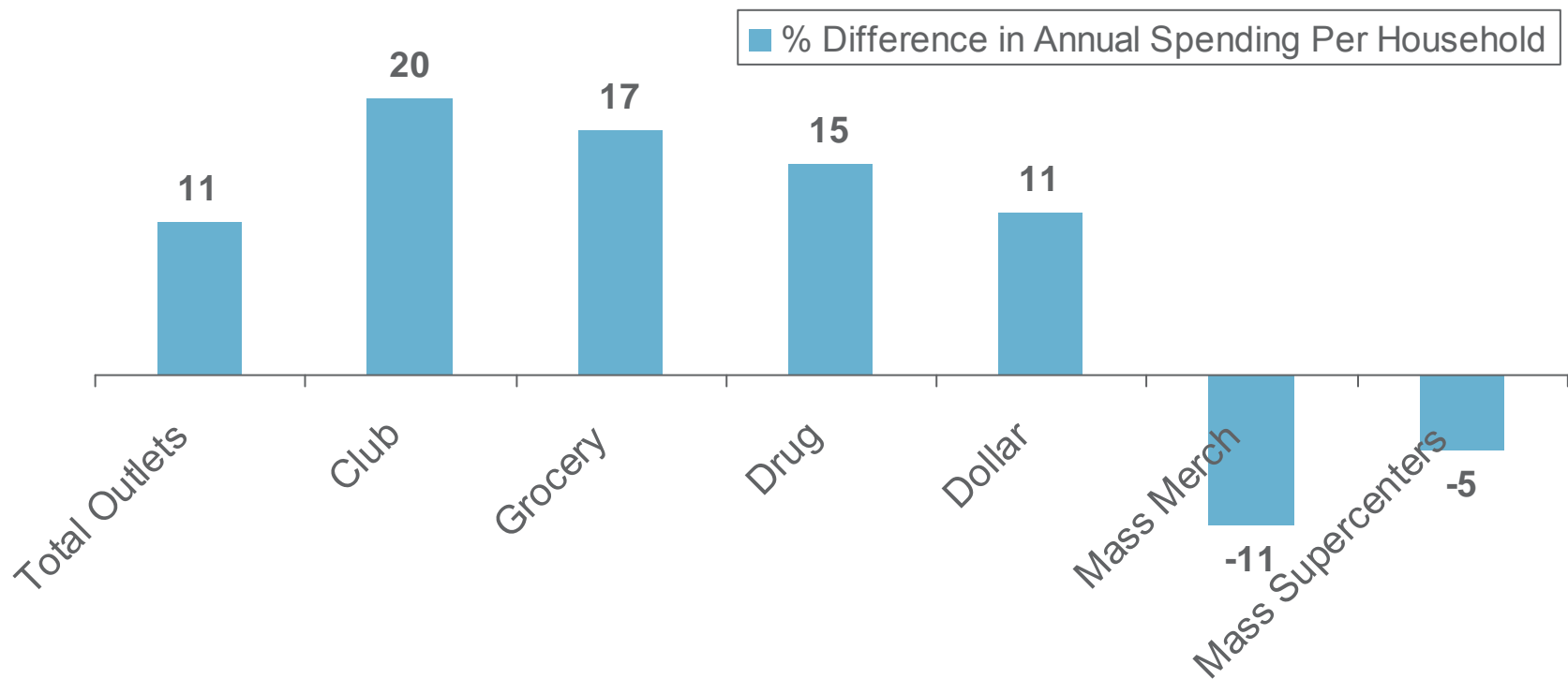


# Gourmet Cooks are Big Spenders: Outspend Other Households in Most Traditional Retail Channels

Gourmet Cooks versus Remaining Households



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