



COOKIES

to Love ^{GA}

Gourmet cookie dough from America's Favorite Recipes including Southern Living® & Cooking Light®



Southern Living®

DID YOU KNOW?

- Southern Living has an unduplicated audience of 18 million monthly consumers across print and digital platforms.
- 92% of Southern Living readers prepare a published recipe each month.
- That means 15 to 16 million people per month prepare a recipe from Southern Living...
Cookies and baked goods are the most popular year-round.
(Hence the reason a cake, pie or cookie is on most of their covers.)
- Every recipe published by Southern Living is prepared by their test kitchens which are residential grade – just like home cooks.
- Southern Living test kitchens are comprised of both home cooks and trained chefs. They describe it as a “nice blend that affords us both perspectives.”
- The Executive Editor of Southern Living was formerly the Food Editor at Bon Appétit
 - The Deputy Food Director is from the award-winning NYC restaurant, Per Se and appeared on The Next food Network Star
 - Southern Living has a brand philosophy embracing three unique core values:
To be:

Motivating

It's an engaging blend of inspiration and practicality

Trusted

Because of the brand's history, legacy and earned respect, people know that its opinion is genuine and its recommendations are unquestionable.

Welcoming

Southern Living ideas, recipes, personalities and pages reflect an environment where the consumer always looks forward to coming back.

- Southern Living is the 8th largest monthly magazine title in the US.

