

This TABASCO® Brand campaign came out in January.



People first thought "fire".
Then they read on
and remembered that
down-home-cookin' good kind of fire.
And they longed to feel it again.



The TABASCO® marks, bottle and label designs are registered trademarks and servicemarks exclusively of McIlhenny Co., Avery Island, LA 70513

After just 4 weeks, sales were up 12.4%.



**BOTTOM LINE,
MAGAZINES MAKE A DIFFERENCE.**



Magazine Publishers of America

To see more successful magazine case histories, visit www.magazine.org.
The TABASCO® ad ran as part of an overall media mix. *IRI 4-wks ending 2/17/02 vs. YAG (traditional grocery)