# Omaha Steaks Takes the Guesswork Out of Holiday Gifting with Gifts Made for Sharing

## New survey finds 79% of adults ages 25 and older want to eliminate gifting guesswork, while 72% prefer a tangible gift paired with an experience



**Key Takeaways:**

- **Shoppers want less guesswork:** 79% of surveyed adults ages 25 and older want to eliminate the guesswork from holiday gifting, while 72% prefer a tangible gift paired with an experience.
- **Gifts worth sharing:** From the $99 Deluxe Gift to premium collections, Omaha Steaks offers curated, customizable food gifts made to unwrap, share and enjoy together.
- **Convenience built in:** Flexible delivery dates, rewards for planning ahead and last-minute options help shoppers find and send thoughtful gifts with less hassle.

**OMAHA, Neb., Oct. 29, 2026** -- Holiday shoppers want to take the stress out of gifting without sacrificing the thought behind it. A new Omaha Steaks survey of U.S. adults ages 25 and older found that nearly 8 in 10 (79%) want to eliminate the guesswork from holiday gifting, while 72% prefer a tangible gift paired with an experience. The findings highlight the appeal of gifts that offer both something to unwrap and an experience to share.

Omaha Steaks, America's Original Butcher, is helping shoppers simplify holiday gifting and entertaining with premium food gifts, customizable packages and restaurant-quality meals. Backed by 109 years of butcher expertise, the company brings people together around America's Table.

“The most memorable gifts give people a reason to come together," said Omaha Steaks President and CEO Nate Rempe. “Whether you're hosting a holiday dinner or sending a gift to loved ones across the country, Omaha Steaks gives families something special to share, even when you can't be there yourself."

**Holiday Food Gifts That Give Families Something to Share**
From gifts for hard-to-shop-for loved ones to meals shared across generations, Omaha Steaks offers curated and customizable food gifts built around a great meal.

Value also matters to shoppers, with 94% of surveyed adults expecting deals or promotions on at least some holiday gifts. Omaha Steaks offers options for a range of budgets, along with rewards for shoppers who plan ahead and fast delivery options for when time is short.

Available this holiday season:

- **Holiday Gift Packages**: Expertly curated assortments and customizable options help shoppers create a gift suited to the recipient, from the $99 Deluxe Gift to Chateaubriand Celebration Dinner.
- **Plan Ahead and Save**: Customers can check gifting off their lists early, choose a delivery date at no additional cost and earn up to $50 in rewards[1].
- **Flexible Subscriptions:** Give a gift that keeps delivering with more than 200 items to choose from and 10% off every shipment. Subscribers can swap items, skip shipments or cancel without penalty.
- **Last-Minute Options**: Two-day delivery, a growing retail footprint and same-day options where available help shoppers find a holiday meal or thoughtful gift, even when time is tight.

**A Holiday Dinner Worth Gathering For**

Omaha Steaks helps families make holiday meals memorable with easier planning and convenient delivery. For more than a century, the company has brought families together over great meals, offering premium proteins, sides and desserts, including beef hand-cut in Omaha by experienced butchers.

For holiday entertaining, Omaha Steaks' Butcher's Cut Chateaubriand offers an impressive centerpiece. Naturally aged for at least 30 days, this tender filet mignon roast brings steakhouse-quality dining to the holiday table.

**Holidays Made Easier with Omaha Steaks**
“Families want to make the holidays special while making the most of their time and budget," added Rempe. “We're bringing together the quality and butcher expertise people expect from Omaha Steaks with easier shopping and convenient delivery, so they can spend more time enjoying the season."

Explore holiday gifts and meals at **OmahaSteaks.com**. For recipes, preparation guidance and cooking tips from executive chef Mark Trimble and Omaha Steaks' culinary team, visit **The Block**. Follow @OmahaSteaks on **Facebook**, **Instagram** and **X (Twitter)**.

- *The survey was conducted online within the United States on behalf of Omaha Steaks from Sept. 10 to Sept. 16, 2026, among 600 U.S. adults ages 25 and older.*

**About Omaha Steaks®**

Omaha Steaks, America's Original Butcher, founded in 1917, is an Omaha, Nebraska-based, fifth-generation, family-owned company. Omaha Steaks markets and distributes a wide variety of the finest quality USDA-approved, grass-fed, grain-finished 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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*1 Minimum purchase of $149 per shipping address to qualify for free standard shipping to that address. Standard shipping rates apply to shipments under $149. Offer does not include upgraded shipping charges and is limited to the contiguous United States. Gift Cards, Certificates, Wine, Wine & Food Packs, and Custom Cuts do not count toward the minimum shipping requirement. You will receive a $50, $20, or $10 E-Reward Card, redeemable on a future order of $179 or more. 1 E-Reward Card per household, when placing an order from 9/30/26-12/01/26 and choosing a delivery period between 9/30/26-12/20/26. Your E-Reward Card code will be emailed to you within 48 hours of your order shipping, valid email address required. Gift Cards, Certificates, Wine, Wine & Food Packs, Gift Baskets, and Custom Cuts do not qualify for the E-Reward Card. When redeeming online, there is a limit of 1 E-Reward Card code per order of $179 or more. This offer cannot be combined with any other offer and is not valid on pending or prior purchases. E-Reward Card Expiration Date: 01/31/27. Delivery dates are estimates only and are not guaranteed; Omaha Steaks is not responsible for delays caused by weather, carrier performance, or other events beyond its reasonable control. This E-Reward Card may not be applied to previous sales, has no cash value, is non-transferable and will not be replaced if lost or stolen. This code is void if altered, defaced, copied, transferred or sold through any auction. Omaha Steaks reserves the right to change these terms at any time and without notice. Other restrictions may apply. Some products may not be available for sale in your area.*

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