Juices, Coffee, Tea & Water

2008 Spring MRI

Fine Cooking readers enjoy a wide variety
of beverages – and consume them frequently.

Fine Cooking readers consume a wide variety of beverages, and do so at a rate well above the national norms. They are also more likely to be volume consumers of beverages, making them even more powerful prospects for your marketing messages.

BASE: ADULTS. TARGET: WOMEN WHO...	%COMP	INDEX	RANK*
Used Fresh Milk in past 7 days	68.0%	160	4
Used Fresh Orange Juice (not frozen) in average day	46.6%	185	3
Medium/Heavy User of Fresh Orange Juice (not frozen) (2+ glasses)	24.7%	179	4
Used Frozen Orange Juice in average day	14.3%	170	1
Used Grapefuit Juice in average day	8.2%	201	2
Used Other Fruit Juices in past 30 days – Grape Juice	11.0%	143	3
Used Other Fruit Juices in past 30 days – Lemonade	10.8%	228	1
Used Other Fruit Juices in past 30 days – Cranberry Juice	17.9%	193	3
Used Ground Coffee in average day	47.2%	181	2
Medium/Heavy User of Ground Coffee (3+ cups)	26.3%	191	2
Types of Ground Coffee Used – Flavored	12.2%	176	3
Types of Ground Coffee Used – Unflavored	39.3%	191	2
Types of Ground Coffee Used – Loose Grinds	37.9%	181	2
Used Whole Coffee Beans in last 30 days	15.8%	290	3
Medium/Heavy User of Whole Coffee Beans (2+ lbs.)	11.7%	317	3
Used Ready-to-Drink Iced Cappuccino/Espresso in last 6 months	10.2%	251	1
Used Regular Tea in average day	45.0%	185	1
Medium/Heavy User of Regular Tea (2+ cups)	28.3%	175	3
Types of Regular Tea Used – Regular	42.4%	184	1
Types of Regular Tea Used – Decaffeinated	20.9%	238	1

Source: 2008 Spring MRI

* Ranked based on *Fine Cooking* vs. *Bon Appetit, Food & Wine, Gourmet, Saveur (prototype), Everyday Food, Everyday with Rachel Ray,* and *Cooking Light*

fine Cooking®

WHERE FOOD IS THE CELEBRITY

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BASE: ADULTS. TARGET: WOMEN WHO...	%COMP	INDEX	RANK*
Used Iced Tea Mix in average day (in season)	17.5%	172	3
Drank Ready-to-Drink Iced Tea in last 7 days	21.3%	192	2
Drank Regular Cola (not diet) in last 7 days	34.3%	141	3
Medium/Heavy User of Regular Cola (not diet)	24.8%	131	3
Drank Diet Cola/Soft Drinks in last 7 days	35.8%	170	3
Medium/Heavy User of Diet Cola/Soft Drinks	31.1%	170	4
Drank Bottled Water/Seltzer in last 7 days	52.0%	177	2
Medium/Heavy User of Bottled Water/Seltzer	47.8%	174	2
Drank Sparkling Water	11.7%	239	9
Drank Sports Drinks/Thirst Quenchers in last 30 days	15.7%	162	2
Drank Energy Drinks in last 6 months	10.9%	179	4

Source: 2008 Spring MRI

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