123Push

Segment Name	Source Description
123Push > Consumer > Seasonal > Holidays and Celebrations > Thanksgiving Day	Individuals who enjoy celebrating Thanksgiving Day based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Seasonal > Holiday Motivators > Thanksgiving Party Hosts	Individuals who are Thanksgiving party hosts. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > Thanksgiving Party Attenders	Individuals who are Thanksgiving party attenders. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > Thanksgiving And Fall Decorators	Individuals who are Thanksgiving and fall decorators. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > Thanksgiving Cooking	Individuals who are Thanksgiving cooking. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Consumer > Seasonal > Holiday Motivators > Thanksgiving Travelers	Individuals who are Thanksgiving travelers. They love holiday entertaining, decorating, traveling, and celebrating.
123Push > Optimized for CTV > Consumer > Seasonal > Holidays and Celebrations > Thanksgiving Day	Individuals who enjoy celebrating Thanksgiving Day based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Shopping > Grocery Buyers and Household Cooks	Individuals who are Grocery Buyers and Household Cooks based on surveys, online/purchase activity, and social media data.
123Push > Consumer > Shopping > Holiday Shoppers	Individuals who are Holiday Shoppers based on surveys, online/purchase activity, and social media data.
123Push > Consumer > Travel > Holiday Travelers	Individuals who are spring break planners based on social media data, online/purchase activity, and surveys.
123Push > Optimized for CTV > Consumer > Shopping > Holiday Shoppers	Individuals who are Holiday Shoppers based on surveys, online/purchase activity, and social media data.
123Push > Optimized for CTV > Consumer > Travel > Holiday Travelers	Individuals who are spring break planners based on social media data, online/purchase activity, and surveys.

©2026 Stirista, LLC All Rights Reserved

123Push > Optimized for CTV > Consumer > Shopping > Grocery Buyers and Household Cooks	Individuals who are Grocery Buyers and Household Cooks based on surveys, online/purchase activity, and social media data.
123Push > Optimized for CTV > Consumer > Purchase Intent > Frequent Holiday Cooking Products Purchasers	Individuals who are frequent purchasers of holiday cooking related products based on purchase data.
123Push > Optimized for CTV > Consumer > Intent > Holiday Cooking Recipes	Individuals who are frequent holiday purchasers and cooking/culinary readers based on purchase data and online activity.
123Push > Optimized for CTV > Consumer > Seasonal > Holiday Hosts and Entertainers	Individuals who have shown a self-reported interest in holidays and are modeled highly likely to be hosts for holiday parties based on surveys, sweepstakes, online activity, and purchase data.
123Push > Instant Intent > Recent Content Viewers > Food and Drink > Cocktails and Beer	Individuals who enjoy cocktails and beer based on proprietary SDK and app partnerships that track billions of real time mobile app and online content viewership datapoints.
123Push > Instant Intent > Recent Content Viewers > Food and Drink > Wine	Individuals who enjoy wine based on proprietary SDK and app partnerships that track billions of real time mobile app and online content viewership datapoints.
123Push > Consumer > In Market > Wine Enthusiasts	Individuals who are wine enthusiasts based on surveys, online activity, social media data, and purchase/transactional data. (FLA Friendly)
123Push > Consumer > Interest > Food and Beverages > Alcoholic Beverages	Individuals interested in Alcoholic Beverages based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Food and Beverages > Alcoholic Beverages > Beer	Individuals interested in Beer based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Food and Beverages > Alcoholic Beverages > Mixed Drinks	Individuals interested in Mixed Drinks based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Food and Beverages > Alcoholic Beverages > Wine	Individuals interested in Wine based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Food and Beverages > Alcoholic Beverages > Spirits	Individuals interested in Spirits based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Food and Beverages > Alcoholic Beverages > Beer	Individuals interested in Beer based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Food and Beverages > Alcoholic Beverages > Spirits	Individuals interested in Spirits based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Food and Beverages > Alcoholic Beverages	Individuals interested in Alcoholic Beverages based on surveys, social media data, and online/purchase activity.

©2026 Stirista, LLC All Rights Reserved

123Push > Optimized for CTV > Consumer > Interest > Food and Beverages > Alcoholic Beverages > Mixed Drinks	Individuals interested in Mixed Drinks based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Food and Beverages > Alcoholic Beverages > Wine	Individuals interested in Wine based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Social Media Followers > Intent > Food and Beverage	Individuals following Food and Beverage related topics and brands and social media. (FLA Friendly)
123Push > Consumer > Interest > Cooking and Gourmet Food	Individuals who are interested in cooking and recipes. They are foodies who enjoy gourmet food. (FLA Friendly)
123Push > Consumer > Interest > Food and Drink	Individuals interested in Food and Drink based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Food and Drink > Coffee and Tea	Individuals interested in Coffee and Tea based on surveys, social media data, and online/purchase activity. (FLA Friendly)
123Push > Consumer > Interest > Food and Drink > Cuisines	Individuals interested in Cuisines.
123Push > Consumer > Interest > Food and Drink > Eating Styles	Individuals interested in eating styles based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Food and Drink > Eating Styles > Healthy Eating	Individuals interested in healthy eating based on surveys, social media data, and online/purchase activity. (FLA Friendly)
123Push > Consumer > Interest > Food and Drink > Eating Styles > Organic and Natural Foods	Individuals interested in organic and natural foods based on surveys, social media data, and online/purchase activity. (FLA Friendly)
123Push > Consumer > Interest > Food and Drink > Foodie and Gourmet	Individuals interested in Foodie and Gourmet related topics based on surveys, online/purchase data, and social media data. (FLA Friendly)
123Push > Consumer > Interest > Food and Drink > Recipes and Cooking	Individuals interested in Recipes and Cooking based on surveys, online/purchase data, and social media data. (FLA Friendly)
123Push > Consumer > Interest > Food and Drink > Recipes and Cooking > Barbeques and Grilling	Individuals interested in Barbeques and Grilling based on surveys, online/purchase data, and social media data.
123Push > Consumer > Interest > Food and Drink > Recipes and Cooking > Desserts and Baking	Individuals interested in Desserts and Baking based on surveys, online/purchase data, and social media data.
123Push > Consumer > Interest > Food and Beverages > Herbs and Spices	Individuals who are interested in Herbs and Spices based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Food and Beverages >	Individuals who are interested in Desserts based on surveys, social media data, and

©2026 Stirista, LLC All Rights Reserved

Desserts	online/purchase activity.
123Push > Consumer > Interest > Food and Beverages > Main Courses	Individuals who are interested in Main Courses based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Food and Beverages > Breakfast	Individuals who are interested in Breakfast based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Food and Beverages > Dinner	Individuals who are interested in Dinner based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Food and Beverages > Soups and Salads	Individuals who are interested in Soups and Salads based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Food and Drink > Eating Styles	Individuals interested in eating styles based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Food and Drink > Eating Styles > Healthy Eating	Individuals interested in healthy eating based on surveys, social media data, and online/purchase activity. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Food and Drink > Eating Styles > Organic and Natural Foods	Individuals interested in organic and natural foods based on surveys, social media data, and online/purchase activity. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Food and Drink > Foodie and Gourmet	Individuals interested in Foodie and Gourmet related topics based on surveys, online/purchase data, and social media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Food and Drink > Recipes and Cooking	Individuals interested in Recipes and Cooking based on surveys, online/purchase data, and social media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Food and Drink > Recipes and Cooking > Barbeques and Grilling	Individuals interested in Barbeques and Grilling based on surveys, online/purchase data, and social media data.
123Push > Optimized for CTV > Consumer > Interest > Food and Drink > Recipes and Cooking > Desserts and Baking	Individuals interested in Desserts and Baking based on surveys, online/purchase data, and social media data.
123Push > Optimized for CTV > Consumer > Interest > Food and Drink > Restaurants	Individuals interested in Restaurants based on surveys, online/purchase data, and social media data.
123Push > Optimized for CTV > Consumer > Interest > Food and Drink > Restaurants > Casual Dining	Individuals interested in Casual Dining based on surveys, online/purchase data, and social media data.
123Push > Optimized for CTV > Consumer > Interest >	Individuals who are interested in Herbs and Spices based on surveys, social media data, and

©2026 Stirista, LLC All Rights Reserved

Food and Beverages > Herbs and Spices	online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Food and Beverages > Desserts	Individuals who are interested in Desserts based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Food and Beverages > Main Courses	Individuals who are interested in Main Courses based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Food and Beverages > Breakfast	Individuals who are interested in Breakfast based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Food and Beverages > Dinner	Individuals who are interested in Dinner based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Interest > Food and Beverages > Soups and Salads	Individuals who are interested in Soups and Salads based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Interest > Sports > Football	Individuals interested in football related topics such as recreational football, NFL, and college football (NCAA). (FLA Friendly)
123Push > Consumer > Social Media Followers > Intent > Football	Individuals following Football related topics and brands and social media. (FLA Friendly)
123Push > Consumer > Interest > Sports and Recreation > Football (American Football) > National Football League (NFL)	Individuals who are interested in the National Football League (NFL) based on surveys, social media data, and online/purchase activity data. (FLA Friendly)
123Push > Consumer > Interest > Sports and Recreation > Football (American Football)	Individuals who are interested in Football (American Football) based on surveys, social media data, and online/purchase activity data. (FLA Friendly)
123Push > Consumer > Lifestyles > NFL Enthusiasts	Individuals who are NFL Enthusiasts based on surveys, social media data, and online/purchase activity. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Football > NFL	Individuals following the NFL on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Sports Television > NFL Network	Individuals following NFL Network on social media. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Lifestyles > NFL Enthusiasts	Individuals who are NFL Enthusiasts based on surveys, social media data, and online/purchase activity. (FLA Friendly)

