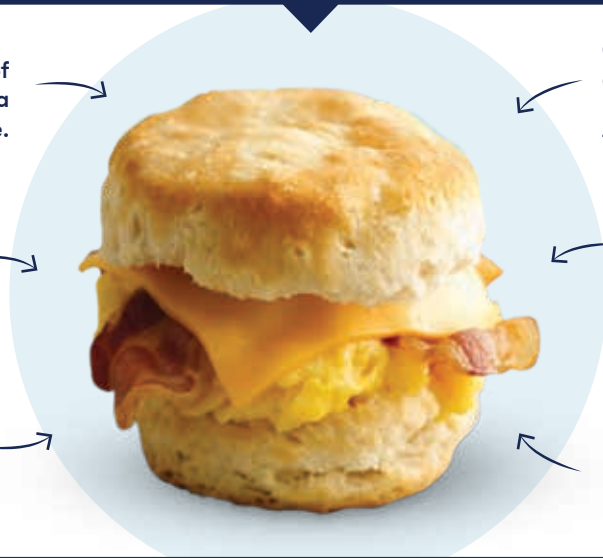


Why *Biscuits* are Boss on Menus



Nearly three-quarters (73%) of Americans say they would order a biscuit if offered as a side.

One-third of Americans (34%) have eaten biscuits when dining out at a restaurant or when ordering takeout in the past year.

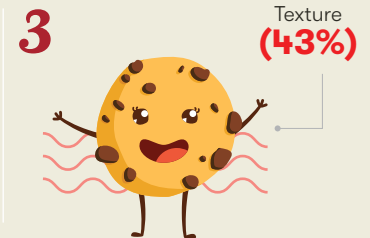
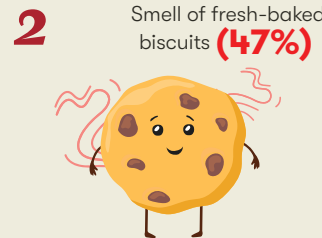
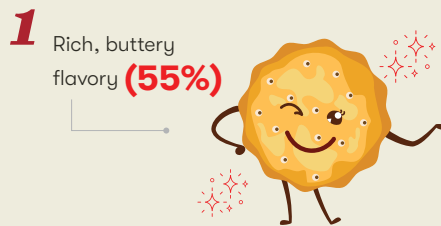
Three-quarters of Americans (76%) say they feel happy when they eat biscuits.

More than a quarter (28%) of Americans say biscuits are a savory baked good they cannot resist when eating out or ordering takeout.

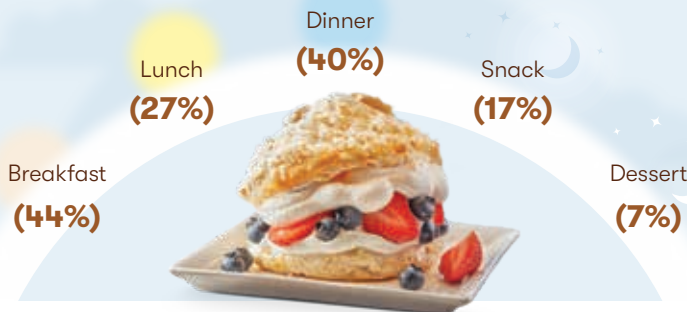
When dining out or ordering takeout, Americans are most likely to eat biscuits for breakfast (44%) as with dinner (40%).

More than half (55%) of Americans say the rich, buttery flavor of biscuits is a top factor that tempts them to eat biscuits when dining out or ordering takeout.

Top three reasons Americans are tempted by biscuits when dining out or ordering takeout.



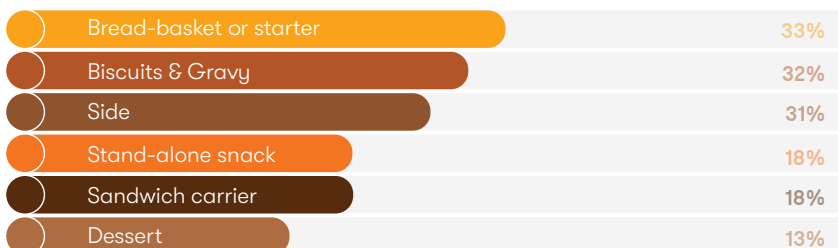
Americans are eating biscuits across dayparts when dining out or ordering takeout.



Consumers who enjoy eating biscuits when dining out say they do so because biscuits are:



The top ways that Americans enjoy biscuits when dining out or ordering takeout include:



- More than half (58%) say they would be interested in desserts made from biscuits.
- More than half (51%) say they would be more likely to order a sandwich if it was on a biscuit versus traditional bread.