



Sponsor a leader in cooking, sustainability & food culture

This culinary, culture and lifestyle public radio program celebrates the intersection of food and life. It hosts our nation's conversations about cooking, sustainability and food culture. Francis Lam took over *The Splendid Table* from long-time host Lynne Rossetto Kasper in January 2018. Under Francis, listeners can expect a modern, multicultural weekly snapshot of the food world — exploring different cultures, cuisines and ideas, as well as the small personal stories that come out of the expansive world of the table. Francis is keenly interested in people and their stories and believes that one of the keys to understanding people better is to learn what they cook and how they eat.

AMERICA'S TEST KITCHEN

Weekly segments from *America's Test Kitchen* feature engaging personalities; practical, hands-on expertise in the kitchen; and top picks for cooking gear, supermarket discoveries, and food science.

REACH A FOOD-SAVVY AUDIENCE

The Splendid Table is heard by more than nearly 600,000 listeners weekly on more than 370 public radio stations.¹ Research indicates these public radio listeners are more likely to:

- Cook/bake for fun.
- Entertain friends and relatives in their homes.
- Buy natural products due to environmental concerns.
- Dine out.

Their median household income is 65 percent higher than the national average, suggesting they're more affluent, with more money to spend on higher-end products.²

THE VOICE OF THE HOST

Host Francis Lam personally reads the underwriting messages, creating a strong connection between the show and its underwriters' products. Purveyors of fine food and drink, organic groceries, or cooking utensils and supplies may be interested in underwriting *The Splendid Table* for its food-savvy audience.

1. Source: Nielsen Audio, Nationwide DMA data, Persons 12+, Fall 2018.

2. Source: MRI Doublebase, 2017.