

Friendsgiving Fact Sheet

Friendsgiving for No Kid Hungry, Presented by Honeysuckle White and Shady Brook Farms Turkey

Honeysuckle White® and Shady Brook Farms® turkey have teamed up with No Kid Hungry to put the “giving” in Friendsgiving. Friendsgiving® for No Kid Hungry encourages and empowers consumers to host celebratory, food-filled Friendsgiving gatherings aimed at giving back to kids in need.

Friendsgiving, a fun and casual event focused on celebrating friendship with Thanksgiving-themed food and activities, has quickly grown in awareness and participation among young adults. In a recent survey conducted by Honeysuckle White and Shady Brook Farms, 51% of Americans ages 18-44 reported knowing about the Friendsgiving trend and of that group, 62% reported having hosted a Friendsgiving and 64% reported participating in a past Friendsgiving event¹.

Friendsgiving for No Kid Hungry, presented by Honeysuckle White and Shady Brook Farms turkey, makes hosting easy with mobile-friendly resources and newsletters that share recipes, party planning and general hosting tips. To access the tools and join in the giving effort, consumers can visit HoneysuckleWhite.com/Friendsgiving or ShadyBrookFarms.com/Friendsgiving and sign up to have their Friendsgiving event benefit No Kid Hungry.

Friendsgiving Fare and Gatherings



Friendsgiving meals are often a multi-dish potluck, where traditional Thanksgiving food, such as turkey, mashed potatoes, stuffing and green beans, is served, but non-traditional foods also have a place at the table. Whole turkey is the most popular main dish served, and 61% of Friendsgiving meals incorporate turkey, whether it's served on its own or mixed into a separate dish¹.

Friendsgiving is still a growing trend. According to research conducted by Honeysuckle White and Shady Brook Farms in 2018, 56% of Friendsgiving hosts in 2018 were hosting a Friendsgiving event for the first time, and 45% of Friendsgiving attendees were attending for the first time¹. Friendsgiving popularity is gaining steam quickly. Half of Friendsgiving participants attended or hosted two or more gatherings in 2018.

As Friendsgiving increases in popularity, the parties are becoming large gatherings. Most Friendsgiving events include at least eight people, with half of Friendsgiving events featuring 8-12 attendees and 26% including 13 or more participants¹. More than half of Friendsgiving events take place a week or more before Thanksgiving, and the average gathering lasts five hours. No matter the size of the party or the type of food that is served, Friendsgiving revolves around giving thanks and having fun with friends at a casual get-together.

¹C+R Research, Friendsgiving Habits & Practices Research, March 2019