

## Reaching Cooking and Wine Enthusiasts



**Fun Facts**

**Tidbits**

**Programs**

160 Commerce Drive Rochester, NY 14623-1154

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## Cooking and Wine Enthusiasts Overview

### Cooking Enthusiasts Key Information ...

#### The World of Cooking Enthusiasm

On average, Americans cook one or more elaborate or gourmet meals per quarter, but a small group of enthusiasts cook six or more per quarter. Nearly half of serious cooking enthusiasts are aged 35-54 but interest is rising in the 18-34 segments; this will help drive future demand. There is a high concentration of cooking enthusiasts in the Southern region of the U.S.

Gourmands spend slightly more per week on groceries. Serious cooking enthusiasts are far more likely to purchase cookware when compared with others who have less affinity to cooking. Middle-class foodies purchase a broad range of cooking utensils and tools but upper-income households are more likely to remodel their kitchen, while women are more likely to be serious cooking enthusiasts, men are somewhat more likely to purchase kitchen gadgets and lead remodeling efforts.

Interest in experimentation, expressing affection to family/friends and health concerns are all primary drivers of cooking enthusiasm. Interest in experimentation is part of what distinguishes cooking enthusiasts from those who rarely sit down to eat a meal with household members. Gourmands prefer healthy foods more than those that simply enjoy cooking or others who rarely sit down to eat with others at home. Interest in dessert/baked goods, saving money and the social value of cooking tend to exert less influence on decision-making than the primary drivers described above.

Serious cooking enthusiasts draw upon a broad range of sources to acquire and develop their skills; Cookbooks, recipe sites and televised cooking shows are all potentially effective ways to communicate with middle-class cooking enthusiasts. Connect with the next generation of serious enthusiasts through social networking sites, viral campaigns and recipe websites

American, Italian and Mexican food are some of the most popular cuisines among cooking enthusiasts in the U.S. Enthusiasts shop—grocery stores, specialty stores and farmers' markets. There is currently high demand for gourmet cookware and ingredients among Asians; this group will play an important role in shaping the cooking enthusiast market of the future. Cooking southern food and other ethnic cuisines are important elements of African-American culture which drive cooking enthusiasm within this segment

Source: Mintel International – Cooking Enthusiasts June 2008 Report

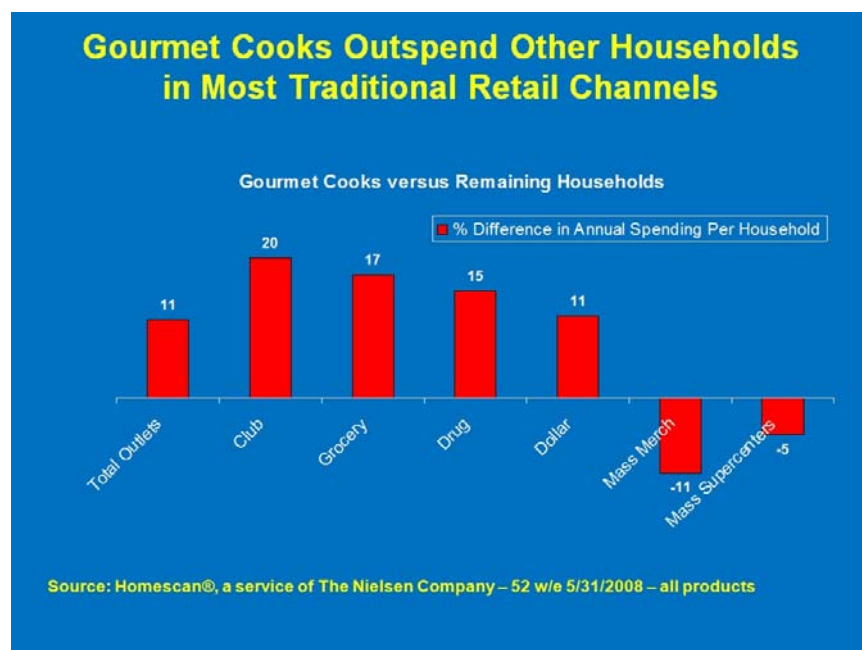
## Gourmet Cooks – Cooking Up Lots of Retailer Opportunities

In a survey fielded among nearly 27,000 Nielsen Homescan consumer panel homes in March of this year, we find about 19% of households claiming to have a gourmet cook in their home. At a time when consumers are dealing with high gas prices and inflation across store shelves, households with a gourmet cook have distinct shopping and buying behaviors, making them an attractive target for food and non-food retailers who are looking to maximize their sales in a soft economy.

