



Proofing Guide

Butterball Foodservice

GENERAL PROOFING NOTES:

- Avoid using the Oxford/serial comma
- No “www” when referencing the website – butterballfoodservice.com
- Use “%” in trend articles (don’t write out “percent”)
- Use rhetorical questions sparingly, if at all

REFERENCE GLOSSARY:

A

American Humane Certified™

B

Butterball

Butterball Foodservice

C

Carolina Turkey

coleslaw

craveable

D

daypart

dijonnaise

Dijon mayonnaise

E

F

Farm to Family® by Butterball®

flatbread

G

H



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I

J

Just Perfect™

K

L

M

menupart

N

O

P

pimento (not pimienta)

pizetta

Q

R

Roast & Serve

S

Serve with confidence.®

T

Turkey Reimagined

Turkey Reimagined chef demos (if “chef demos”, “chef demo series” etc follows, keep lowercase)

U

V

W



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X
Y
Z
#