©2026 Stirista, LLC All Rights Reserved

Stirista Segments

Segment Name	Source Description
Stirista > Interest > Holiday and Seasonal Travel	Individuals who enjoy traveling, especially during seasonal holidays. Including Halloween, Thanksgiving, Christmas, and New Years.
Stirista > Consumer > Holiday Cooks	Individuals who are highly likely to enjoy holiday cooking. Most likely to host holiday parties frequently for Christmas, Thanksgiving, New Years, Diwali, Kwanzaa, Hanukkah, Chinese New Year, St. Lucia's Day, and Dia de los Muertos.
Stirista > Consumer > Travel > Family Travelers	Individuals with families who enjoy traveling. Parents who enjoy family adventures, including RV trips, Domestic flying, International flying, Cruises, and interest is Disney Parks.
Stirista > Seasonal > Holiday Entertainers	Individuals who enjoy holiday entertaining. Individuals who like to host parties for Christmas, Thanksgiving, New Years, etc.
Stirista > Custom > Holiday Travelers	Individuals who are Holiday Travelers. Individuals who like to travel for Christmas, Thanksgiving, New Years, etc.
Stirista > Consumer > Spending > Big Spending Grocery Buyers	Grocery buyers living in top-spending households to direct product & services offers via the internet, direct mail and call centers.
Stirista > Frequent Purchasers > Cooking	Individuals who have recently/frequently purchased cooking related products. This includes anything food and grocery related, to all cooking gadgets like cookware, and all utensils and speciality products. (FLA Friendly)
Stirista > Custom > Grocery Buyers and Household Cooks	Individuals who are Grocery Buyers and Household Cooks.
Stirista > Social > Consumer > Alcohol Followers	Social followers of alcohol brands.
Stirista > Social > Consumer > Beer Followers	Social followers of beer brands.
Stirista > Social > Consumer > Wine Followers	Social followers of wine brands.

©2026 Stirista, LLC All Rights Reserved

Stirista > Social > Consumer > Liquor Followers	Social followers of liquor brands.
Stirista > Consumer > Interests > Food - Wines	Individuals with food - wines interest. Individuals who are interested in wines such as Moscato, Chardonnay, Riesling, Pinot Grigio, Sauvignon Blanc, Cabernet, Pinot Noir, Syrah, Zinfandel, Malbec, and Merlot. (FLA Friendly)
Stirista > Business > Industry > 2digitSIC > 20-Food and Kindred Products	Individuals who work in the food and kindred products industry. (FLA Friendly)
Stirista > Business > Industry > 2digitSIC > 54-Food Stores	Individuals who work in the food stores industry. (FLA Friendly)
Stirista > Business > Industry > 2digitSIC > 50-Wholesale Trade - Durable Goods	Individuals who work in the wholesale trade - durable goods industry. (FLA Friendly)
Stirista > Business > Industry > Manufacturing > Food & Beverage	Individuals who work in the manufacturing food & beverage industry. (FLA Friendly)
Stirista > Business > Industry > Retail > Grocery	Individuals who work in the grocery industry. (FLA Friendly)
Stirista > Business > Consumer Goods And Services > Manufacturing > Consumer Goods-Food And Beverage	Individuals who work in food and beverage manufacturing. (FLA Friendly)
Stirista > Business > Decision Makers > Manufacturing > Food & Beverage	Individuals who are decision makers in the Manufacturing > Food & Beverage field. (FLA Friendly)
Stirista > Consumer > Interests > Food - Wines	Individuals with food - wines interest. Individuals who are interested in wines such as Moscato, Chardonnay, Riesling, Pinot Grigio, Sauvignon Blanc, Cabernet, Pinot Noir, Syrah, Zinfandel, Malbec, and Merlot. (FLA Friendly)
Stirista > Consumer > Interests > Cooking - General	Individuals with cooking - general interest/flag. Individuals who are most likely to be interested in cooking tutorials, cooking recipes, and cooking books. As well as enjoying getting groceries and making things homemade. (FLA Friendly)
Stirista > Consumer > Interests > Foods - Natural	Individuals with foods - natural interest/flag. Individuals who are most likely to be interested in cooking tutorials, cooking recipes, and cooking books. As well as enjoying getting groceries and making things homemade and healthy. (FLA Friendly)

©2026 Stirista, LLC All Rights Reserved

Stirista > Consumer > Interests > Cooking / Food Grouping	Individuals with cooking / food grouping interests/flags. Individuals who are most likely to be interested in cooking tutorials, cooking recipes, and cooking books. As well as enjoying getting groceries and making things homemade. (FLA Friendly)
Stirista > Category > Nutritional Foods	Individuals who are interested in Nutritional Foods based on surveys, sweepstakes, online activity, and purchase data. (FLA Friendly)
Stirista > Category > Recipes and Cooking	Individuals who are interested in Recipes and Cooking based on surveys, sweepstakes, online activity, and purchase data. (FLA Friendly)
Stirista > Food and Cooking Television and Network Interest	Individuals who are interested in Food and Cooking related television and networks. (FLA Friendly)
Stirista > Intent > B2C > Business > Food & Beverage	Observed behavior of online users with intentional action suggesting interest in Business-Food & Beverage and/or supporting products. (FLA Friendly)
Stirista > Consumer > Grocery Shopping Moms	Moms who are highly likely to shop for household groceries. These moms might highly enjoy cooking fresh meals often, and who are recipe hunters on Pinterest.
Stirista > Consumer > Holiday Cooks	Individuals who are highly likely to enjoy holiday cooking. Most likely to host holiday parties frequently for Christmas, Thanksgiving, New Years, Diwali, Kwanzaa, Hanukkah, Chinese New Year, St. Lucia's Day, and Dia de los Muertos.
Stirista > Consumer > Travel > Family Travelers	Individuals with families who enjoy traveling. Parents who enjoy family adventures, including RV trips, Domestic flying, International flying, Cruises, and interest is Disney Parks.
Stirista > Consumer > Interests > Football	Individuals part of the football interest grouping. Individuals who are highly interested in NFL, NCAA, ESPN, Super Bowl, and College Football. (FLA Friendly)
Stirista > Entertainment > Sporting Events	Individuals who enjoy Sporting Events for entertainment. Individuals who are highly interested in anything sports including, football, basketball, baseball, soccer, golf, and tennis. (FLA Friendly)
Stirista > Interest > Football	Individuals who are interested in Football. Individuals who are highly interested in NFL, NCAA, ESPN, Super Bowl, and College Football. (FLA Friendly)
Stirista > Category > Football	Individuals who are interested in Football based on surveys, sweepstakes, online activity, and purchase data. Individuals who are highly interested in NFL, NCAA, ESPN, Super Bowl, and College Football. (FLA Friendly)
Stirista > Category > National Football League	Individuals who are interested in the National Football League based on surveys, sweepstakes, online activity, and purchase data. Individuals who are highly interested in NFL, NCAA, ESPN, Super Bowl, and College Football. (FLA Friendly)
Stirista > Custom > NFL Enthusiast	Individuals interested in the NFL. Individuals who are highly interested in NFL, NCAA, ESPN, Super Bowl, and College Football. (FLA Friendly)

©2026 Stirista, LLC All Rights Reserved

Stirista > Intent > B2C > Sports > Football	Observed behavior of online users with intentional action suggesting interest in Sports-Football and/or supporting products. (FLA Friendly)
Stirista > Consumer > Interests > Spectator Sports > Football	Individuals with spectator sports - football interest/flag. Individuals who are highly interested in NFL, NCAA, ESPN, Super Bowl, and College Football. (FLA Friendly)

LBDigital Segments

Segment Name	Source Description
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Thanksgiving	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Thanksgiving.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Winter Holiday > Celebration Planners	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Winter Holiday and Celebration Planners.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Winter Holiday > Cooks	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Winter Holiday and Cooks.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Winter Holiday > Decorating Enthusiasts	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Winter Holiday and Decorating Enthusiasts.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Winter Holiday > Travelers	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Winter Holiday and Travelers.
LBDigital > Browser Activity > Sports and Recreation > Football > NFL	This category contains consumers who watch the NFL.
LBDigital > Media Source Solutions > Optimized for TV > Arts And Entertainment > Spectator Sports > Football > Male	This audience contains male individuals interested in football.
LBDigital > Media Source Solutions > Optimized for TV > Arts And Entertainment > Spectator Sports > Football > Female	This audience contains female individuals interested in football.
LBDigital > Media Source Solutions > Fair Lending Friendly > Personal Interest > Sports > Football	This audience contains Fair Lending qualified individuals who have a strong interest in football related topics such as recreational football, NFL, and college football (NCAA).

