



Half of Americans Watch Cooking Shows Occasionally or More Just one on five U.S. adults (21%) say they never watch TV shows about cooking while three in 10 (29%) do so rarely, one-third (34%) do so occasionally and 15% watch cooking shows very often.

Certain groups are more likely to watch cooking shows. More than half (55%) of Baby Boomers (those aged 46-64) watch cooking shows very often or occasionally, compared to more than half (57%) of Echo Boomers (those aged 18-33) who say they rarely or never watch these shows.

More than half (57%) of those who watch these shows say they have purchased food as a direct result of something they've seen on a cooking show. In addition, more than one-third (36%) say they have purchased small kitchen gadgets, 24% have purchased cookbooks and 6% have purchased large appliances as a direct result of something they've seen on a cooking show. Much as they are more likely to watch these shows, Baby Boomers are also more likely to purchase both food (60%) and kitchen gadgets (41%) because of something they've seen on a cooking show. Gen Xers (those aged 34-45) are more likely to purchase cookbooks (29%) and large appliances (9%) after seeing them on cooking shows.

In the United States, advertising spending within the grocery stores industry alone generated over 1.79 billion U.S. dollars in 2021.

Sandy Squillante launched her well-known and successful Cooking TV Show, America Cooks with Sandy, which was a great success, which aired on PAX TV Network and NBC affiliate - in 7 states. Sandy followed up with another successful show, Romancing The Pan which aired on A&E. We now have a new season filled with cooking recipes and tons of fun in the kitchen.

Romancing The Pan is produced by Culinary Edge LLC and distributed by Ortiz Media Group.

KEY DEMOGRAPHICS: 16 episodes (28:30)
Adults : 46 to 64
Adults: 18-33

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