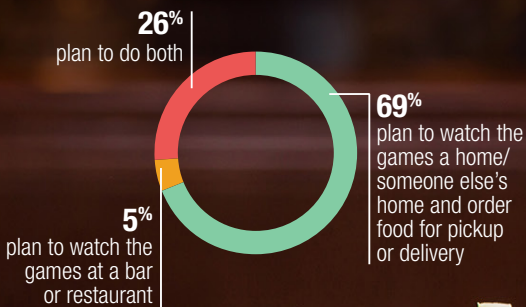
plan to watch at least a few of the **March Madness** basketball games

OF THESE CONSUMERS...

Planning to purchase food from foodservice to eat while watching any of the games?

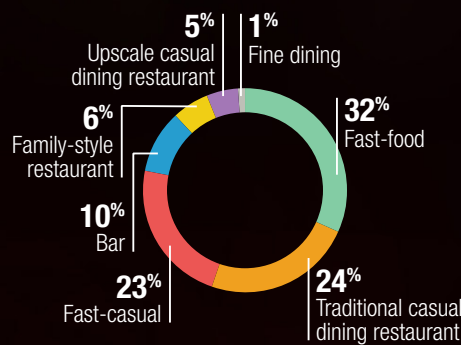


Among those who said yes or maybe...

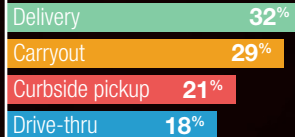


Where will you get food from?

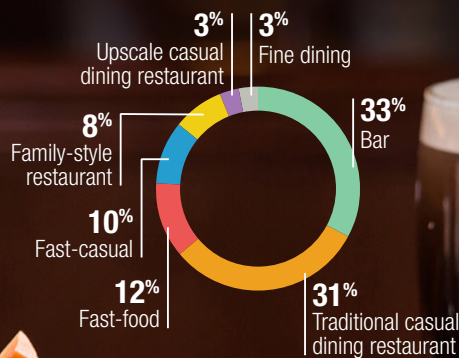
WHEN WATCHING AT HOME:



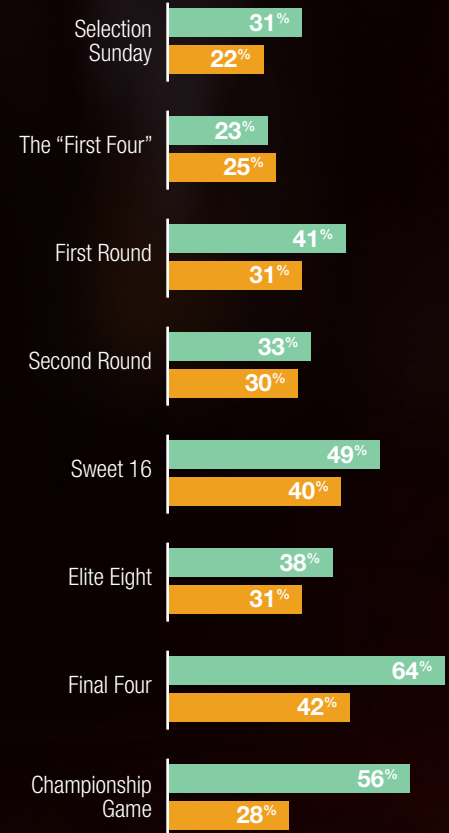
Order format most likely to use:



WHEN WATCHING AT A RESTAURANT OR BAR:



Which rounds of the tournament will you order food for/go out for...



■ Among those who plan to watch the games at home
■ Among those who plan to watch the games at a bar or restaurant



Source: Omnibus survey
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