©2026 Stirista, LLC All Rights Reserved

LBDigital > Media Source Solutions > Fair Lending Friendly > Avid Social Media Followers > Intent > Football	This audience contains Fair Lending qualified individuals following Football related topics and brands and social media.
LBDigital > Media Source Solutions > Mobile App Users > Online and In-Store Shoppers with Buyer Intent > Gifts & Special Event Items > Gifts	This audience is made up of individuals who are Online and In-Store Shoppers with Buyer Intent for Gifts & Special Event Items and Gifts.
LBDigital > Media Source Solutions > Mobile App Users > Online and In-Store Shoppers with Buyer Intent > Gifts & Special Event Items > Party & Holiday Supplies	This audience is made up of individuals who are Online and In-Store Shoppers with Buyer Intent for Gifts & Special Event Items and Party & Holiday Supplies.
LBDigital > Holiday and Seasonal > Holiday Cooking	This audience contains people who enjoy celebrating holidays and seasons by cooking appropriate foods and baking desserts to share with their loved ones.
LBDigital > Optimized for CTV > Holiday and Seasonal > Holiday Cooking	This audience contains people who enjoy celebrating holidays and seasons by cooking appropriate foods and baking desserts to share with their loved ones and who are CTV viewers.
LBDigital > Holiday and Seasonal > Catered Events	This audience contains people who enjoy celebrating holidays and seasons with entertainment, and enjoy holding catered events for their guests.
LBDigital > Browser Activity > Holiday and Seasonal > Cooking Healthy Foods	This category contains consumers who enjoy a healthy lifestyle and cooking healthy foods. They are making even the worst tasting healthy foods like broccoli and asparagus taste delicious!.
LBDigital > Location - Out and About > Seasonal and Holiday > Top Holiday Spenders	The audience contains individuals that are top holiday spenders.
LBDigital > Location - Out and About > Seasonal and Holiday > Organize Holiday Celebrations	The audience contains individuals that organize as a New Year's resolution.
LBDigital > Location - Out and About > Seasonal and Holiday > Last Minute Holiday Shoppers	The audience contains individuals that are last minute Holiday shoppers.
LBDigital > Location - Out and About > Seasonal and Holiday > Travel For Holidays	The audience contains individuals that travel during the Holidays.
LBDigital > Location - Out and About > Seasonal and Holiday > Dine Out For Holidays	The audience contains individuals that visit fast food restaurants during the Holidays.
LBDigital > Location - Out and About > Seasonal and Holiday > Holiday Fashion Shopper	The audience contains individuals that shop for fashion products during the Holidays.
LBDigital > Media Source Solutions > Fair Lending Friendly > Personal Interest > Holiday Entertaining and Celebrations	This audience contains Fair Lending qualified individuals who have a strong interest in holidays and celebrations who are frequent holiday shoppers and gift buyers. They love holiday entertaining, decorating, traveling, and celebrating.
LBDigital > Media Source Solutions > Fair Lending Friendly > Purchase Intent > Frequent Holiday Purchasers	This audience contains Fair Lending qualified individuals who are frequent Holiday purchasers based on transactional purchase data.

©2026 Stirista, LLC All Rights Reserved

LBDigital > Media Source Solutions > Mobile App Users > Leisure Hour Hobbies Social Engagers > Holidays & Seasonal Events	This audience is made up of individuals who are interacting with Leisure Hour Hobbies Social Engagers with an interest in Special Occasions and Holidays & Seasonal Events.
LBDigital > Media Source Solutions > Mobile App Users > Changing Consumer Behaviors Social Intent > Home Cooking	This audience is made up of individuals who are part of the Changing Consumer Behaviors Social Intent with an interest in Home Cooking.
LBDigital > Media Source Solutions > Mobile App Users > Changing Consumer Behaviors Social Intent > Home Entertaining	This audience is made up of individuals who are part of the Changing Consumer Behaviors Social Intent with an interest in Home Entertaining.
LBDigital > Browser Activity > Interests > Books > Cookbooks	This category contains consumers who enjoy reading cookbooks. They purchase books on technique, special ingredients and more.
LBDigital > Browser Activity > Holiday and Seasonal > Cooking Healthy Foods	This category contains consumers who enjoy a healthy lifestyle and cooking healthy foods. They are making even the worst tasting healthy foods like broccoli and asparagus taste delicious!.
LBDigital > Online Registration > Food and Drink > Cooking	This audience contains individuals with self reported interests in cooking.
LBDigital > Media Source Solutions > Fair Lending Friendly > Purchase Intent > Frequent Cooking Products Purchasers	This audience contains Fair Lending qualified individuals who are frequent cooking products purchasers based on transactional purchase data.
LBDigital > Media Source Solutions > Fair Lending Friendly > Personal Interest > Reading > Cooking and Culinary Arts	This audience contains Fair Lending Qualified individuals who enjoy reading about Cooking and Culinary Arts related topics, based on surveys, sweepstakes, and online/purchase activity.
LBDigital > Media Source Solutions > Fair Lending Friendly > Personal Interest > Cooking and Gourmet Food	This audience contains Fair Lending qualified individuals who have a strong interest in cooking and recipes. They are foodies who enjoy gourmet food.
LBDigital > Media Source Solutions > Browser Activity/Contextual Ad Responders > Interests > Cooking > Cuisines > Italian	This audience contains individuals who have an interest in and have Browsed and responded to Contextual ads for information about Italian cuisine.
LBDigital > Media Source Solutions > Browser Activity/Contextual Ad Responders > Interests > Cooking > Cuisines > Latin American	This audience contains individuals who have an interest in and have Browsed and responded to Contextual ads for information about Latin American.
LBDigital > Media Source Solutions > Browser Activity/Contextual Ad Responders > Interests > Cooking > Grilling	This audience contains individuals who have an interest in and have Browsed and responded to Contextual ads for information about Grilling.
LBDigital > Media Source Solutions > Browser Activity/Contextual Ad Responders > Interests > Cooking > Nutrition	This audience contains individuals who have an interest in and have Browsed and responded to Contextual ads for information about Nutrition.

©2026 Stirista, LLC All Rights Reserved

LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Salty Snacks & Popcorn	This audience shops for CPG products at brick and mortar retail stores for Salty Snacks & Popcorn using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Salty Snacks	This audience shops for CPG products at brick and mortar retail stores for Salty Snacks using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Cheese Snacks	This audience shops for CPG products at brick and mortar retail stores for Cheese Snacks using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Corn Snacks (No Tortilla Chips)	This audience shops for CPG products at brick and mortar retail stores for Corn Snacks (No Tortilla Chips) using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Pork Rinds	This audience shops for CPG products at brick and mortar retail stores for Pork Rinds using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Potato Chips	This audience shops for CPG products at brick and mortar retail stores for Potato Chips using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Tortilla/Tostada Chips	This audience shops for CPG products at brick and mortar retail stores for Tortilla/Tostada Chips using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Popcorn/Popcorn Oil	This audience shops for CPG products at brick and mortar retail stores for Popcorn/Popcorn Oil using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Shelf Stable Microwave Popcorn	This audience shops for CPG products at brick and mortar retail stores for Shelf Stable Microwave Popcorn using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Pretzels	This audience shops for CPG products at brick and mortar retail stores for Pretzels using their credit cards to purchase in the Cookies, Chips & Snacks category.
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Pudding & Gelatin	This audience shops for CPG products at brick and mortar retail stores for Pudding & Gelatin using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Gelatin Dessert Mixes	This audience shops for CPG products at brick and mortar retail stores for Gelatin Dessert Mixes using their credit cards to purchase in the Cookies, Chips & Snacks category

©2026 Stirista, LLC All Rights Reserved

LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Prepared Gelatin	This audience shops for CPG products at brick and mortar retail stores for Prepared Gelatin using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Prepared Pudding	This audience shops for CPG products at brick and mortar retail stores for Prepared Pudding using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Pudding/Pie Filling/Mousse Mixes	This audience shops for CPG products at brick and mortar retail stores for Pudding/Pie Filling/Mousse Mixes using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Refrigerated Dough/Biscuit Dough	This audience shops for CPG products at brick and mortar retail stores for Refrigerated Dough/Biscuit Dough using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Biscuit Dough	This audience shops for CPG products at brick and mortar retail stores for Biscuit Dough using their credit cards to purchase in the Cookies, Chips & Snacks category.
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Pillsbury/Hungry Jack	This audience shops for CPG products at brick and mortar retail stores for the brand Pillsbury/Hungry Jack using their credit cards to purchase in the Cookies, Chips & Snacks category.
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Cookie/Brownie Dough	This audience shops for CPG products at brick and mortar retail stores for Cookie/Brownie Dough using their credit cards to purchase in the Refrigerated Dough/Biscuit Dough category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Dough (Bread/Rolls/Bun)	This audience shops for CPG products at brick and mortar retail stores for Dough (Bread/Rolls/Bun) using their credit cards to purchase in the Refrigerated Dough/Biscuit Dough category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Pillsbury Hungry Jack	This audience shops for CPG products at brick and mortar retail stores for the brand Pillsbury/Hungry Jack using their credit cards to purchase in the Dough (Bread/Rolls/Bun) category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Dough (Pastry/Dumpling)	This audience shops for CPG products at brick and mortar retail stores for Dough (Pastry/Dumpling) using their credit cards to purchase in the Refrigerated Dough/Biscuit Dough category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Snack Bars	This audience shops for CPG products at brick and mortar retail stores for Snack Bars using their credit cards to purchase in the Cookies, Chips & Snacks category.
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Nature Valley	This audience shops for CPG products at brick and mortar retail stores for the brand Nature Valley using their credit cards to purchase in the Cookies, Chips & Snacks category.

