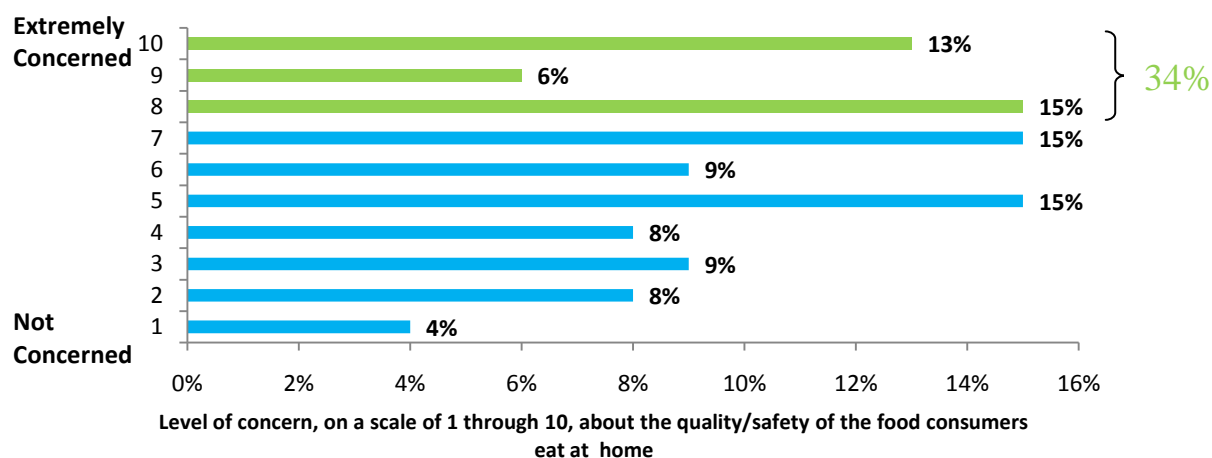


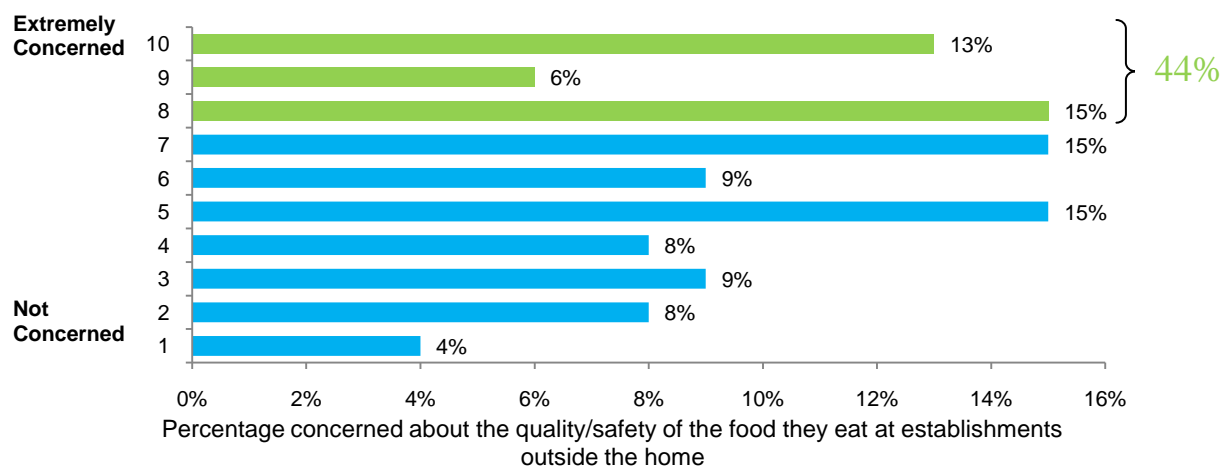
Deloitte 2010 Food Survey

Food Safety: Home versus Eating Out

One-third of consumers are highly concerned about the quality/safety of the food they eat at home



More than four out of ten people are highly concerned about the quality/safety of the food they eat at establishments outside of their home



About the Survey

The survey was commissioned by Deloitte and conducted online by an independent research company between March 22 and March 24, 2010. The survey polled a nationally representative sample of 1,102 consumers. The survey has a margin of error of +/- three percentage points.

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