While gourmet cooks can be found in many household types, they have some unique and attractive demographics:

- a disproportionate percentage of gourmet cooks have household incomes of \$100,000 or more;
- they have a tendency to live in large cosmopolitan centers or in affluent suburban areas;
- the household head is employed in a professional or managerial occupation.

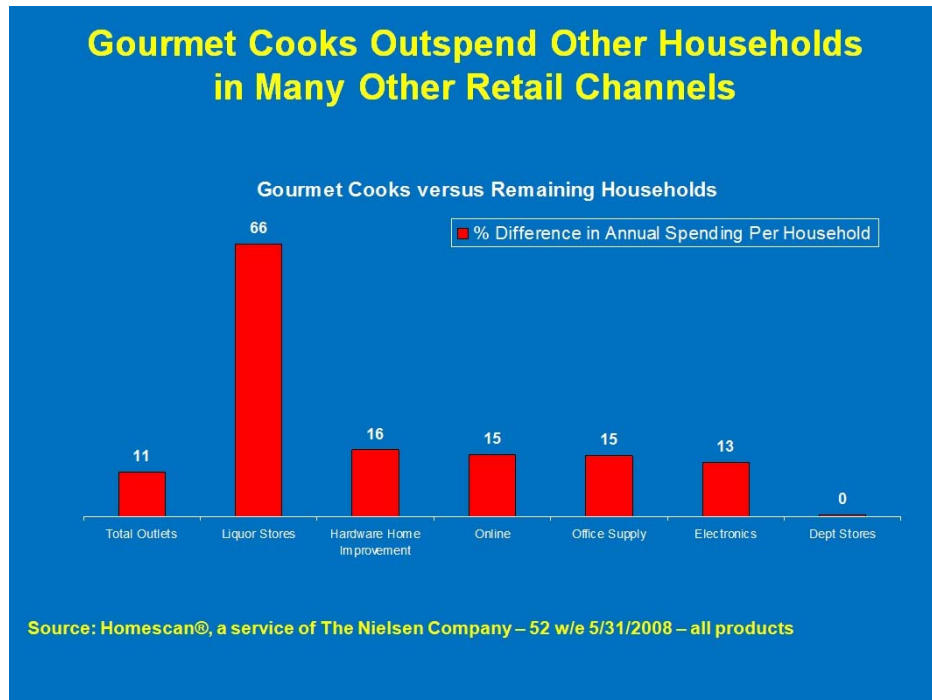
In terms of their retail channel shopping behaviors, gourmet cook households make five additional trips to a grocery store each year than do remaining U.S. households. In terms of annual per household spending across retail channels, gourmet cooks outspend other households by 11% across total outlets and are big spenders in warehouse clubs (+20%), grocery stores (+17%), drug stores (+15%) and even dollar stores (+11%). Gourmet cooks are not bigger spenders in mass merchandisers or mass supercenters (defined as Kmart, Target and Wal-Mart).



