

2020 HOMEGATE PLAYBOOK | GEAR UP FOR GAMEDAY!

[6/10 FANS ARE LIKELY TO HOMEGATE DURING THE UPCOMING SPORTS SEASON]

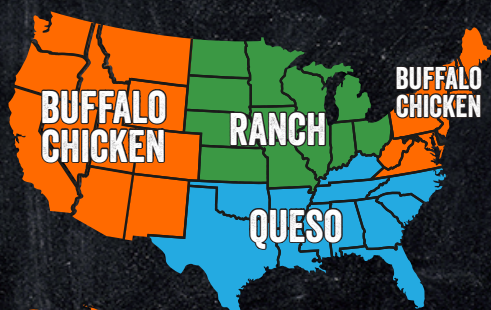


DRAFT YOUR MENU LINEUP

1 CHOOSE YOUR DIP

MVP: BUFFALO CHICKEN DIP

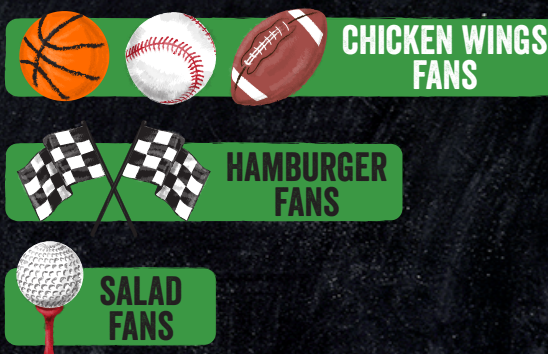
HALF OF THE STATES CHOOSE BUFFALO CHICKEN DIP AS THEIR FAVORITE TAILGATING DIP



2 CHOOSE YOUR ENTREE

MVP: CHICKEN WINGS

27% OF SPORTS FANS WOULD SERVE CHICKEN WINGS AT THEIR TAILGATING PARTY



3 CHOOSE YOUR BEVERAGE

MVP: SODA

30% OF AMERICANS PAIR SOFT DRINKS OR LEMONADE WITH CHIPS N' SALSA



AVOID PARTY FOULS

1 MAKE SURE YOU HAVE SALSA ON THE TABLE FOR YOUR HOMEGATING PARTY!



22% OF GUESTS WOULD RUN AND PICK SOME UP



18% WOULD BE DEVASTED AND CONSIDER LEAVING

2 DON'T FORGET TO HAVE YOUR SPICE GAME ON POINT!



45% OF SALSA EATERS PREFER MEDIUM HEAT SALSA

3 VEGAN AND HEALTHY OPTIONS ARE A MUST!

48% OF SPORTS FANS SAY HEALTHY GAME DAY



SNACKS ARE IMPORTANT TO THEM!

52% WOULD TRY A VEGAN DIP AT A TAILGATE

FINAL PLAY: HAVE A WINNING HOMEGATE SEASON!

