



In the next 13 seconds, shoppers will choose your product or your competitor's

The average consumer spends 13 seconds purchasing a brand in-store. This is based on multiple studies of CPG purchase behavior. On-line is not much better, with the average consumer spending 19 seconds to purchase, and the majority spent less than 10 seconds. *

In order to survive, your product needs to stand out from your competitor's. You need something that tells shoppers in one visual impression that your product is superior to the others next to it, that your product is a better choice.

For over 25 years, we have provided America's leading food and beverage purveyors with a strategic advantage over their competitors through our Gold Medal Seal and the powerful endorsement program it represents.

Our program offers some powerful benefits and differentiation for your products:

- The Gold Medal Seal is a recognized symbol of "Taste Excellence" that influences purchasers in both foodservice and retail grocery
- Licensees may claim that they are endorsed by the oldest third-party culinary endorsement organization in America
- Gold Medalists may claim that their product was judged superior in a triple blind judging, by a panel of executive and corporate chefs
- Your Gold Medal is an exclusive for your product category. We do not license more than one company to carry our seal in the same licensing period
- Our nation-wide network of over 6,500 chefs, from which we pull tasting panels, are pre-qualified and trained for sensory evaluation
- For the duration of participation in our endorsement program, licensed companies may elect to have further taste evaluations conducted within their endorsed product category at no additional cost.
- Gold Medalists may send email or fax blasts to our nation-wide network of over 6,500 Megabuyers in 14 market segments, quarterly to promote their award winning product

For more information on how our Gold Medal Endorsement Program can give you a strategic advantage over your competitors, call (707)557-8700 or visit us at www.chefsinaamerica.org

* Ehrenberg-Bass Institute of Marketing Science's 2014 report "Shopping Takes Only Seconds... In-Store and Online"

The American Masters of Taste Gold Medal Seal is an exclusive trademark of Chefs In America.