©2026 Stirista, LLC All Rights Reserved

LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Cookies	This audience shops for CPG products at brick and mortar retail stores for Cookies using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Cookies > Oreo	This audience shops for CPG products at brick and mortar retail stores for the brand Oreo using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Snack Nuts/Seeds/Corn Nuts	This audience shops for CPG products at brick and mortar retail stores for Snack Nuts/Seeds/Corn Nuts using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Snack Nuts	This audience shops for CPG products at brick and mortar retail stores for Snack Nuts using their credit cards to purchase in the Cookies, Chips & Snacks category.
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Nutritional Snacks & Trail Mixes	This audience shops for CPG products at brick and mortar retail stores for Nutritional Snacks & Trail Mixes using their credit cards to purchase in the Cookies, Chips & Snacks category.
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Crackers	This audience shops for CPG products at brick and mortar retail stores for Crackers using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Crackers With Fillings	This audience shops for CPG products at brick and mortar retail stores for Crackers With Fillings using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Graham Crackers	This audience shops for CPG products at brick and mortar retail stores for Graham Crackers using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Saltine Crackers	This audience shops for CPG products at brick and mortar retail stores for Saltine Crackers using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Nabisco Ritz	This audience shops for CPG products at brick and mortar retail stores for the brand Nabisco Ritz using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Dips & Spreads	This audience shops for CPG products at brick and mortar retail stores for Dips & Spreads using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Refrigerated Dips	This audience shops for CPG products at brick and mortar retail stores for Refrigerated Dips using their credit cards to purchase in the Cookies, Chips & Snacks category

©2026 Stirista, LLC All Rights Reserved

LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Refrigerated Spreads	This audience shops for CPG products at brick and mortar retail stores for Refrigerated Spreads using their credit cards to purchase in the Cookies, Chips & Snacks category.
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Refrigerated Flavored Spreads	This audience shops for CPG products at brick and mortar retail stores for Refrigerated Flavored Spreads using their credit cards to purchase in the Cookies, Chips & Snacks category.
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Refrigerated Meat Spread/Salad	This audience shops for CPG products at brick and mortar retail stores for Refrigerated Meat Spread/Salad using their credit cards to purchase in the Cookies, Chips & Snacks category.
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Shelf Stable Dip/Dip Mixes	This audience shops for CPG products at brick and mortar retail stores for Shelf Stable Dip/Dip Mixes using their credit cards to purchase in the Cookies, Chips & Snacks category.
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Dry Dip Mixes	This audience shops for CPG products at brick and mortar retail stores for Dry Dip Mixes using their credit cards to purchase in the Cookies, Chips & Snacks category.
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Hors D'oeuvres	This audience shops for CPG products at brick and mortar retail stores for Hors D'oeuvres using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Fruit Rolls/Bars/Snacks	This audience shops for CPG products at brick and mortar retail stores for Fruit Rolls/Bars/Snacks using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Dried Meat & Jerky	This audience shops for CPG products at brick and mortar retail stores for Dried Meat & Jerky using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Cookies, Chips & Snacks > Jerky	This audience shops for CPG products at brick and mortar retail stores for Jerky using their credit cards to purchase in the Cookies, Chips & Snacks category
LBDigital > Media Source Solutions > CPG Shoppers > Bakery & Bread > Bread	This audience shops for CPG products at brick and mortar retail stores for Bread using their credit cards to purchase in the Bakery & Bread category.
LBDigital > Media Source Solutions > CPG Shoppers > Bakery & Bread > Fresh Bread	This audience shops for CPG products at brick and mortar retail stores for Fresh Bread using their credit cards to purchase in the Bakery & Bread category.
LBDigital > Media Source Solutions > CPG Shoppers > Bakery & Bread > Fresh Bread > Arnold	This audience shops for CPG products at brick and mortar retail stores for the brand Arnold using their credit cards to purchase in the Bakery & Bread category.

©2026 Stirista, LLC All Rights Reserved

LBDigital > Media Source Solutions > CPG Shoppers > Bakery & Bread > Pepperidge Farm	This audience shops for CPG products at brick and mortar retail stores for the brand Pepperidge Farm using their credit cards to purchase in the Bakery & Bread category.
LBDigital > Media Source Solutions > CPG Shoppers > Bakery & Bread > Sara Lee	This audience shops for CPG products at brick and mortar retail stores for the brand Sara Lee using their credit cards to purchase in the Bakery & Bread category.
LBDigital > Media Source Solutions > CPG Shoppers > Bakery & Bread > Fresh Bread > Bimbo	This audience shops for CPG products at brick and mortar retail stores for the brand Bimbo using their credit cards to purchase in the Bakery & Bread category.
LBDigital > Media Source Solutions > CPG Shoppers > Bakery & Bread > Hamburger And Hot Dog Buns	This audience shops for CPG products at brick and mortar retail stores for Hamburger And Hot Dog Buns using their credit cards to purchase in the Bakery & Bread category.
LBDigital > Media Source Solutions > CPG Shoppers > Bakery & Bread > All Other Fresh Rolls/Bun/Croissants	This audience shops for CPG products at brick and mortar retail stores for All Other Fresh Rolls/Bun/Croissants using their credit cards to purchase in the Bakery & Bread category.
LBDigital > Media Source Solutions > CPG Shoppers > Bakery & Bread > Bagels/Bialys	This audience shops for CPG products at brick and mortar retail stores for Bagels/Bialys using their credit cards to purchase in the Bakery & Bread category.
LBDigital > Media Source Solutions > CPG Shoppers > Bakery & Bread > Thomas'	This audience shops for CPG products at brick and mortar retail stores for the brand Thomas' using their credit cards to purchase in the Bakery & Bread category.
LBDigital > Media Source Solutions > CPG Shoppers > Bakery & Bread > Bakery Snacks	This audience shops for CPG products at brick and mortar retail stores for Bakery Snacks using their credit cards to purchase in the Bakery & Bread category
LBDigital > Media Source Solutions > CPG Shoppers > Bakery & Bread > Cupcakes/Brownies	This audience shops for CPG products at brick and mortar retail stores for Cupcakes/Brownies using their credit cards to purchase in the Bakery & Bread category.
LBDigital > Media Source Solutions > CPG Shoppers > Bakery & Bread > Pies & Cakes	This audience shops for CPG products at brick and mortar retail stores for Pies & Cakes using their credit cards to purchase in the Bakery & Bread category.
LBDigital > Media Source Solutions > CPG Shoppers > Bakery & Bread > Cakes (No Snack/Coffee Cakes)	This audience shops for CPG products at brick and mortar retail stores for Cakes (No Snack/Coffee Cakes) using their credit cards to purchase in the Bakery & Bread category.
LBDigital > Media Source Solutions > CPG Shoppers > Bakery & Bread > Pies (No Snack Pies)	This audience shops for CPG products at brick and mortar retail stores for Pies (No Snack Pies) using their credit cards to purchase in the Bakery & Bread category.

©2026 Stirista, LLC All Rights Reserved

LBDigital > Media Source Solutions > CPG Shoppers > Bakery & Bread > Pastry/Doughnuts	This audience shops for CPG products at brick and mortar retail stores for Pastry/Doughnuts using their credit cards to purchase in the Bakery & Bread category.
LBDigital > Media Source Solutions > CPG Shoppers > Bakery & Bread > Doughnuts	This audience shops for CPG products at brick and mortar retail stores for Doughnuts using their credit cards to purchase in the Bakery & Bread category.
LBDigital > Media Source Solutions > CPG Shoppers > Bakery & Bread > Dunkin' Donuts	This audience shops for CPG products at brick and mortar retail stores for the brand Dunkin' Donuts using their credit cards to purchase in the Bakery & Bread category.
LBDigital > Media Source Solutions > CPG Shoppers > Bakery & Bread > Krispy Kreme	This audience shops for CPG products at brick and mortar retail stores for the brand Krispy Kreme using their credit cards to purchase in the Bakery & Bread category.
LBDigital > Media Source Solutions > CPG Shoppers > Bakery & Bread > Muffins	This audience shops for CPG products at brick and mortar retail stores for Muffins using their credit cards to purchase in the Bakery & Bread category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Pie/Pastry Filling	This audience shops for CPG products at brick and mortar retail stores for Pie/Pastry Filling using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Ready-To-Use Pie Crust	This audience shops for CPG products at brick and mortar retail stores for Ready-To-Use Pie Crust using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Baking Nuts	This audience shops for CPG products at brick and mortar retail stores for Baking Nuts using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Baking Syrup/Molasses	This audience shops for CPG products at brick and mortar retail stores for Baking Syrup/Molasses using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Corn/Crystal/White Syrup	This audience shops for CPG products at brick and mortar retail stores for Corn/Crystal/White Syrup using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Breadcrumbs/Batters	This audience shops for CPG products at brick and mortar retail stores for Breadcrumbs/Batters using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Breadcrumbs	This audience shops for CPG products at brick and mortar retail stores for Breadcrumbs using their credit cards to purchase in the Baking & Cooking category.

©2026 Stirista, LLC All Rights Reserved

LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Breading/Batter/Coating Mixes	This audience shops for CPG products at brick and mortar retail stores for Breading/Batter/Coating Mixes using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Flours & Meals	This audience shops for CPG products at brick and mortar retail stores for Flours & Meals using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Cornmeal/Baking Oat Bran	This audience shops for CPG products at brick and mortar retail stores for Cornmeal/Baking Oat Bran using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Flour	This audience shops for CPG products at brick and mortar retail stores for Flour using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Flour > Gold Medal	This audience shops for CPG products at brick and mortar retail stores for the brand Gold Medal using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Hominy Grits	This audience shops for CPG products at brick and mortar retail stores for Hominy Grits using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Frosting, Toppings & Decorations	This audience shops for CPG products at brick and mortar retail stores for Frosting, Toppings & Decorations using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Refrigerated Whipped Toppings	This audience shops for CPG products at brick and mortar retail stores for Refrigerated Whipped Toppings using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Aerosol Whipped Toppings	This audience shops for CPG products at brick and mortar retail stores for Aerosol Whipped Toppings using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Frosting/Frosting Mixes	This audience shops for CPG products at brick and mortar retail stores for Frosting/Frosting Mixes using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Chips/Baking Chocolate/Cocoa	This audience shops for CPG products at brick and mortar retail stores for Chips/Baking Chocolate/Cocoa using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Mixes	This audience shops for CPG products at brick and mortar retail stores for Mixes using their credit cards to purchase in the Baking & Cooking category.

