



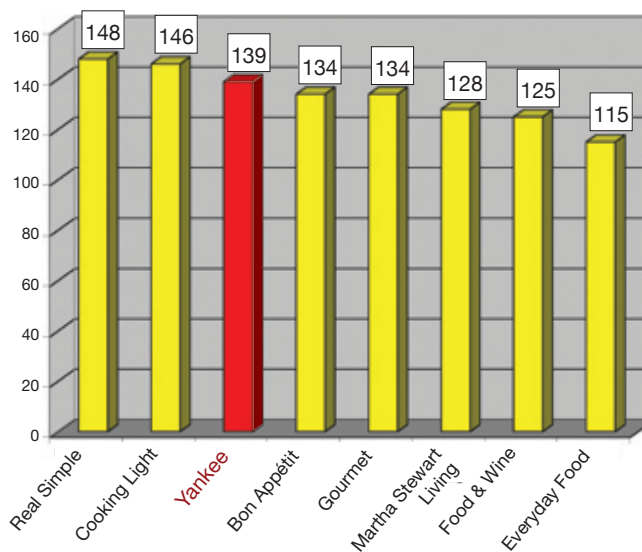
FOOD AND ENTERTAINING

In each issue, *Yankee* dishes up multiple courses of food editorial for our hungry readers. From stories about **local cooks** in “Best Cook in Town” and deliciously fresh dishes in “Homegrown” to **feature food stories** that bring to life the flavors of New England, *Yankee* provides the right recipe for culinary and entertaining success.

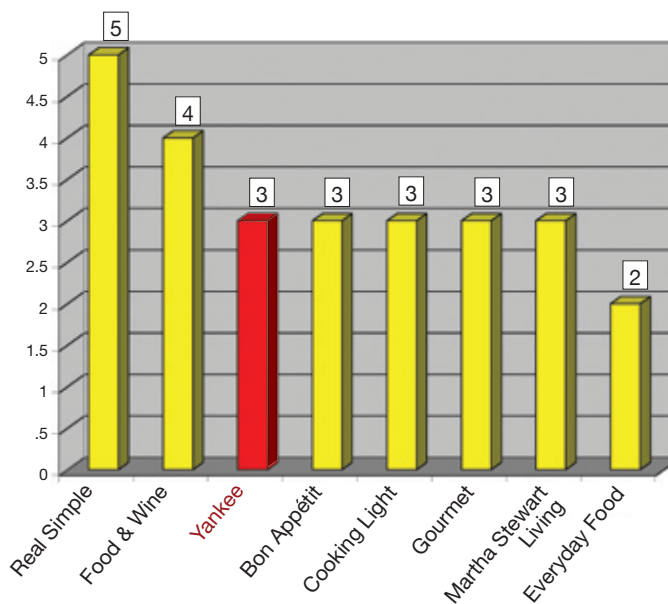
Yankee Cooking & Entertaining Profile

- Spend more than **\$184 million** on groceries a week
- **72%** cook frequently in a given week
- **72%** recommend a food item when they find a product they like

ENTERTAIN FRIENDS AND FAMILY 2 OR MORE TIMES A MONTH (INDEX)



AVERAGE NUMBER OF TIMES COOK FOR FUN A MONTH



Source: 2009 Spring MRI

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