

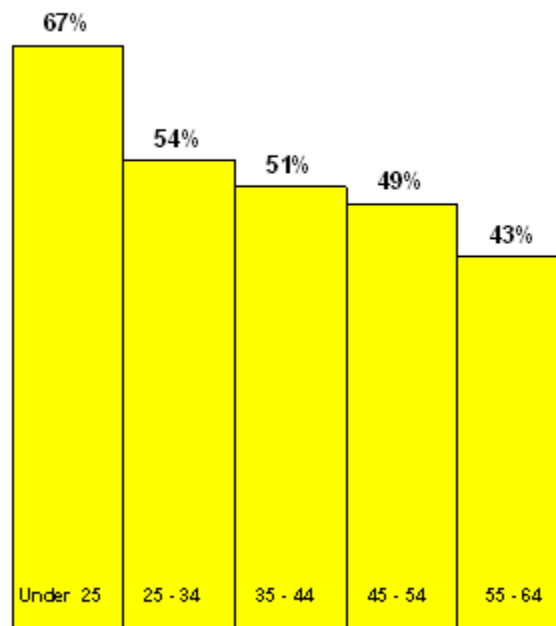
NPD Study Finds More Men Cooking Than Ever Before

Younger Men in Households Cook Most Often

PORT WASHINGTON, NEW YORK, March 25, 2008 – There is a greater chance than anytime in history that the man of the household will be cooking dinner tonight, according to The NPD Group, a leading provider of consumer and retail information. While women still prepare the majority of dinners (78% of meals prepared in home), NPD reports that last year men prepared 18 percent of all in-home suppers compared to 14 percent in 2003.

The NPD Group's study of national eating habits in 2,000 households also shows that younger men who live in a household with others are cooking most frequently. Sixty-seven percent of men under age 25 will prepare at least one of the next 10 meals.

By age range, % of men who will prepare at least one of next 10 dinners



Source: The NPD Group's National Eating Patterns in America Report

"There has been a steady rise in the number of men cooking at home over the last four years, and while 18 percent of men cooking dinner at home may not sound significant, it is an historical high," said Harry Balzer, vice president for The NPD Group and author of the firm's annual Eating Patterns in America report. "Saving time and money are the primary motivators behind nearly

every behavior shift in our eating habits. Men cooking make life easier for the primary meal preparer."

The study also found that the increasing number of male cooks has led to an increase in year-round grilling. Thirty-eight percent of the households surveyed indicate that they grill at least once in a two-week period, compared to 31 percent ten years ago.

"In addition to the power window, the outdoor grill is the one in-home appliance that men are most likely to use. I'm sure it's the fire thing." said Balzer.

Who is Harry Balzer?

Harry Balzer, vice president of The NPD Group, has studied Americans eating habits for 30 years. Balzer is recognized as one of the most influential forces in the way Americans eat, cook and think about food.

About The NPD Group, Inc.

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