©2026 Stirista, LLC All Rights Reserved

LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Baking Mixes	This audience shops for CPG products at brick and mortar retail stores for Baking Mixes using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Stuffing Mixes & Breadcrumbs	This audience shops for CPG products at brick and mortar retail stores for Stuffing Mixes & Breadcrumbs using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Brownie Mixes	This audience shops for CPG products at brick and mortar retail stores for Brownie Mixes using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Cake/Cupcake/Pie Mixes	This audience shops for CPG products at brick and mortar retail stores for Cake/Cupcake/Pie Mixes using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Cookie/Cookie Bar Mixes	This audience shops for CPG products at brick and mortar retail stores for Cookie/Cookie Bar Mixes using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Muffin Mixes	This audience shops for CPG products at brick and mortar retail stores for Muffin Mixes using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Pancake/French Toast/Waffle Mixes	This audience shops for CPG products at brick and mortar retail stores for Pancake/French Toast/Waffle Mixes using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Oil & Shortening	This audience shops for CPG products at brick and mortar retail stores for Oil & Shortening using their credit cards to purchase in the Baking & Cooking category
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Cooking & Salad Oils	This audience shops for CPG products at brick and mortar retail stores for Cooking & Salad Oils using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Microwave Browning/Pan Spray	This audience shops for CPG products at brick and mortar retail stores for Microwave Browning/Pan Spray using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Olive Oil	This audience shops for CPG products at brick and mortar retail stores for Olive Oil using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Dry/Refrigerated Yeast	This audience shops for CPG products at brick and mortar retail stores for Dry/Refrigerated Yeast using their credit cards to purchase in the Baking & Cooking category.

©2026 Stirista, LLC All Rights Reserved

LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Sugar	This audience shops for CPG products at brick and mortar retail stores for Sugar using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > White Granulated Sugar	This audience shops for CPG products at brick and mortar retail stores for White Granulated Sugar using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > White Granulated Sugar > Domino	This audience shops for CPG products at brick and mortar retail stores for the brand Domino using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Baking & Cooking > Sugar Substitutes	This audience shops for CPG products at brick and mortar retail stores for Sugar Substitutes using their credit cards to purchase in the Baking & Cooking category.
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Soups, Stocks & Broth	This audience shops for CPG products at brick and mortar retail stores for Soups, Stocks & Broth using their credit cards to purchase in the Canned, Jarred & Packaged category
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Dry Soup	This audience shops for CPG products at brick and mortar retail stores for Dry Soup using their credit cards to purchase in the Canned, Jarred & Packaged category.
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Ramen	This audience shops for CPG products at brick and mortar retail stores for Ramen using their credit cards to purchase in the Canned, Jarred & Packaged category.
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Ready to Serve Soup	This audience shops for CPG products at brick and mortar retail stores for Ready to Serve Soup using their credit cards to purchase in the Canned, Jarred & Packaged category.
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Ready to Serve Soup > Campbell's Chunky	This audience shops for CPG products at brick and mortar retail stores for the brand Campbell's Chunky using their credit cards to purchase in the Canned, Jarred & Packaged category.
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Wet Broth & Stock	This audience shops for CPG products at brick and mortar retail stores for Wet Broth & Stock using their credit cards to purchase in the Canned, Jarred & Packaged category.
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Seafood	This audience shops for CPG products at brick and mortar retail stores for Seafood using their credit cards to purchase in the Canned, Jarred & Packaged category
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Shelf Stable Seafood	This audience shops for CPG products at brick and mortar retail stores for Shelf Stable Seafood using their credit cards to purchase in the Canned, Jarred & Packaged category.

©2026 Stirista, LLC All Rights Reserved

LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Shelf Stable Seafood > Salmon	This audience shops for CPG products at brick and mortar retail stores for Salmon using their credit cards to purchase in the Canned, Jarred & Packaged category.
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Shelf Stable Seafood > Tuna	This audience shops for CPG products at brick and mortar retail stores for Tuna using their credit cards to purchase in the Canned, Jarred & Packaged category.
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Vegetables	This audience shops for CPG products at brick and mortar retail stores for Vegetables using their credit cards to purchase in the Canned, Jarred & Packaged category.
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Potato/Sweet Potato	This audience shops for CPG products at brick and mortar retail stores for Potato/Sweet Potato using their credit cards to purchase in the Canned, Jarred & Packaged category.
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Canned/Bottled Carrots	This audience shops for CPG products at brick and mortar retail stores for Canned/Bottled Carrots using their credit cards to purchase in the Canned, Jarred & Packaged category.
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Canned/Bottled Corn	This audience shops for CPG products at brick and mortar retail stores for Canned/Bottled Corn using their credit cards to purchase in the Canned, Jarred & Packaged category.
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Canned/Bottled Green Beans	This audience shops for CPG products at brick and mortar retail stores for Canned/Bottled Green Beans using their credit cards to purchase in the Canned, Jarred & Packaged category.
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Canned & Bottled Fruit	This audience shops for CPG products at brick and mortar retail stores for Canned & Bottled Fruit using their credit cards to purchase in the Canned, Jarred & Packaged category
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Applesauce/Fruit Sauce	This audience shops for CPG products at brick and mortar retail stores for Applesauce/Fruit Sauce using their credit cards to purchase in the Canned & Bottled Fruit category
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Citrus Fruit	This audience shops for CPG products at brick and mortar retail stores for Citrus Fruit using their credit cards to purchase in the Canned, Jarred & Packaged category.
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Mixed Fruit	This audience shops for CPG products at brick and mortar retail stores for Mixed Fruit using their credit cards to purchase in the Canned, Jarred & Packaged category.
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Peaches	This audience shops for CPG products at brick and mortar retail stores for Peaches using their credit cards to purchase in the Canned, Jarred & Packaged category.

©2026 Stirista, LLC All Rights Reserved

LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Peaches > Del Monte	This audience shops for CPG products at brick and mortar retail stores for the brand Del Monte Peaches using their credit cards to purchase in the Canned, Jarred & Packaged category.
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Peaches > Goya	This audience shops for CPG products at brick and mortar retail stores for the brand Goya Peaches using their credit cards to purchase in the Canned, Jarred & Packaged category.
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Pineapple	This audience shops for CPG products at brick and mortar retail stores for Pineapple using their credit cards to purchase in the Canned, Jarred & Packaged category.
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Canned Beans	This audience shops for CPG products at brick and mortar retail stores for Canned Beans using their credit cards to purchase in the Canned, Jarred & Packaged category
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Canned Beans > Baked Beans	This audience shops for CPG products at brick and mortar retail stores for Baked Beans using their credit cards to purchase in the Canned, Jarred & Packaged category.
LBDigital > Media Source Solutions > CPG Shoppers > Canned, Jarred & Packaged > Baked Beans > Bush's Best	This audience shops for CPG products at brick and mortar retail stores for the brand Bush's Best using their credit cards to purchase in the Canned, Jarred & Packaged category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Cheese	This audience shops for CPG products at brick and mortar retail stores for Cheese using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Natural Cheese	This audience shops for CPG products at brick and mortar retail stores for Natural Cheese using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Natural Cheese-Chunks	This audience shops for CPG products at brick and mortar retail stores for Natural Cheese-Chunks using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Natural Cheese-Shredded	This audience shops for CPG products at brick and mortar retail stores for Natural Cheese-Shredded using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Processed Cheese	This audience shops for CPG products at brick and mortar retail stores for Processed Cheese using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Cheese Spreads/Balls	This audience shops for CPG products at brick and mortar retail stores for Cheese Spreads/Balls using their credit cards to purchase in the Dairy & Eggs category.

