

Taste of Home COOKING SCHOOL

Get into the Mix

Connect with America's most passionate everyday cooks in their own backyard and make your brand part of the live Taste of Home onstage cooking events consumers love.

- Entertaining demonstrations for home cooks, presented by professional culinary specialists and featuring branded recipes
- **300,000+** attendees
- **300+** schools each year



Be Part of a Trusted Brand Experience

Taste of Home Cooking Schools inspire consumers to try, buy and influence their neighbors:

- **88%** average recall level for sponsors
- **78%** are more likely to buy/try the products used
- **98%** of attendees plan to make an average of 6 recipes because of a School (**36%** had made a recipe within 2 weeks after event)
- **96%** talk about the event with friends — an average of almost 5 per attendee — resulting in **1.3 million total impressions**

Get on the Menu

- Live onstage integration of your brand through recipe preparation or product demos
- Promotion in Taste of Home magazines and online: 25+ million reach
- Brand ad and integration in customized event magazine
- Local media promotions
- Logo exposure on event signage
- Sampling/literature distribution in attendee gift bags
- Opportunity to supply donor prizes

Source: SRI Taste of Home Cooking School Sponsorship Assessment; Spring 2009

To get your brand into America's kitchens with Taste of Home Cooking Schools, contact Lora Gier, Vice President, Publisher at 312 540 4816 or lora-gier@rd.com.

taste of home