

A Majority of Americans Would Rather Receive a Food Gift This Holiday Season Says Recent Holiday Survey



Omaha Steaks today announced the results of a new survey conducted by OnePoll which found a majority of Americans (73 percent) would rather receive a food gift this holiday season than an object.

The survey also found that nearly 70 percent of respondents agree that food gifts are more heartfelt than material gifts, and over half (53.21 percent) say that they prefer to receive food gifts because they can enjoy them with family and friends.

As a result, Omaha Steaks has created holiday gift packages, like the Tasteful Gift, that are meant to bring people together to enjoy the company's signature steaks and gourmet meals.

The Tasteful Gift (59060)

- 2 (5 oz.) Filet Mignon
- 2 (5 oz.) Top Sirloins
- 2 (4 oz.) Boneless Pork Chops
- 4 (4 oz.) Omaha Steaks Burgers
- 4 (2.8 oz.) Potatoes Au Gratin
- 4 (4 oz.) Caramel Apple Tartlets
- Signature Seasoning Packet

Combo Price: \$79.99, including free shipping

"The holidays are all about spending time with the ones you love," said Senior Vice President and Fifth-Generation Family Owner Todd Simon. "Food gifts are more thoughtful and meaningful because you're giving more than food - you're giving an experience. It's a reason to gather together and create memories with family and friends preparing a delicious meal."

Additionally, the survey found that if you're running short on time to buy a gift this season, gift cards were the number-one choice among respondents (53 percent). Omaha Steaks is prepared to meet this demand by offering gift cards at all of their more than 60 retail stores nationwide, and E-Gift Cards, available anytime through OmahaSteaks.com. They have also curated a variety of convenient gift baskets with selections that can include savory gourmet snacks, sweet treats, wine, or Steak Bites – all perfect options for the last-minute gift buyer.

With direct delivery to your gift recipient and a large holiday assortment featuring everything from their legendary steaks – aged and hand-carved by master butchers – to delicious new desserts, Omaha Steaks makes it easy and convenient to send a holiday gift this season. In order to guarantee delivery before Christmas, the company is encouraging customers to place orders before December 18. Omaha Steaks also offers volume discounts to corporate gift buyers looking to share delicious food gifts with their employees or clients.

"To help busy December shoppers during the holiday rush, we also have express delivery options if you order your gift by December 23," said Simon.

For more information on Omaha Steaks holiday gifts, visit www.OmahaSteaks.com or call 1-800-228-9055.

About Omaha Steaks

Omaha Steaks®, America's Original Butcher, 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, slow cooker and skillet meals, side dishes, appetizers 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 or at retail stores nationwide.

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