©2026 Stirista, LLC All Rights Reserved

LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Processed/Imitation Cheese-Slices	This audience shops for CPG products at brick and mortar retail stores for Processed/Imitation Cheese-Slices using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Cottage Cheese	This audience shops for CPG products at brick and mortar retail stores for Cottage Cheese using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Cream Cheese/Cream Cheese Spread	This audience shops for CPG products at brick and mortar retail stores for Cream Cheese/Cream Cheese Spread using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Cream Cheese-Soft	This audience shops for CPG products at brick and mortar retail stores for Cream Cheese-Soft using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Cream Cheese-Whipped	This audience shops for CPG products at brick and mortar retail stores for Cream Cheese-Whipped using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Cream & Creamers	This audience shops for CPG products at brick and mortar retail stores for Cream & Creamers using their credit cards to purchase in the Dairy & Eggs category
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Refrigerated Coffee Creamer	This audience shops for CPG products at brick and mortar retail stores for Refrigerated Coffee Creamer using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Shelf Stable Coffee Creamer	This audience shops for CPG products at brick and mortar retail stores for Shelf Stable Coffee Creamer using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Sour Cream	This audience shops for CPG products at brick and mortar retail stores for Sour Cream using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Sour Cream > Daisy	This audience shops for CPG products at brick and mortar retail stores for the brand Daisy using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Eggs	This audience shops for CPG products at brick and mortar retail stores for Eggs using their credit cards to purchase in the Dairy & Eggs category
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Milk	This audience shops for CPG products at brick and mortar retail stores for Milk using their credit cards to purchase in the Dairy & Eggs category

©2026 Stirista, LLC All Rights Reserved

LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Refrigerated Whole Milk	This audience shops for CPG products at brick and mortar retail stores for Refrigerated Whole Milk using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Refrigerated Skim/Lowfat Milk	This audience shops for CPG products at brick and mortar retail stores for Refrigerated Skim/Lowfat Milk using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Evaporated/Condensed Milk	This audience shops for CPG products at brick and mortar retail stores for Evaporated/Condensed Milk using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Refrigerated Almond Milk	This audience shops for CPG products at brick and mortar retail stores for Refrigerated Almond Milk using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Refrigerated Flavored Milk/Eggnog/Buttermilk	This audience shops for CPG products at brick and mortar retail stores for Refrigerated Flavored Milk/Eggnog/Buttermilk using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Yogurt	This audience shops for CPG products at brick and mortar retail stores for Yogurt using their credit cards to purchase in the Dairy & Eggs category
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Refrigerated Yogurt	This audience shops for CPG products at brick and mortar retail stores for Refrigerated Yogurt using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Refrigerated Yogurt > Chobani	This audience shops for CPG products at brick and mortar retail stores for the brand Chobani using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Refrigerated Yogurt > Dannon	This audience shops for CPG products at brick and mortar retail stores for the brand Dannon using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Butter, Blends & Spreads	This audience shops for CPG products at brick and mortar retail stores for Butter, Blends & Spreads using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Refrigerated Butter	This audience shops for CPG products at brick and mortar retail stores for Refrigerated Butter using their credit cards to purchase in the Dairy & Eggs category.
LBDigital > Media Source Solutions > CPG Shoppers > Dairy & Eggs > Margarine/Spreads	This audience shops for CPG products at brick and mortar retail stores for Margarine/Spreads using their credit cards to purchase in the Dairy & Eggs category.

©2026 Stirista, LLC All Rights Reserved

LBDigital > Media Source Solutions > CPG Shoppers > Meat, Seafood & Poultry > Bacon & Sausages	This audience shops for CPG products at brick and mortar retail stores for Bacon & Sausages using their credit cards to purchase in the Meat, Seafood & Poultry category.
LBDigital > Media Source Solutions > CPG Shoppers > Meat, Seafood & Poultry > Refrigerated Dinner Sausage	This audience shops for CPG products at brick and mortar retail stores for Refrigerated Dinner Sausage using their credit cards to purchase in the Meat, Seafood & Poultry category.
LBDigital > Media Source Solutions > CPG Shoppers > Meat, Seafood & Poultry > Refrigerated Dinner Sausage > Johnsonville	This audience shops for CPG products at brick and mortar retail stores for the brand Johnsonville using their credit cards to purchase in the Meat, Seafood & Poultry category.
LBDigital > Media Source Solutions > CPG Shoppers > Meat, Seafood & Poultry > Refrigerated Breakfast Meat	This audience shops for CPG products at brick and mortar retail stores for Refrigerated Breakfast Meat using their credit cards to purchase in the Meat, Seafood & Poultry category
LBDigital > Media Source Solutions > CPG Shoppers > Meat, Seafood & Poultry > Refrigerated Breakfast Meat > Sausage/Ham	This audience shops for CPG products at brick and mortar retail stores for Sausage/Ham using their credit cards to purchase in the Meat, Seafood & Poultry category.
LBDigital > Media Source Solutions > CPG Shoppers > Meat, Seafood & Poultry > Refrigerated Breakfast Meat > Bacon	This audience shops for CPG products at brick and mortar retail stores for Bacon using their credit cards to purchase in the Meat, Seafood & Poultry category.
LBDigital > Media Source Solutions > CPG Shoppers > Meat, Seafood & Poultry > Refrigerated Meat	This audience shops for CPG products at brick and mortar retail stores for Refrigerated Meat using their credit cards to purchase in the Meat, Seafood & Poultry category.
LBDigital > Media Source Solutions > CPG Shoppers > Meat, Seafood & Poultry > Refrigerated Uncooked Meats (No Poultry)	This audience shops for CPG products at brick and mortar retail stores for Refrigerated Uncooked Meats (No Poultry) using their credit cards to purchase in the Meat, Seafood & Poultry category.
LBDigital > Media Source Solutions > CPG Shoppers > Meat, Seafood & Poultry > Hot Dogs & Frankfurters	This audience shops for CPG products at brick and mortar retail stores for Hot Dogs & Frankfurters using their credit cards to purchase in the Meat, Seafood & Poultry category.
LBDigital > Media Source Solutions > CPG Shoppers > Meat, Seafood & Poultry > Hot Dogs & Frankfurters > Ball Park	This audience shops for CPG products at brick and mortar retail stores for the brand Ball Park using their credit cards to purchase in the Meat, Seafood & Poultry category.
LBDigital > Media Source Solutions > CPG Shoppers > Meat, Seafood & Poultry > Hot Dogs & Frankfurters > Wardynskis	This audience shops for CPG products at brick and mortar retail stores for the brand Wardynskis using their credit cards to purchase in the Meat, Seafood & Poultry category.
LBDigital > Media Source Solutions > CPG Shoppers > Meat, Seafood & Poultry > Meat Alternatives	This audience shops for CPG products at brick and mortar retail stores for Meat Alternatives using their credit cards to purchase in the Meat, Seafood & Poultry category.

©2026 Stirista, LLC All Rights Reserved

LBDigital > Media Source Solutions > CPG Shoppers > Meat, Seafood & Poultry > Pork	This audience shops for CPG products at brick and mortar retail stores for Pork using their credit cards to purchase in the Meat, Seafood & Poultry category.
LBDigital > Media Source Solutions > CPG Shoppers > Meat, Seafood & Poultry > Refrigerated and Frozen Poultry	This audience shops for CPG products at brick and mortar retail stores for Refrigerated and Frozen Poultry using their credit cards to purchase in the Meat, Seafood & Poultry category.
LBDigital > Media Source Solutions > CPG Shoppers > Meat, Seafood & Poultry > Refrigerated and Frozen Poultry > Chicken/Chicken Substitute	This audience shops for CPG products at brick and mortar retail stores for Chicken/Chicken Substitutes using their credit cards to purchase in the Meat, Seafood & Poultry category.
LBDigital > Media Source Solutions > CPG Shoppers > Meat, Seafood & Poultry > Refrigerated and Frozen Poultry > Turkey/Turkey Substitute	This audience shops for CPG products at brick and mortar retail stores for Turkey/Turkey Substitute using their credit cards to purchase in the Meat, Seafood & Poultry category.
LBDigital > Media Source Solutions > CPG Shoppers > Meat, Seafood & Poultry > Refrigerated and Frozen Poultry > Processed Poultry	This audience shops for CPG products at brick and mortar retail stores for Processed Poultry using their credit cards to purchase in the Meat, Seafood & Poultry category.
LBDigital > Media Source Solutions > CPG Shoppers > Meat, Seafood & Poultry > Refrigerated and Frozen Poultry > Processed Poultry > Chicken/Chicken Sub	This audience shops for CPG products at brick and mortar retail stores for Chicken/Chicken Sub using their credit cards to purchase in the Meat, Seafood & Poultry category.
LBDigital > Media Source Solutions > CPG Shoppers > Pasta & Rice > Pasta	This audience shops for CPG products at brick and mortar retail stores for Pasta using their credit cards to purchase in the Pasta & Rice category.
LBDigital > Media Source Solutions > CPG Shoppers > Pasta & Rice > Noodles	This audience shops for CPG products at brick and mortar retail stores for Noodles using their credit cards to purchase in the Pasta & Rice category.
LBDigital > Media Source Solutions > CPG Shoppers > Pasta & Rice > Spaghetti/Macaroni/Pasta (No Noodles)	This audience shops for CPG products at brick and mortar retail stores for Spaghetti/Macaroni/Pasta (No Noodles) using their credit cards to purchase in the Pasta & Rice category.
LBDigital > Media Source Solutions > CPG Shoppers > Pasta & Rice > Spaghetti/Macaroni/Pasta (No Noodles) > Barilla	This audience shops for CPG products at brick and mortar retail stores for the brand Barilla using their credit cards to purchase in the Pasta & Rice category.
LBDigital > Media Source Solutions > CPG Shoppers > Pasta & Rice > Refrigerated Pasta/Noodle	This audience shops for CPG products at brick and mortar retail stores for Refrigerated Pasta/Noodle using their credit cards to purchase in the Pasta & Rice category.
LBDigital > Media Source Solutions > CPG Shoppers > Pasta & Rice > Rice	This audience shops for CPG products at brick and mortar retail stores for Rice using their credit cards to purchase in the Pasta & Rice category.

©2026 Stirista, LLC All Rights Reserved

LBDigital > Media Source Solutions > CPG Shoppers > Pasta & Rice > Dry Rice	This audience shops for CPG products at brick and mortar retail stores for Dry Rice using their credit cards to purchase in the Pasta & Rice category.
LBDigital > Media Source Solutions > CPG Shoppers > Pasta & Rice > Dry Rice Mixes	This audience shops for CPG products at brick and mortar retail stores for Dry Rice Mixes using their credit cards to purchase in the Pasta & Rice category.

