

Pound of Ground® Crumbles® Releases New Consumer Data Detailing Family Meal Habits, Challenges

The new survey shows that 36% of respondents struggle to make dinner because of missing ingredients and 3 in 4 frequently forget to thaw meat in time for dinner

GREELEY, Colo. ([PRWEB](#)) October 26, 2022 -- Pound of Ground® Crumbles® of JBS USA, a leading global food company, released a new survey conducted by OnePoll describing the numerous challenges parents face while managing their households, especially at mealtime. The survey fielded 2,000 U.S. parents with school-aged children, as they returned to their routines for the academic year.

Results from the study detailed how parents manage busy schedules throughout the week, and ultimately how that impacts their behaviors towards dinner prep and planning. Overall, the survey illustrated the hurdles many parents face, particularly when trying to establish a routine.

As one respondent noted, they felt most in control of their home life when they “have a routine, and have things run smoothly at least most of the time.”

Notably, while Tuesday and Wednesday are when the greatest number of families eat dinner together (50% and 51%, respectively), it’s also when most families don’t have a plan for dinner (46% and 44%, respectively). As meal planning becomes progressively more difficult for the majority of parents throughout the week, many respondents said they turn to different techniques to simplify the process, from implementing a consistent menu (40%) to stocking up on common pantry items (39%).

“This survey is fascinating, as it illuminates parents’ need for simplified, convenient products that can help solve the ever-present hurdle of getting dinner on the table. More often than not, parents don’t have the time or the right ingredients on-hand for dinner, or they forget to thaw essential components,” said Heidi Meyer, creator of Pound of Ground® Crumbles® frozen uncooked ground beef.

The biggest challenges for getting dinner on the table, according to the survey respondents, are missing key ingredients (36%) and waiting on frozen meat to thaw (33%). Markedly, 76% of parents surveyed were likely to sometimes forget to take meat out of the freezer in time for dinner, and nearly half did so frequently.

“Leaning on pantry staples can help solve meal challenges and extending the way we think about the pantry to the freezer is a true game-changer,” said Meyer. “That’s what makes Pound of Ground® Crumbles® so unique – it’s a freezer staple that pours right into the pan from frozen. No defrosting, no thawing and no planning necessary.”

Pound of Ground® Crumbles® is currently in the middle of a “Return-to-Routine” campaign, supporting retailers both in-store and digitally to generate sales and awareness of the innovative product. In the last 16 months, Pound of Ground® Crumbles® has gone from an initial test launch in 250 stores to distribution in 5,000 stores nationwide.* Found in the frozen section of retail grocers, Pound of Ground® Crumbles® comes in three varieties – Original 80/20, Hearty-Sized Pieces 80/20 and Original with Onion.

*Please find specific store locations at poundofground.com.



ABOUT POUND OF GROUND® CRUMBLES®

Pound of Ground® Crumbles® frozen uncooked ground beef is an innovative solution to the age-old question, “What’s for dinner?” when you have no plan and no meat defrosted. Created by a busy parent for busy schedules, Pound of Ground® Crumbles® is 100% natural ground beef that cooks from frozen in under 10 minutes with no thawing or planning ahead. Learn more about Pound of Ground® Crumbles® at poundofground.com.

ABOUT JBS USA

JBS USA is a leading global food company providing diversified, high-quality food products for sale to customers in approximately 100 countries on six continents. This includes meat and poultry products, a portfolio of recognized brands and innovative premium foods. Visit jbsfoodsgroup.com.



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