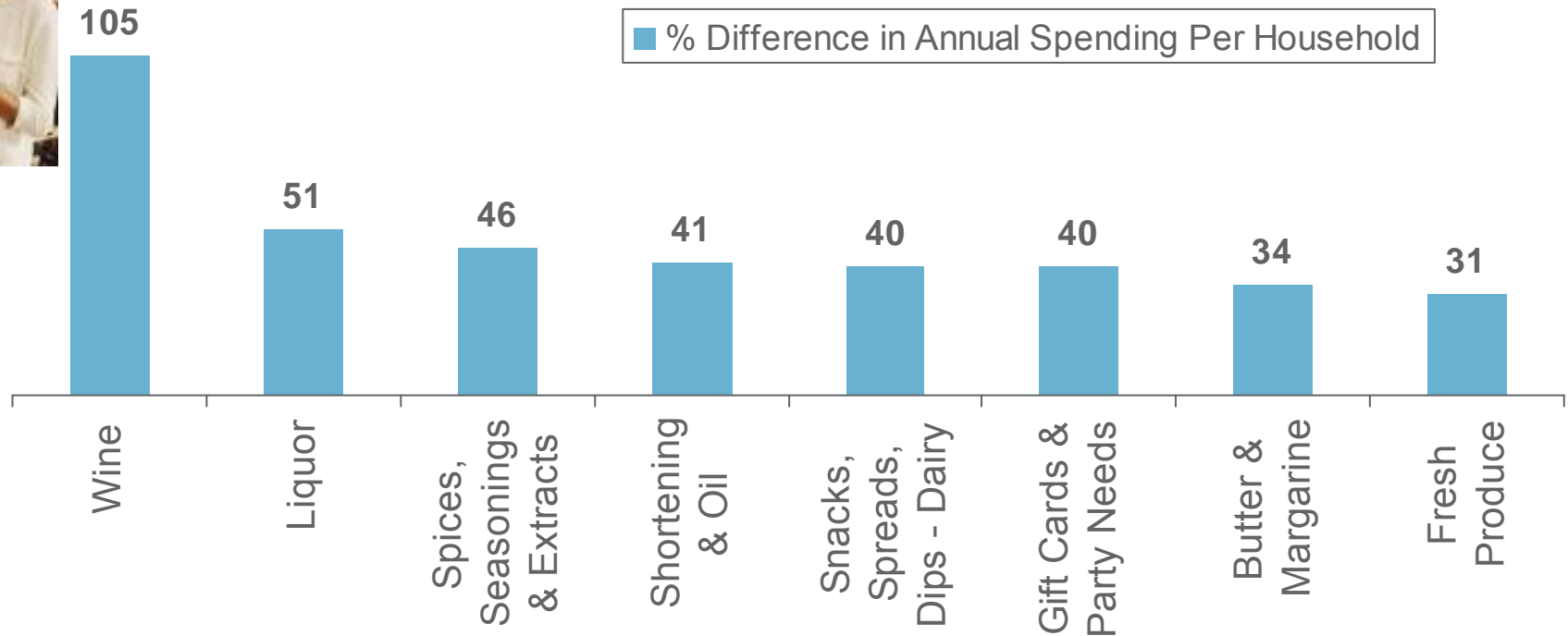


# Gourmet Cooks Significantly Outspend Other Households in # of Product Categories



Gourmet Cooks versus Remaining Households



Source: Homescan®, a service of The Nielsen Company – 52 w/e 5/31/2008 – UPC-coded products