Ameribase Segments

Segment Name	Source Description
Ameribase Digital > Interests > Sports & Recreation > Sports > Team Sports > Football	Based on online behavioral information, these consumers consume content about topics like Football.
Ameribase Digital > Interests > Sports & Recreation > Sports > Team Sports > Football > NFL	Based on online behavioral information, these consumers consume content about topics like the NFL.
Ameribase Digital > Mobile Location-Based > Way of Life > NFL Football Fan	The audience includes individuals who are NFL football fans.
Ameribase Digital > Intent > In Market > Sporting Goods > Football	This audience contains active and responsive consumers who self-reported being in the market for football sporting goods.
Ameribase Digital > Intent > Interests > Sports > Football > General	This audience contains active and responsive consumers who self reported interest in football.
Ameribase Digital > Intent > Interests > Sports > Football > NFL	This audience contains active and responsive consumers who self reported interest in the NFL.
Ameribase Digital > Social Behaviors > Sport Fans > Sports League > NFL	These consumers have responded to contextual ads about Sports League through a variety of social media sites.
Ameribase Digital > Truthset identity-Scored Fair Lending Act > Personal Interest > Sports > Football	This segment contains highly accurate Truthset Identity-Scored Individuals who have a strong interest in football related topics such as recreational football, NFL, and college football (NCAA).
Ameribase Digital > Truthset identity-Scored Fair Lending Act > Avid Social Media Followers > Intent > Football	This segment contains highly accurate Truthset Identity-Scored Individuals who follow Football related topics and brands and social media.

©2026 Stirista, LLC All Rights Reserved

Ameribase Digital > Recent Content Viewers > Sports > Football	Individuals who enjoy consuming football content based on multiple partnerships that track Mobile App and CTV Viewership data.
Ameribase Digital > CTV Watchers by Content Type > Football CTV Watchers	These consumers are active media engagers and have recently watched sports football TV and routinely engage with similar content, sourced by multiple partnerships to track CTV viewership and mobile app usage.
Ameribase Digital > Holiday Shoppers > Thanksgiving	This audience contains individuals looking online for all things Thanksgiving including thanksgiving meal, thanksgiving food, how to cook a turkey, thanksgiving decorations.
Ameribase Digital > Spanish Holiday Shoppers	This audience contains individuals searching online for Spanish Holiday shoppers in the last 30 days.
Ameribase Digital > Mobile Location-Based > Seasonal Shoppers > Holiday Discount Shoppers	The audience includes individuals who are holiday discount shoppers.
Ameribase Digital > Mobile Location-Based > Seasonal Shoppers > Last Minute Holiday Shoppers	The audience includes individuals who are last minute holiday shoppers.
Ameribase Digital > Mobile Location-Based > Interests > Food & Drink > Restaurants > Casual Dining > Holiday Casual Food Diners	The audience includes individuals who had casual food on a holiday.
Ameribase Digital > Mobile Location-Based > Seasonal Shoppers > Holiday Preparation Shoppers	The audience includes individuals who are holiday preparation shoppers.
Ameribase Digital > Mobile Location-Based > Travel > Holiday Travelers	The audience includes individuals who travel for the holidays.
Ameribase Digital > Mobile Location-Based > Interests > Food & Drink > Restaurants > Casual Dining > Holiday Fast Food Diners	The audience includes individuals who had fast food on a holiday.
Ameribase Digital > Mobile Location-Based > Seasonal Shoppers > Holiday Fashion Shoppers	The audience includes individuals who are holiday fashion shoppers.
Ameribase Digital > Ready To Buy > Travel > Holiday Travelers	This audience contains consumers who are planning to travel during the Holidays.
Ameribase Digital > Fair Lending Act Trusted > Personal Interest > Gourmet Foodies	This audience contains Fair Lending Act curated and custom made trusted audiences of individuals who enjoy gourmet food based on surveys, sweepstakes, online/purchase activity, and social media data.
Ameribase Digital > Fair Lending Act Trusted > Personal Interest > Holiday Entertaining and Celebrations	This audience contains Fair Lending Act curated and custom made trusted audiences of individuals who have a strong interest in holidays and celebrations who are frequent holiday shoppers and gift buyers. They love holiday entertaining, decorating, traveling, and celebrating.

©2026 Stirista, LLC All Rights Reserved

Ameribase Digital > Fair Lending Act Trusted > Purchase Intent > Frequent Holiday Purchasers	This audience contains Fair Lending Act curated and custom made trusted audiences of individuals who are frequent Holiday purchasers based on transactional purchase data.
Ameribase Digital > Social Behaviors > Hobbies & Leisure > Special Occasions > Holidays & Seasonal Events	These consumers have responded to contextual ads about Special Occasions through a variety of social media sites.
Ameribase Digital > Social Behaviors > Hobbies & Leisure > Special Occasions > Party Planning	These consumers have responded to contextual ads about Special Occasions through a variety of social media sites.
Ameribase Digital > Truthset identity-Scored Fair Lending Act > Purchase Intent > Frequent Holiday Purchasers	This segment contains highly accurate Truthset Identity-Scored Individuals who are frequent Holiday purchasers based on transactional purchase data.
Ameribase Digital > CTV Watchers by Content Type > Holiday CTV Watchers	These consumers are active media engagers and have recently watched holiday TV and routinely engage with similar content, sourced by multiple partnerships to track CTV viewership and mobile app usage.
Ameribase Digital > American Made > Cookware and Home Goods	This audience contains individuals looking online for American made Cookware and Home Goods including brands such as 360 cookware, mypillow, austin air, cutco cutlery, igloo coolers, liberty tabletop flatware, lloyd pans and kitchenware, malpaca, weathercutlery.
Ameribase Digital > In-Market > Cooking Recipes	This audience contains individuals searching online for sausage cooking recipes in the last 30 days.
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Alcoholic Beverages	These households are the top 5% in the country spending significantly on alcoholic beverages
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Alcoholic Beverages at Home	These households are the top 5% in the country spending significantly on alcoholic beverages consumed at home
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Alcoholic Beverages Away From Home	These households are the top 5% in the country spending significantly on alcoholic beverages consumed away from home
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Alcoholic Beverages Purchased On Trips	These households are the top 5% in the country spending significantly on alcoholic beverages purchased on trips
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Apples	These households are the top 5% in the country spending significantly on apples
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Artificial Sweeteners	These households are the top 5% in the country spending significantly on artificial sweeteners
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Baby Food	These households are the top 5% in the country spending significantly on baby food

©2026 Stirista, LLC All Rights Reserved

Ameribase Digital > Super Spenders 360 > Food & Entertainment > Bakery Products	These households are the top 5% in the country spending significantly on bakery products
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Baking Needs And Miscellaneous Products	These households are the top 5% in the country spending significantly on baking needs
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Bananas	These households are the top 5% in the country spending significantly on bananas
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Beef	These households are the top 5% in the country spending significantly on beef
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Beer And Ale At Home	These households are the top 5% in the country spending significantly on beer and ale consumed at home
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Beer And Ale Away From Home	These households are the top 5% in the country spending significantly on beer and ale consumed away from home
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Biscuits And Rolls	These households are the top 5% in the country spending significantly on biscuits and rolls
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Bottled Water	These households are the top 5% in the country spending significantly on bottled water
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Bread And Cracker Products	These households are the top 5% in the country spending significantly on bread and crackers
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Bread Other Than White	These households are the top 5% in the country spending significantly on bread other than white
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Breakfast And Brunch	These households are the top 5% in the country spending significantly on breakfast and brunch
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Butter	These households are the top 5% in the country spending significantly on butter
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Cakes And Cupcakes	These households are the top 5% in the country spending significantly on cakes and cupcakes
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Candy And Chewing Gum	These households are the top 5% in the country spending significantly on candy and chewing gum
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Canned And Bottled Fruit Juice	These households are the top 5% in the country spending significantly on canned and bottled fruit juice
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Canned And Dried Vegetables And Juices	These households are the top 5% in the country spending significantly on canned and dried vegetables and juices

©2026 Stirista, LLC All Rights Reserved

Ameribase Digital > Super Spenders 360 > Food & Entertainment > Canned Beans	These households are the top 5% in the country spending significantly on canned beans
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Canned Corn	These households are the top 5% in the country spending significantly on canned corn
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Canned Fruits	These households are the top 5% in the country spending significantly on canned fruits
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Canned Ham	These households are the top 5% in the country spending significantly on canned ham
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Canned Miscellaneous Vegetables	These households are the top 5% in the country spending significantly on canned vegetables
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Catered Affairs	These households are the top 5% in the country spending significantly on catered affairs
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Cereals And Bakery Products	These households are the top 5% in the country spending significantly on cereals and bakery products
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Cereals And Cereal Products	These households are the top 5% in the country spending significantly on cereals and cereal products
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Cheese	These households are the top 5% in the country spending significantly on cheese
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Citrus Fruits Excluding Oranges	These households are the top 5% in the country spending significantly on citrus fruits excluding oranges
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Cola	These households are the top 5% in the country spending significantly on cola
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Condiments And Seasonings	These households are the top 5% in the country spending significantly on condiments and seasoning
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Cookies	These households are the top 5% in the country spending significantly on cookies
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Crackers	These households are the top 5% in the country spending significantly on crackers
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Cream	These households are the top 5% in the country spending significantly on cream
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Dairy Products	These households are the top 5% in the country spending significantly on dairy products

