



How do you build your perfect sandwich?

RISE: HOW DO YOU BUILD YOUR PERFECT SANDWICH? I'M RISE JILL MILLER. WHETHER IT'S BREAKFAST, LUNCH OR DINNER, THERE'S NO DENYING IT: AMERICA IS A SANDWICH-LOVING NATION! EVERYONE HAS AN OPINION ABOUT HOW TO MAKE THE PERFECT SANDWICH. IN FACT, A RECENT SURVEY CONDUCTED BY HELLMANN'S®* REVEALS A MAJORITY OF AMERICANS WHO EAT SANDWICHES (84 PERCENT) BELIEVE THAT HOW A SANDWICH IS MADE IS JUST AS IMPORTANT AS THE INGREDIENTS USED TO MAKE IT.* CELEBRATED CHEF, BOBBY FLAY, IS TEAMING WITH HELLMANN'S® TO SHOW FAMILIES HOW TO MAKE SIMPLE AND DELICIOUS SANDWICHES, HELPING PEOPLE BUILD THEIR OWN PERFECT SANDWICHES:

BOBBY: WE ALL SLICE, STACK OR SERVE OUR SANDWICHES IN OUR OWN WAY. NO MATTER THE RECIPE, MY PERFECT SANDWICH INCLUDES BOLD FLAVORS AND REAL, SIMPLE, INGREDIENTS, LIKE HELLMANN'S®* REAL MAYONNAISE, MADE WITH SIMPLE INGREDIENTS LIKE EGGS, OIL AND VINEGAR. I HAVE MY OWN SANDWICH TECHNIQUES TOO AND, TO ME, IT ISN'T MY PERFECT SANDWICH UNLESS IT'S CUT DIAGONALLY WITH THE CONDIMENTS ONLY ON ONE SIDE OF THE BREAD.

RISE: TO SHARE HOW YOU BUILD YOUR PERFECT SANDWICH, VISIT FACEBOOK DOT COM SLASH HELLMANN'S.

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