

Fun Facts for the holidays

from



In 1902, the now iconic **Barnum's Animals Crackers** box was designed for the Christmas season with the innovative idea of attaching a string to hang from the Christmas tree. This packaging innovation persists to this day!

Sales of **Philadelphia Cream Cheese** increase during the holiday season as consumers prepare their favorite appetizers, main dishes, side dishes and desserts. In fact, approximately 45 percent of *Philadelphia Cream Cheese* (brick) volume is sold in the 4th quarter alone.



Kraft Natural Cheese makes a great addition to holiday parties. Over 38 million pounds of *Kraft Natural Cheese* is sold during the holidays -- enough to serve cheese and crackers to a party with 608 million guests.



Sales of **Knudsen and Breakstone's Sour Cream** sales increase during the holiday season as sour cream is used to make baked goods more moist, prepare creamy dips, and to add a special touch to favorite holiday dishes and casseroles. Roughly 65MM lbs, is sold. Potatoes are one of the most popular dishes served during Thanksgiving, Christmas and New Years and 40% of the time, sour cream is an ingredient or topping.

Sales of **Polly-O** increase during the holidays when consumers prepare traditional Italian dishes, such as lasagna or stuffed shells. Over 22% of all *Polly-O* is sold around Thanksgiving and Christmas. Many consumers chose *Polly-O*, which they view as an "authentic Italian brand," to prepare these dishes (available in the Northeast and Southeast regions).



Thanks to more holiday brunches, breakfasts and special seasonal recipes, more **Oscar Mayer Bacon** is sold in November and December than during other months of the year. Those two months account for one-fifth of total annual sales.

Consumption for **Stove Top Stuffing** in November/December is equal to consumption in all the other 10 months of the year. If every loaf of bread used to make *Stove Top* in an average year were laid end-to-end, the loaves would circle the earth.

Kraft Jet-Puffed is the top-selling marshmallow brand and continues to be an important part of holiday meals and desserts. In fact, marshmallows are so popular during the holidays that Kraft sells approximately one-third of its *Jet-Puffed* Marshmallows in November and December alone. In addition, about 50% of Kraft *Jet-Puffed* Marshmallows Crème jars are purchased in November and December.