



Wine & Spirits

2008 Spring MRI

Fine wines and cocktails are essential to the dining experience for *Fine Cooking* readers.

Fine Cooking delivers a knowledgeable and affluent audience of passionate cooks who entertain regularly and make purchases consistent with the image they want to convey. They choose fine wines and spirits for themselves and their friends and thus influence the purchasing decisions of many others.









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



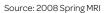


Wine & Spirits

2008 Spring MRI

LIQUOR/SPIRITS

BASE: ADULTS. TARGET: WOMEN WHO	%СОМР	INDEX	RANK*
Drank Any White Goods in last 6 months	30.8%	239	2
Drank Rum in last 6 months	13.4%	215	3
Drank Gin in last 6 months	6.7%	309	2
Drank Tequila in last 6 months	12.9%	320	2
Drank Vodka in last 6 months	21.4%	277	2
Drank Premium Vodka in last 6 months	19.1%	330	2
Drank Any Brown Goods in last 6 months	24.3%	249	2
Drank Bourbon in last 6 months	5.5%	268	2



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