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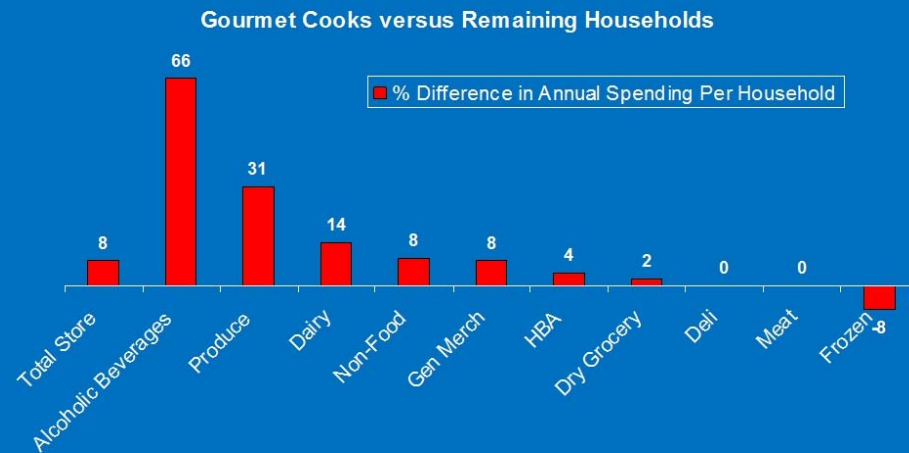
Gourmet cooks also outspend other households in many other retail channels. They spend 66% more per household per year in liquor stores, 16% more in hardware home improvement stores, 15% more in online retailers and office supply stores, and 13% more in electronics stores.



In terms of department-level spending, gourmet cooks outspend other households in most major departments, but particularly in alcoholic beverages (+ 66%), produce (+31%), and dairy (+14%). Gourmet cooks also outspend other households in the non-food and general merchandise departments by 8%. The frozen department is the only department where remaining U.S. households spend more per household than gourmet cook households (-8%).

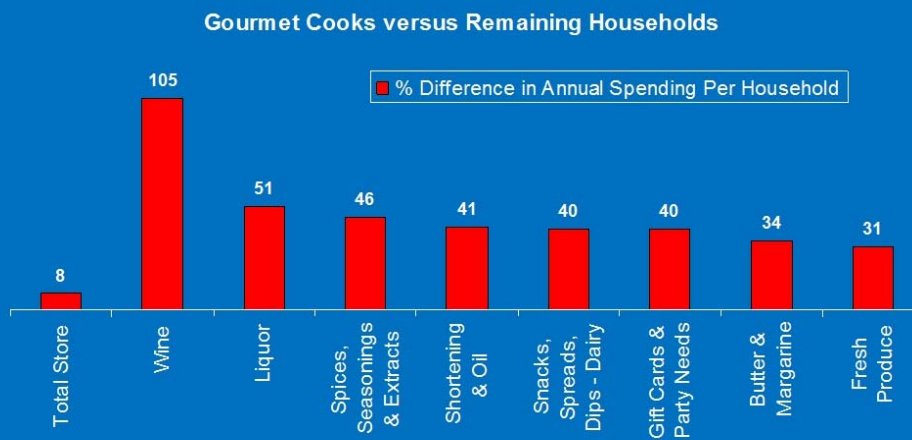
We see bigger differences when we drill down into product categories. Gourmet cooks annually outspend remaining households in the wine category by 105%, liquor (+51%), spices, seasonings & extracts (+46%), shortening & oil (+41%), dairy snacks, spreads & dips (+40%), gift cards & party needs (+40%), butter & margarine (+34%), and fresh produce (+31%). Other categories with at least a 20% differential in favor of gourmet cooks include sewing notions, flour, charcoal, canned seafood, kitchen gadgets, cottage cheese & sour cream, and floral/gardening.

## Gourmet Cooks Outspend Other Households in Most Major Departments



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

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



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

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While gourmet cook households are also looking to combine errands and trips, eat out less, and stay home more often to deal with high gas prices, a disproportionate percentage of them will also be using more coupons, shopping more at warehouse clubs, buying larger economy-sized packages, and shopping via the internet. As noted above, gourmet cook households like to shop and spend in a number of retailer outlets, and they are big spenders in a number of departments and categories. Having the right assortment in the right stores is paramount in capturing a consumer group that loves food (along with a good beverage) and is not bashful about sharing their gourmet meals with family, friends and business associates.

Source: Facts, Figures & the Future: August 2008 Newsletter

### Reaching the Wine Consumer...

The Wine Market Council's Consumer Research Study in 2002, allowed the WMC to categorize the U.S. adult population of 192.4 million people into two major types of wine consumers. The **Core wine** consumers (19.2 million) account for 86% of the table wine volume consumed in the U.S. **Marginal wine** consumers 28.9 million account for 14% of the table wine volume consumed in the U.S.

