

For Immediate Release

Contact: Traci Gibson, 404-252-3663  
tgibson@kellencompany.com

## **Survey Finds People Dipping More Often for Taste, Convenience and Fun**

ATLANTA, GA -- According to a survey done for The Association for Dressings & Sauces, Americans are eating dip more than ever before. On average, Americans engage in dipping on a weekly basis. They dip for taste, convenience, fun and as a way to get their children to eat more veggies.

“Dipping is a fun way to reach your daily vegetable requirement or can be a quick and easy way to snack,” says Pam Chumley, Executive Director of The Association for Dressings & Sauces. “For whatever motivation, dipping is a hot trend that we’re seeing more and more of.”

The survey revealed dipping behaviors that drew distinct lines between gender and age. According to the survey, men dip more frequently than women, but are less apt than women to put some effort into making homemade dips or dips from dry mixes. Women prefer spinach and vegetable dips, while men choose Creamy Ranch and salsa over all others. Women are more likely than men to go skinny-dipping, or dip using healthy foods such as raw vegetables and fruit slices.

Discoveries were also made regarding dipping and the age of the dipper: Dipping is more popular among younger people and families make up a large part of the dipping public, presumably in an effort to get kids to eat veggies. Twenty-two percent of parents polled admit they use dips as a way to get their children to eat their vegetables. Kids like dipping because of the flavor and find the interactive “playing with their food” to be fun.

Three out of four people polled use bottled salad dressing for dipping sauces. Among bottled salad dressings, Creamy Ranch is the most-used for dipping. Ready-to-eat store-bought dips, homemade dips and dips made from dry mixes were also popular among those polled. Onion was ranked as the number one dip flavor.

Other interesting facts about dipping:

### **SMOOTH OPERATOR**

Smooth dips are more popular than chunky dips—almost half of those surveyed chose smooth-textured dips over chunky dips. Smooth was the overwhelming favorite among the younger set while more upscale and older consumers chose chunky textures.

### **WHAT’S THE SCOOP?**

Chips—both tortilla and potato—are most frequently employed in dipping. Coming in third are fresh cut or baby raw vegetables. Chicken tenders/wings and crackers/breadsticks round out the top five. The dip, however, is the main focus. More than half of the consumers polled agreed that the dip is more important than what you dip into it.

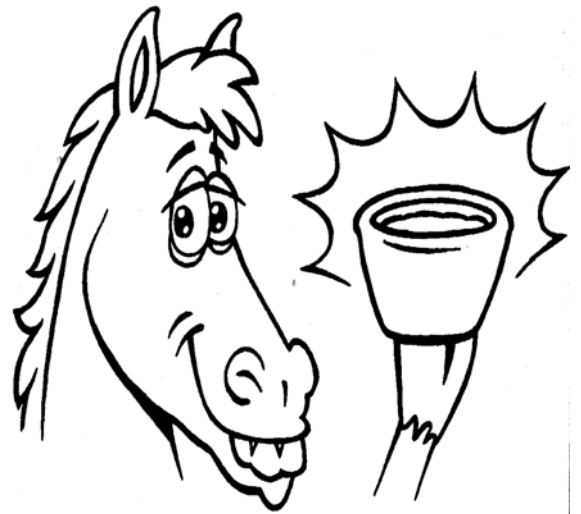
### **DOUBLE DIPPING: TWICE AS NICE**

And what about “double dipping”? Almost 70 percent of those polled confessed that they have double dipped (dip, bite, and dip again) at least once.

The survey findings are based on a nationally projectable sample of 1,000 individuals age 18 and older. The survey was conducted in March 2001 by Market Facts, Inc./TeleNation for the Association for Dressings & Sauces, an international trade organization of salad dressing, mayonnaise, mustard and other condiment sauce manufacturers and their suppliers.



**Encourage dipping (and vegetable consumption!) in kids with these fun dips:**



**Pink Pony Dip**

- 1/3 cup plain yogurt
- 2 tablespoons light mayonnaise
- 1 tablespoon ketchup
- 1 tablespoon sweet paprika
- 1/2 teaspoon lemon juice

In a small bowl, combine all ingredients until smooth and well combined. Cover and refrigerate for at least 30 minutes before serving. Serve with cut vegetables. Yield: 1/2 cup



**Honey-Bee Dijon Dip**

- 1 tablespoon Dijon style mustard
- 1 tablespoon grainy mustard
- 2 tablespoons honey
- 1 tablespoon light mayonnaise

In a small bowl, combine all ingredients until smooth and well combined. Serve as a dip for chicken fingers. Yield: 1/3 cup