

## Omaha Steaks Introduces Build-Your-Own Meals for the Holiday Season



(Omaha, Neb. Nov. 16, 2016) - Omaha Steaks, the nation's leading purveyor of exceptional premium beef and gourmet foods, announced today the addition of build-your-own meals to their 2016 holiday offering.

These new meals allow you to custom-build your holiday feast by choosing your desired main dish, side dishes, and desserts, from a collection of classic Omaha Steaks favorites, as well as new products, introduced to expand the company's holiday menu. The meals are also customizable to the size of your gathering; Thanksgiving meals, which are available now, serve 4, 8, or 10, and Christmas meals will serve 6, 8, or 10.

The new holiday meals come in response to consumer demand for more convenience in the kitchen and to spend more time with their families during the holiday season. In a recent holiday survey conducted by Omaha Steaks, respondents indicated that convenience (71.79 percent), time savings (56.84 percent), and no preparation (49.57 percent), were the top three reasons why they would order a complete holiday meal package.

"With our new build-your-own holiday meals, the options are almost endless," said Senior Vice President and Family Owner Todd Simon. "You get exactly what you want and everything arrives ready to cook, saving you prep time and leaving more time for family togetherness, which is what the holidays are all about."

In addition to traditional holiday items such as a Whole Basted Turkey and Spiral Sliced Ham, Omaha Steaks has expanded their selection of holiday offerings to include a Bone-In Frenched Prime Rib Roast, Fall Roasting Vegetables, and Cornbread & Sausage Dressing.

As a fifth-generation family owned company, Omaha Steaks has long been the "go-to" for holiday gifts and convenience of holiday meals. The variety of gift packages available, the direct delivery and the ease of shopping by phone, online, or in one of the 70-plus Omaha Steaks stores nationwide, makes the company a solid choice and a one-stop-shop for the holidays. To select your delivery date, or for more information about Omaha Steaks build-your-own holiday meal packages visit [www.OmahaSteaks.com](http://www.OmahaSteaks.com).

### About Omaha Steaks

Omaha Steaks, founded in 1917, is an Omaha, Nebraska-based, fifth-generation, family-owned company that markets and distributes a wide variety of the finest quality USDA-approved, grain-fed beef and other gourmet foods including seafood, pork, poultry, side dishes, appetizers, complete meals and desserts. Today, Omaha Steaks is recognized as the nation's largest direct response marketer of premium beef and gourmet foods, available to customers by calling 1-800-228-9055, online at [www.OmahaSteaks.com](http://www.OmahaSteaks.com) or at retail stores nationwide.