©2026 Stirista, LLC All Rights Reserved

Ameribase Digital > Super Spenders 360 > Food & Entertainment > Dinner	These households are the top 5% in the country spending significantly on dinner
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Dried Beans	These households are the top 5% in the country spending significantly on dried beans
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Dried Fruit	These households are the top 5% in the country spending significantly on dried fruit
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Dried Miscellaneous Vegetables	These households are the top 5% in the country spending significantly on dried miscellaneous vegetables
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Dried Peas	These households are the top 5% in the country spending significantly on dried peas
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Dried Processed Vegetables	These households are the top 5% in the country spending significantly on dried processed vegetables
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Eggs	These households are the top 5% in the country spending significantly on eggs
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Entertainment	These households are the top 5% in the country spending significantly on entertainment
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Fats And Oils	These households are the top 5% in the country spending significantly on fats and oils
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Fees And Admissions	These households are the top 5% in the country spending significantly on fees and admissions
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Fish And Seafood	These households are the top 5% in the country spending significantly on fish and seafood
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Flour	These households are the top 5% in the country spending significantly on flour
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Food	These households are the top 5% in the country spending significantly on food
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Food At Home	These households are the top 5% in the country spending significantly on food consumed at home
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Food Away From Home	These households are the top 5% in the country spending significantly on food consumed away from home
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Food Or Board At School	These households are the top 5% in the country spending significantly on food or board at school
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Food On Out Of Town Trips	These households are the top 5% in the country spending significantly on food consumed on out of town trips

©2026 Stirista, LLC All Rights Reserved

Ameribase Digital > Super Spenders 360 > Food & Entertainment > Frankfurters	These households are the top 5% in the country spending significantly on frankfurters
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Fresh And Canned Vegetable Juices	These households are the top 5% in the country spending significantly on fresh and canned vegetable juices
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Fresh And Frozen Chickens	These households are the top 5% in the country spending significantly on fresh and frozen chickens
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Fresh Fruits	These households are the top 5% in the country spending significantly on fresh fruits
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Fresh Milk All Types	These households are the top 5% in the country spending significantly on fresh milk
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Fresh Milk And Cream	These households are the top 5% in the country spending significantly on fresh milk and cream
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Fresh Vegetables	These households are the top 5% in the country spending significantly on fresh vegetables
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Frozen And Refrigerated Bakery Products	These households are the top 5% in the country spending significantly on frozen and refrigerated bakery products
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Frozen Fruit Juices	These households are the top 5% in the country spending significantly on frozen fruit juices
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Frozen Fruits	These households are the top 5% in the country spending significantly on frozen fruits
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Frozen Orange Juice	These households are the top 5% in the country spending significantly on frozen orange juice
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Frozen Vegetable Juices	These households are the top 5% in the country spending significantly on frozen vegetables juices
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Frozen Vegetables	These households are the top 5% in the country spending significantly on frozen vegetables
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Fruits And Vegetables	These households are the top 5% in the country spending significantly on fruits and vegetables
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Ground Beef	These households are the top 5% in the country spending significantly on ground beef
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Ice	These households are the top 5% in the country spending significantly on ice

©2026 Stirista, LLC All Rights Reserved

Cream And Related Products	cream and related products
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Instant And Freeze Dried Coffee	These households are the top 5% in the country spending significantly on instant and freeze dried coffee
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Jams, Preserves And Other Sweets	These households are the top 5% in the country spending significantly on jams, preserves and other sweets
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Lamb And Organ Meats	These households are the top 5% in the country spending significantly on lamb and organ meats
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Lettuce	These households are the top 5% in the country spending significantly on lettuce
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Lunch	These households are the top 5% in the country spending significantly on lunch
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Lunch Meats And Cold Cuts	These households are the top 5% in the country spending significantly on lunch meats and cold cuts
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Margarine	These households are the top 5% in the country spending significantly on margarine
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Meals As Pay	These households are the top 5% in the country spending significantly on meals as pay
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Meats, Poultry, Fish And Eggs	These households are the top 5% in the country spending significantly on meats, poultry, fish and eggs
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Miscellaneous Dairy Products	These households are the top 5% in the country spending significantly on miscellaneous dairy products
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Miscellaneous Foods	These households are the top 5% in the country spending significantly on miscellaneous foods
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Miscellaneous Prepared Foods	These households are the top 5% in the country spending significantly on miscellaneous prepared foods
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Movie And Other Admissions On Out Of Town Trips	These households are the top 5% in the country spending significantly on movie and other admissions on out of town trips
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Movies, Parks And Museums	These households are the top 5% in the country spending significantly on movies, parks and museums
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Mutton, Goat And Game	These households are the top 5% in the country spending significantly on mutton, goat and game

©2026 Stirista, LLC All Rights Reserved

Ameribase Digital > Super Spenders 360 > Food & Entertainment > Nonalcoholic Beer	These households are the top 5% in the country spending significantly on nonalcoholic beer
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Nonalcoholic Beverages	These households are the top 5% in the country spending significantly on nonalcoholic beverages
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Noncarbonated Fruit Flavored Drinks Including Non Frozen	These households are the top 5% in the country spending significantly on noncarbonated fruit flavored drinks
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Nondairy Cream And Imitation Milk	These households are the top 5% in the country spending significantly on nondairy cream and imitation milk
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Olives, Pickles And Relishes	These households are the top 5% in the country spending significantly on olives, pickles and relishes
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Online Gaming Services	These households are the top 5% in the country spending significantly on online gaming services
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Oranges	These households are the top 5% in the country spending significantly on oranges
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Other Alcoholic Beverages At Home	These households are the top 5% in the country spending significantly on other alcoholic beverages consumed at home
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Other Beef	These households are the top 5% in the country spending significantly on other beef
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Other Carbonated Drinks	These households are the top 5% in the country spending significantly on other carbonated drinks
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Other Dairy Products	These households are the top 5% in the country spending significantly on other dairy products
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Other Food At Home	These households are the top 5% in the country spending significantly on other food consumed at home
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Other Fresh Fruits	These households are the top 5% in the country spending significantly on other fresh fruit
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Other Fresh Vegetables	These households are the top 5% in the country spending significantly on fresh vegetables
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Other Hardware	These households are the top 5% in the country spending significantly on other hardware
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Other	These households are the top 5% in the country spending significantly on other

©2026 Stirista, LLC All Rights Reserved

Meats	meats
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Other Noncarbonated Beverages And Ice	These households are the top 5% in the country spending significantly on other noncarbonated beverages and ice
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Other Pork	These households are the top 5% in the country spending significantly on other pork
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Other Poultry	These households are the top 5% in the country spending significantly on other poultry
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Pasta, Cornmeal And Other Cereal Products	These households are the top 5% in the country spending significantly on pasta, cornmeal and other cereal products
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Peanut Butter	These households are the top 5% in the country spending significantly on peanut butter
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Pies, Tarts And Turnovers	These households are the top 5% in the country spending significantly on pies, tarts and turnovers
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Play, Theater, Opera And Concert Tickets	These households are the top 5% in the country spending significantly on plays, theater, opera and concerts
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Potatoes	These households are the top 5% in the country spending significantly on potatoes
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Poultry	These households are the top 5% in the country spending significantly on poultry
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Prepared Desserts	These households are the top 5% in the country spending significantly on prepared desserts
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Prepared Flour Mixes	These households are the top 5% in the country spending significantly on prepared flour mixes
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Prepared Salads	These households are the top 5% in the country spending significantly on prepared salads
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Processed Fruits	These households are the top 5% in the country spending significantly on processed fruits
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Processed Vegetables	These households are the top 5% in the country spending significantly on processed vegetables
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Ready To Eat And Cooked Cereals	These households are the top 5% in the country spending significantly on ready to eat and cooked cereals

©2026 Stirista, LLC All Rights Reserved

Ameribase Digital > Super Spenders 360 > Food & Entertainment > Rice	These households are the top 5% in the country spending significantly on rice
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Roast	These households are the top 5% in the country spending significantly on roast
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Roasted Coffee	These households are the top 5% in the country spending significantly on roasted coffee
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Salad Dressings	These households are the top 5% in the country spending significantly on salad dressings
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Salt, Spices And Other Seasonings	These households are the top 5% in the country spending significantly on salt, spices and other seasoning
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Sauces And Gravies	These households are the top 5% in the country spending significantly on sauces and gravies
Ameribase Digital > Super Spenders 360 > Food & Entertainment > School Lunches	These households are the top 5% in the country spending significantly on school lunches
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Snacks And Nonalcoholic Beverages	These households are the top 5% in the country spending significantly on snacks and nonalcoholic beverages
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Sports Drinks	These households are the top 5% in the country spending significantly on sports drinks
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Steak	These households are the top 5% in the country spending significantly on steak
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Sugar	These households are the top 5% in the country spending significantly on sugar
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Sugar And Other Sweets	These households are the top 5% in the country spending significantly on sugar and other sweets
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Sweet Rolls, Coffee Cakes And Doughnuts	These households are the top 5% in the country spending significantly on sweet rolls, coffee cake and doughnuts
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Tea	These households are the top 5% in the country spending significantly on tea
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Tomatoes	These households are the top 5% in the country spending significantly on tomatoes
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Topicals And Dressings	These households are the top 5% in the country spending significantly on topicals and dressings
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Whiskey At Home	These households are the top 5% in the country spending significantly on whiskey consumed at home

©2026 Stirista, LLC All Rights Reserved

Ameribase Digital > Super Spenders 360 > Food & Entertainment > White Bread	These households are the top 5% in the country spending significantly on white bread
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Wine At Home	These households are the top 5% in the country spending significantly on wine consumed at home
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Wine Away From Home	These households are the top 5% in the country spending significantly on wine consumed away from home

©2026 Stirista, LLC All Rights Reserved