

Americans Plan to Bring Their Best Holiday Memories to Life with Meaningful Gifts and a Sprinkle of Nostalgia

New Data from Omaha Steaks Shows Nearly 8 in 10 (77%) Americans Agree They Want to Take the Guesswork Out of Gifting and Simplify Their Gift-Giving Strategy with Presents That Are a Sure Thing



(Omaha, Neb., Oct. 23, 2023) — Meals are memories. During the holidays, there's nothing like sitting around the table with family sharing stories over a spread of comfort food. It's that meaningful connection that makes these yearly traditions so important — and something people look forward to. This explains why nearly 8 in 10 (79%) Americans feel sentimental for holiday food — which is at the center of their childhood holiday memories — and why 81% say the taste of certain foods triggers feelings of nostalgia.

When you provide the gift of more meals together, you're gifting the feeling of home. A recent Harris Poll commissioned by Omaha Steaks found that 70% of Americans would rather gift their loved ones an experience, like a meaningful meal, as opposed to a material gift. This year, the findings were clear: holidays are all about quality experiences over quantity of gifts.

The survey, in which America's 'Original Butcher' queried 2,000 U.S. adults, determined that 66% of people are planning to buy memorable gifts for fewer people, and they want that gift to be a "sure thing" — or a present guaranteed to bring holiday cheer. And with 58% saying they are shopping for someone picky, that isn't always easy.

Poll results prove 77% of Americans want to take the guesswork out of gifting

When the holidays roll around, it's hard to not feel the pressure that comes with trying to find the right gift for your loved ones. Here's a hot tip: three-fourths of Americans say they would prefer a nice meal with family over a nice gift. Whether that means sharing a meal just because, sending gourmet dishes to someone they can enjoy on their own, or celebrating a holiday, food and family have always gone seamlessly together.

Seventy-two percent of respondents prefer giving a gift that has a tangible element for unwrapping, but also includes an experiential aspect. Now more than ever, shoppers are looking for a "sure thing," and over half of respondents consider a steak or wine-related gift to be just that. From savory sides to centerpiece proteins and delicious sweets — there's something for every person on your list at Omaha Steaks.

"Our survey shows us that people want to check multiple boxes with a single gift. Beyond providing an experience, gift-givers are hoping to find something that is universally enjoyed and is sure to be a hit," explained Omaha Steaks President and COO Nate Rempe. "With Omaha Steaks, we know that our products can be shared anywhere, at any time. Whether you're gathering around a special meal or sending a gift to someone to enjoy at home, we've got everyone covered."

Data highlights how Thanksgiving prep can be stressful — but it doesn't have to be

While inflation is still on the rise, 70% of Americans refuse to cut back on spending when it comes to seasonal meals this year. In fact, 31% plan to spend over \$200 on their Thanksgiving meal alone.

Sixty-two percent of those surveyed want to simplify their holiday by serving less people and making fewer dishes, which is why pre-made options are increasingly enticing. Omaha Steaks, for example, brings traditional favorites like roasted garlic mashed potatoes, sausage and cranberry dressing, spiral sliced ham and more to the table without needing to follow a single recipe.

Findings also show families want to spend time together — not in the kitchen

Even though 15% of Americans will be hosting for the very first time, that doesn't mean they'll all be cooking from scratch. In fact, half of Millennials and Gen Z would consider meal delivery for the holidays. Meanwhile, 65% and 69%, respectively,

agree they'd rather have someone else do the cooking so they can spend time with loved ones. As family recipes seem to remain of high importance this year, Omaha Steaks will continue delivering joy by offering an abundance of classic favorites that families will be talking about for years to come.

"A great meal is only possible with quality ingredients," says executive chef David Rose. "We flash-freeze our meat at peak freshness to ensure no matter when or where your loved ones are ready to eat, you'll have high-end, restaurant-quality dishes without the stress of preparation. Our freshness and flavors are exactly why families have relied on Omaha Steaks during the holiday season for more than 100 years and counting."

Omaha Steaks is ready to make the holiday season easy. To learn about all the best cooking techniques, recipes, and tips from Omaha Steaks executive chef David Rose, check out [The Block](#). For more information, visit: [OmahaSteaks.com](https://www.OmahaSteaks.com) or follow @OmahaSteaks on [Facebook](#), [Instagram](#) and [X \(Twitter\)](#).

About Omaha Steaks®

Omaha Steaks, America's Original Butcher, founded in 1917, is an Omaha, Nebraska-based, fifth-generation, family-owned company, who has a history of supporting food security through long-standing relationships with food banks, and partnerships with national organizations to provide food to those in need. Omaha Steaks markets and distributes a wide variety of the finest quality USDA-approved, grain-fed beef and other gourmet foods including seafood, pork, poultry, 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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¹ Survey was conducted online within the United States by The Harris Poll on behalf of Omaha Steaks from September 6 - 13, 2023, among 2,000 U.S. adults.

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