

Eat, Drink & Make Merry

Holiday Wine & Dine Audiences

The holiday season is traditionally a key time for eating, drinking and making merry, as well as the inevitable spending on food & wine that accompanies it. According to USA Today, US consumers will dedicate 82% of their Thanksgiving spending to food and 34% of shoppers are planning to spend more on holiday groceries in 2021 compared to the previous year (Food Institute).

Media Source Solutions can help you reach consumers who buy from specialty food or wine catalogs to stock their pantries; who shop online to locate particular vintages and hard to find spices, recipes and kitchen tools; and who enjoy eating out at fine dining establishments in addition to restaurants that offer unique, ethnic or specialty cuisines.

Our Holiday Wine & Dine Audiences are actionable across **multiple channels**, including direct mail, digital, email, mobile, social, video and CTV. Our data is **opted-in to receive third party offers** & we respect any opt-out requests we receive.



Select your ideal focus from our pre-built Food & Wine segments:

- Cable TV/Cooking Show Enthusiasts
- Family Style Home Cooking
- Finer Living
- Farm Fresh Harvest – To Your Table - City Dwellers
- Home Cooking & Baking
- Online Grocery Shoppers
- Open for: Fine Dining, Cafés & Eateries
- MyCitySource -Vegetarians & Vegans
- Wine & Dine Time

Drill down even further with demographics

With our demographic data, we can help you to pinpoint your audience with even greater accuracy. Filter by:



Age



Ethnicity



Gender



Geography



Homeowner Status



Presence of Children

Whether you're looking for postal data, phone data, email data or digital data, talk to us today about your data needs!