

# BACON BITS

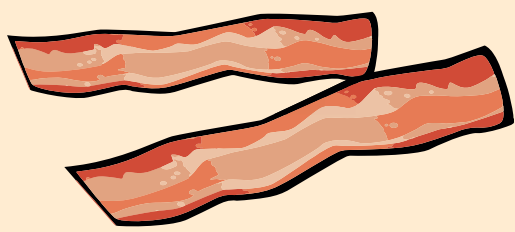
## Facts and Figures

### Canadians' love of bacon knows no bounds!

Maple Leaf Foods makes an **ARRAY OF BACON PRODUCTS UNDER EIGHT DIFFERENT BRANDS**



that satisfy a variety of different customers, personal values and nutritional needs!



**Canada is a split nation when it comes to bacon cooking preferences!** 42% of Canadians prefer their bacon crispy with 49% of Canadians enjoying a combination of both crispy and soft.<sup>2</sup>

**77.1% of Canadian households purchased bacon in 2019**

with the average buyer purchasing approximately 4.1 kgs of bacon a year.<sup>4</sup>



Maple Leaf Foods is the leading branded player in Canada with almost most **half of Canadian households (47.9%)** purchasing a Maple Leaf Foods bacon product in 2020<sup>1</sup>

The majority (**57%**) of Canadians prefer to prepare their bacon on the stovetop, **pan-fried**. Another 30% like to enjoy it grilled or BBQd<sup>2</sup>



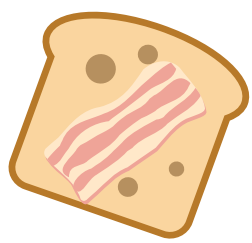
**IN 2020, CANADIANS PURCHASED OVER 53.4 MILLION KG OF BACON<sup>3</sup>**

**46% OF CANADIANS SAY BACON MAKES EVERYTHING TASTE BETTER.<sup>2</sup>**

Maple Leaf Foods produces **1.8 million packages of bacon per week at our Lagimodiere plant in Winnipeg**. One year's production of bacon strips laid end to end, would go around the world **SIX** times!



**Winnipeg is the Bacon Capital of Canada!**



**7% of quirky Canadians** say they would try bacon on a peanut butter sandwich to get more bits in every bite.<sup>2</sup>

**82% of Canadians** go 'hog wild' for bacon on their burgers<sup>2</sup>



**Bacon's story dates back to 1500 B.C in China**, where pork belly was first cured with salt before refrigeration existed.

**The first bacon factory** was opened in Wiltshire, England in 1770.<sup>5</sup>



**Bacon or "bacoun" was a Middle English term** used to refer to all pork in general. The term comes from various Germanic and French dialects.<sup>6</sup>



**Call him Bacon, Kevin Bacon.** Pennsylvania artist Mike Lahue created a Kevin Bacon sculpture out of bacon bits for a charity auction.<sup>5</sup>

<sup>1</sup>Sources: Nielsen MarketTrack Latest 52 Wks - PE Jan 4 2020; Nielsen Cross Outlet Facts 52 Wks

<sup>2</sup>Statistics based on a study of 990 Meat-Eating Canadians who have eaten Bacon in the past 6 months (June 2021-November 2021) created for Maple Leaf Foods designed and programmed internally using Questionpro software with sample provided by Delvinia Asking Canadians.

<sup>3</sup>PE Jan 4 2020; Nielsen Cross Outlet Facts 52 Wks. 1: Trad bacon 375g+ onlyNielsen

<sup>4</sup>Nielson MarketTrack Latest 52 Wks - 2019

<sup>5</sup><https://www.mentalfloss.com/article/85427/12-savory-facts-about-bacon>

<sup>6</sup><https://bacon.fandom.com/wiki/Bacon>