

# Food



## Westerners are food connoisseurs

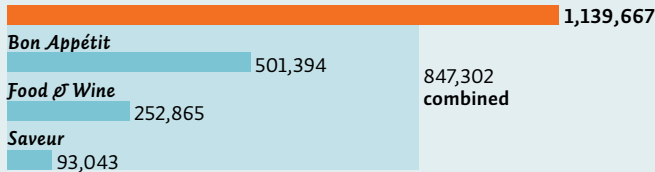
- The West is where you'll find foodies—Westerners are 25% above average for regularly participating in gourmet cooking.
- The West is the leading region for food festivals—Westerners are 20% above average for attending 3 or more food festivals in the past year.
- The West is the leading region for organic foods—Westerners are 28% more likely than the average American to regularly eat organic foods.

## Sunset readers indulge their appetites

- *Sunset* readers are food connoisseurs: They are 105% above average for regularly participating in gourmet cooking.
- *Sunset* readers are wine enthusiasts: They are 109% above average for having a wine cellar or wine refrigerator at home.
- *Sunset* readers are 57% above average for spending \$150 or more on groceries each week.

### 13 Western states circulation

#### Sunset



Source: 6/30/10 ABC Statements

Sunset delivers more Western households than the three leading epicurean magazines combined.