



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.

WINES, CHAMPAGNES AND CORDIALS/LIQUEURS

BASE: ADULTS. TARGET: WOMEN WHO...	%COMP	INDEX	RANK*
Drank Any Wine in last 30 days	43.4%	266	2
Drank Domestic Dinner/Table Wines in last 7 days	25.6%	291	2
Medium/Heavy Users of Domestic Dinner/Table Wines (2+ glasses)	21.4%	320	2
Domestic Dinner/Table Wine Type – Red	22.6%	335	2
Domestic Dinner/Table Wine Type – White	22.1%	335	2
Drank Imported Dinner/Table Wines in last 7 days	11.4%	371	2
Medium/Heavy Users of Imported Dinner/Table Wines (2+ glasses)	7.1%	338	3
Imported Dinner/Table Wine Kind – Australian	12.1%	452	2
Imported Dinner/Table Wine Kind – French	5.8%	461	3
Imported Dinner/Table Wine Kind – Italian	9.7%	448	2
Drank Champagne, Sparkling Wines in past 30 days	10.2%	347	2
Drank Champagne, Sparkling Wines – Premium Brands	9.0%	410	2
Drank Cordials/Liqueurs in last 30 days	13.7%	347	2
Drank Cognac/Brandy in past 6 months	4.8%	201	4

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*



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LIQUOR/SPIRITS

BASE: ADULTS. TARGET: WOMEN WHO...	%COMP	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

Source: 2008 Spring MRI

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