Beat: Lifestyle

PEANUT BUTTER & JELLY SANDWICHES BEAT OUT MAC AND CHEESE

REMAINS A TIMELESS RECIPE

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USPA NEWS - A Smucker's PB&J Survey, conducted by Toluna1, reveals that PB&J sandwiches are a timeless classic. The survey found that one-third of surveyed Americans (30%) chose PB&J sandwiches as their favorite comfort food over...

A Smucker's PB&J Survey, conducted by Toluna1, reveals that PB&J sandwiches are a timeless classic. The survey found that one-third of surveyed Americans (30%) chose PB&J sandwiches as their favorite comfort food over mac and cheese (21%) and grilled cheese sandwiches (19%).

Each generation has a distinct reason for loving a PB&J sandwich :

- Nearly 50% of millennials say PB&J is their go-to lunch item, with 37% eating a PB&J sandwich more than two times per week.

- Nearly 60% of parents say it's the easiest lunch and three out of 10 eat a PB&J sandwich themselves when making one for their child.

- 74% of grandparents love PB&J because it reminds them of their childhood.

Findings also revealed that PB&J is beloved for being great anytime, anywhere, making it an easy option when traveling. One-third of Americans agree that PB&J is the best travel food and nearly half of Americans surveyed agree that PB&J is the best travel food for kids.

Today, Smucker is a leading marketer and manufacturer of consumer food and beverage products and pet food and pet snacks in North America. In consumer foods and beverages, its brands include Smucker's®, Folgers®, Jif®, Dunkin' Donuts®, Crisco®, Pillsbury®, R.W. Knudsen Family®, Hungry Jack®, Café Bustelo®, Martha White®, truRoots®, Sahale Snacks®, Robin Hood®, and Bick's®. In pet food and pet snacks, its brands include Meow Mix®, Milk-Bone®, Kibbles 'n Bits®, Natural Balance®, and 9Lives®.

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