

BACON BITS

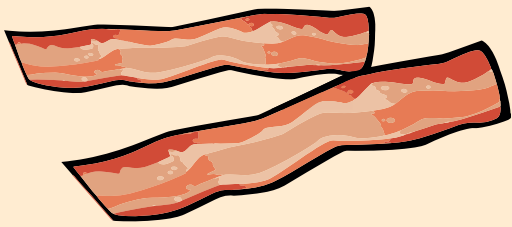
Facts and Figures

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.²

77.1% of Canadian households purchased bacon in 2019

with the average buyer purchasing approximately 4.1 kgs of bacon a year.⁴



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 2020¹

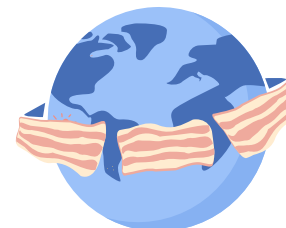
The majority (**57%**) of Canadians prefer to prepare their bacon on the stovetop, **pan-fried**. Another 30% like to enjoy it grilled or BBQd²



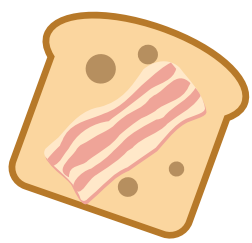
IN 2020, CANADIANS PURCHASED OVER 53.4 MILLION KG OF BACON³

46% OF CANADIANS SAY BACON MAKES EVERYTHING TASTE BETTER.²

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.²

82% of Canadians go 'hog wild' for bacon on their burgers²



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 1770.⁵



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.⁶



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

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

²Statistics 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.

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

⁴Nielson MarketTrack Latest 52 Wks - 2019

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

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