



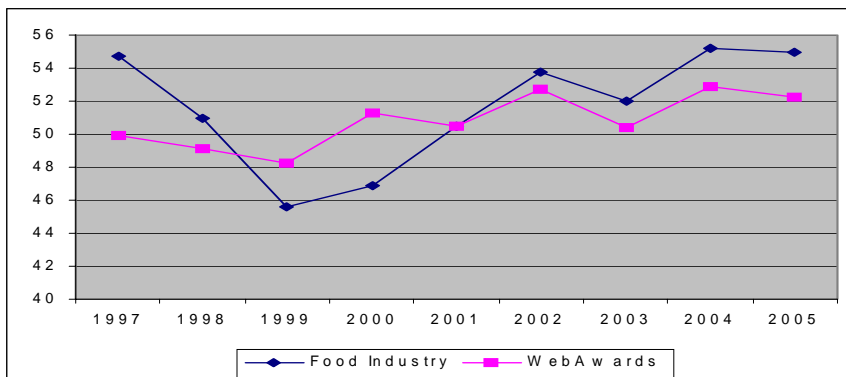
WebAward Internet Standards Assessment Report

Food Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

<u>Year</u>	<u>Food</u>	<u>WebAwards</u>
1997	54.7	49.9
1998	51	49.1
1999	45.6	48.2
2000	46.9	51.3
2001	50.5	50.5
2002	53.8	52.7
2003	52	50.4
2004	55.2	52.9
2005	55	52.2

Score out of a possible 70 points

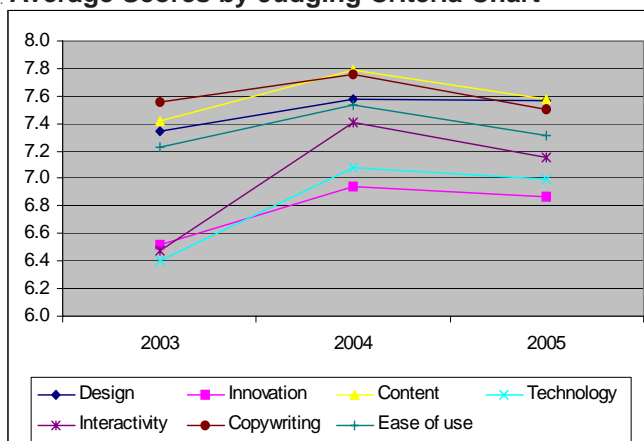


Average Scores by Judging Criteria

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Design	7.3	7.6	7.6	7.5
Innovation	6.5	6.9	6.9	6.8
Content	7.4	7.8	7.6	7.6
Technology	6.4	7.1	7.0	6.8
Interactivity	6.5	7.4	7.2	7.0
Copywriting	7.6	7.8	7.5	7.6
Ease of use	7.2	7.5	7.3	7.4

Score out of a possible 10 points

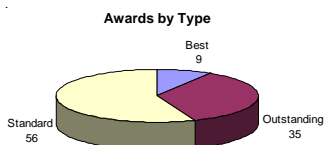
Average Scores by Judging Criteria Chart



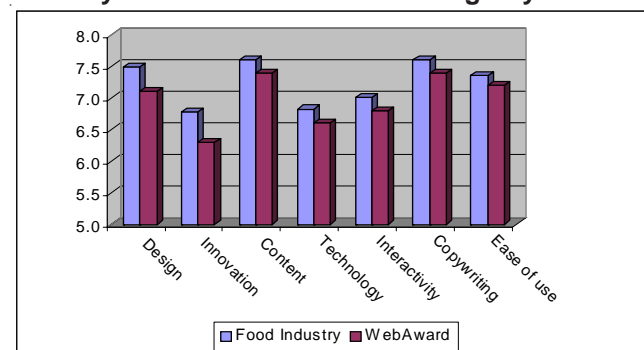
Commentary

Food industry Web sites have generally outperformed the overall ISAR Index for Web development – beating the overall average each year except for 1999 and 2000. Furthermore, they have beaten the 3-year average in each of the seven judging criteria.

Food Web sites are usually well designed and contain well written content. They generally could improve on their innovation and use of technology. The best food sites use the Web experience to provide a flavor of what could be expected without getting your taste buds involved.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Web site</u>
2005	These Days & Sara Lee	Jacqmotte Escape
2004	Emerald of California	Emerald of California Website
2003	Fairytale Brownies	brownies.com
2002	Fry, Inc.	Hickory Farms
2001	Luminant Worldwide	Skittles
2000	IS Solutions plc	Nestle Lion Bar Website
1999	Third Street Interactive	Skippy Peanut Butter
1998	Fry Multimedia	Godiva Chocolatier
1997	Lumina	Beef Information Centre

About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through it's WebAward program. Multiple independent judges review and score each site from 0-10 points on each of seven criteria for a possible 70 points. Best of Industry WebAward is given to the site that scores highest in the industry. The views of this report are based on observations of aggregated industry data and do not reflect the results for any particular Web site unless noted. For complete information, go to www.webaward.org