Core wine drinkers are somewhat older, 51% (40 to 59 years old), live in the suburbs, possess a high level of education, and a relatively high level of income. They prefer red wines with Merlots the most frequent choice.

Marginal wine drinkers are somewhat younger 49% (40 to 59 years old), still live in suburbs but not necessarily home owners, income is still high but not as high as the core drinker. They prefer white wines with White Zinfandel the most frequent choice.

A 2006 Wine Market Council consumer study suggested that the roughly 41 million Millennials of age already drink wine more frequently than members of Generation X, which preceded them. In a survey of 1,300 people, 49 percent of Millennials reported that they drank wine at least once a week, as compared with 47 percent of Gen Xers who had a 10-to-15-year jump start. "The wine industry in the United States is paying attention to this generation with the kind of sense of urgency we haven't seen since leading-edge Baby Boomers in the '70s," said John Gillespie, president of the Wine Market Council.

## Cooking and Wine Enthusiasts Programs



### Cooking Club Sampling

- Cooking Clubs are independent groups started by local enthusiasts. Each Suburban metro area has dozens of such clubs.
- Members get together each month to enjoy a new recipe.
- The meals are cooked for themselves or for a charity function.
- Your products and/or gift bags can be sampled at these local chapters in metro markets of your choice.
- Chefs can even be brought in to help coach along the members.
- Introduce your new product to the folks that will tell others how easy it is to make.



### Chef's and Cooking Online Retail Inserts

- Evolution has relationships with six cooking and chef accessories online retailers (Pots, pans, cookbooks, silverware, etc).
- Your product sample/brochure will be inserted into online orders and shipped with each consumer order.
- This program is designed to reach key cooking enthusiast demo in mass numbers relatively inexpensively.
- Recipe cards and coupons can be included as well.



### Mobile Chef's Classes or Demos

- Our Mobile kitchens can go anywhere you want to be.
- Your product/recipe can be made and sampled at events across the country.
- Your product/recipe can be made and sampled at select retail parking lots in the top major metro markets.
- Professional chefs prepare your product recipes and interact with the crowd.
- Gift bags and other promotional giveaways can also be incorporated.
- Once again Evolution provides a turnkey program for your product to be seen, tasted and experienced.



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### Dinners You Create and Go – Retailer Sampling Programs

- Be one of the first to have your product sampled at the cooking craze that is taking over the nation.
- Evolution has relationships with the newest retailers in the hottest markets.
- These retailers provide busy cooks with all the ingredients and recipes they need to make a great and easy meal. The cooks go down the line, assemble the ingredients, and then take it home to cook a balanced and tasty meal at home.
- Your product can be sampled or interactive recipe demo can take place.
- We're looking forward to cooking with you.



### Chef's Assistance 800 Line

- Want to run a cool promotion for your food product?
- Evolution will provide an 800# for you answered at any hour.
- Your consumers can ask professional chefs for help at any time simply by calling the toll free phone number; they will be connected to a live professional chef.
- So many different ways the chef's assistance can be used.
- Contact us for details.



### Wine Tasting Parties at Home, and at the Wineries



- Evolution has arrangements with wineries in New York State, California and MI.
- Evolution has arrangements with At Home Wine Tasting Companies
- In either case you select the metro regions you desire across the country
- Your products are sampled either at the wineries wine tasting rooms, and/or via the at home wine tasting parties.
- Counter cards, and/or wine pairing recipe cards are the take away
- As an example – Evolution is has sampled a gourmet chocolate which was paired with red wines on Valentines Weekend at over 200 locations.

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### In Store Cooking Classes

- Client provides the Chef.
- Limited number of store chains.



### In Store Demos/Sampling

- Set up a table at end of aisle where product is sold.
- Display product.
- Pass out samples, brochures, etc.



### Chef's Network

- Professional Chef's prepare your branded recipe at Supermarkets.
- Chef's work with you to determine signage, recipe and ingredients.
- Consumers receive recipe card, coupon and sample of what was made.
- Your branded recipe is posted online for all to see.
- A promotional recipe video is provided and posted online.
- Available at Kroger's only.
- Very hot program, catered to your needs.

