



## You Only Holiday Once (#YOHO)

*Survey finds people have little cookie remorse or gift-giving guilt*

Among Friends poll also finds pumpkin isn't the be-all, end-all of holiday ingredients

**ANN ARBOR, MICH. (Oct. 14, 2015)** – Have another cookie! Eat another brownie! A new survey by the treat-lovin' mamas of Among Friends Baking Mixes busts the myth that people feel guilty when enjoying holiday eats. In fact, 92 percent of people polled say they eat what they want, or eat anything in moderation during the holiday season – something the [Among Friends](#) team has affectionately named "YOHO."

"This just goes to show that you can have your Christmas cookie, and eat it, too," says Suzie Miller, co-founder of Among Friends. "The common perception is that people feel pressured to count every calorie and extra pound during the holidays, and this survey tells us that's just not the case."

The survey of 1,000 people around the country<sup>1</sup> also shows that the guilt-free attitude also extends to gift giving. Homemade edible gifts are overwhelmingly seen as "special," yet less than four percent feel an obligation to reciprocate.

Also speaking to freedom from guilt, the survey says "homemade" is meeting "convenience" now more than ever. "We found that only 25 percent of people bake from scratch," said Lizann Anderson, co-founder of Among Friends. "We understand completely that homemade doesn't necessarily mean made from scratch, and we're here to help with a variety of baking mixes during the holiday hustle and bustle. Who has hours or days to spend in the kitchen anymore, especially at the holidays?"

What home bakers put in their holiday treats may also come as a surprise, considering the pumpkin craze this time of year. Pumpkin is actually one of the least used mix-ins for cookies and other treats, followed by food coloring or fruit. The most popular personal touches are chocolate and nuts. Midwesterners rank sprinkles as one of their most popular mix-ins for a fun pop of color and texture.

Other fun finds from the Among Friends survey include:

- 🍪 More than half of men enjoy baking with their spouse (52%) and get most of their baking ideas from passed-down family recipes, proving there's no recipe like Mom's or Grandma's (52%).

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<sup>1</sup> [AYTM survey](#), completed Sept. 15, 2015

- 🍪 Taste rules! It's the number one deciding factor for buying a baking mix (64%), followed by price (51%) and flavor variety (46%)<sup>2</sup>.
- 🍪 Cookies (52%) and holiday meals (55%) are the two most popular holiday eats. The least favorite? Delicacies like caviar (7%) and festive cocktails (18%).<sup>3</sup>
- 🍪 Sorry, Kevin from accounting. Co-workers are the least likely group of people to receive homemade edible gifts (27%). Perhaps they're the ones drinking the festive cocktails.
- 🍪 It's no surprise that Millennials love their social media; it's where this tech-savvy group gets most of its recipe ideas (74%) – and most likely from Instagram.

“At Among Friends, we believe baking is truly an act of love. You show love when you make something from the heart,” said Darcy Zbinovec, CEO of Among Friends. “This survey showed us people love to bake for the people who matter most to them. If that’s considered indulgent, that’s perfectly fine with us.”

### **About Among Friends, LLC**

Among Friends, LLC, is the creation of two friends (and moms) who love baking and wanted to help people fill their kitchens with fresh-from-the-oven baked goods made from the best ingredients. The brand’s mouthwatering cookie, cake, brownie and fruit crisp mixes are made with whole grains, non-GMO ingredients and are gluten-free. The baked goods are packed with flavor and satisfy everyone with a craving for something sweet, delicious and nutritious. Founded in 2006 in Ann Arbor, Mich., Among Friends is sold in more than 5,000 stores nationwide. For more information, please visit [www.amongfriendsbakingmixes.com](http://www.amongfriendsbakingmixes.com).

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<sup>2</sup> Respondents chose three answers out of 10 choices.

<sup>3</sup> Respondents could choose more than one answer.