

Fun Facts About That All-American Classic Comfort Food:

Macaroni & Cheese



America's consumers love macaroni and cheese. What's not to love? It's the ultimate comfort food. It's cheesy, it has pasta, it's creamy and it's customizable! Warmed by cozy, nostalgic memories of the yummy, gooey goodness of the "perfect mac and cheese," it's little wonder that macaroni and cheese is such a stalwart dish in food culture. In celebration of National Mac & Cheese Day, here are some comforting things to know about this marvelous golden dish.

Notable Events in the History of Macaroni and Cheese



1770s

The first known modern written recipe for macaroni and cheese appears in *The Experienced English Housekeeper*, by a Mrs. Elizabeth Raffald.



1802

Macaroni and cheese comes to America. Having encountered the dish in Europe, America's third president, Thomas Jefferson, imports pasta and Parmesan cheese for use at Monticello and serves his version of "a pie called macaroni" at a state dinner in the U.S.



1937

Kraft Macaroni & Cheese dinner is introduced in the U.S. and Canada. *Kraft* Macaroni & Cheese remains the #1 brand in the U.S. in a popular category. More than **a million boxes** of *Kraft* Macaroni & Cheese are sold each day.



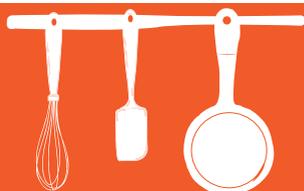
1993

It's more than a food... it's a color. Crayola names one of its crayon colors "macaroni and cheese."



2010

If Oprah says so, then...it must be so! Beecher's Handmade Cheese frozen "World's Best" Mac & Cheese is named by Oprah Winfrey as one of her most "Favorite Things." In 2008, Beecher's "World Famous" Mac & Cheese was featured on *The Martha Stewart Show* when Beecher's founder and owner, Kurt Beecher Dammeier, prepared his macaroni and cheese dish with Martha on the show.



RECIPE

Did You Know...

The most popular **cheese recipe** in the United States is "**macaroni and cheese**."

(Source: International Dairy Foods Association (IDFA))

Fun Facts About Mac & Cheese Eating Occasions



- **Mac & cheese eating occasions skew to youth.** More than half (**53%**) of macaroni and cheese eating occasions involve Millennials, compared to just **19%** involving Baby Boomers.
- **Mac & cheese is eaten for breakfast.** About one in ten (**12%**) of macaroni and cheese eating occasions occurs as breakfast, while another **12%** occur as an early morning snack before breakfast.
- **Mac & cheese is a social thing.** About one-third (**30%**) of macaroni and cheese eating occasions are with family, while another **16%** involve eating with friends.

Source: *The Hartman Group's Eating Occasions Compass (2014-2016) database and Hartman Group analysis*

Speaking of Recipes...Fun Facts from: allrecipes!

- 'Homemade Macaroni and Cheese' is the 11th most viewed recipe of all time on Allrecipes.com
- Searches for macaroni and cheese recipes peak during Thanksgiving
- The biggest fans of macaroni and cheese recipes live in Alabama, South Carolina and Wisconsin
- Recipes for 'Homemade Macaroni and Cheese' have been saved more than 150,000 times on the Allrecipes.com website
- 'Chuck's Macaroni and Cheese' has been reviewed more than 2,400 times and made more than 3,000 times
- Chef John's "How to Make Thomas Jefferson's Mac and Cheese" recipe has been viewed by more than 3 million home cooks
- 1 of 4 of all searches for macaroni and cheese results in a visit to Allrecipes.com — the most of any website
- The fastest-trending macaroni and cheese recipes on Allrecipes.com: 'Red Hot Chipotle Bacon Mac and Cheese' and 'Buffalo Mac and Cheese'

Source: Allrecipes.com

