

Regional BBQ Flavors Menu Penetration

Regional BBQ Flavors	Menu Penetration	1 Year Trend
Texas	40.4%	-6.6%
Southern	34.2%	4.4%
St Louis	30.4%	0.6%
Carolina	26.1%	8.4%
Memphis	9.3%	-5.7%
Louisiana	7.5%	34.2%
Hawaiian	6.8%	38.4%
Kansas City	5.0%	-10.6%
Georgia	3.7%	20.7%
Tennessee	2.5%	34.2%
Bayou	1.9%	50.9%
Dixie	1.9%	50.9%
Charleston	0.6%	0.6%

Source: Simplot Foods