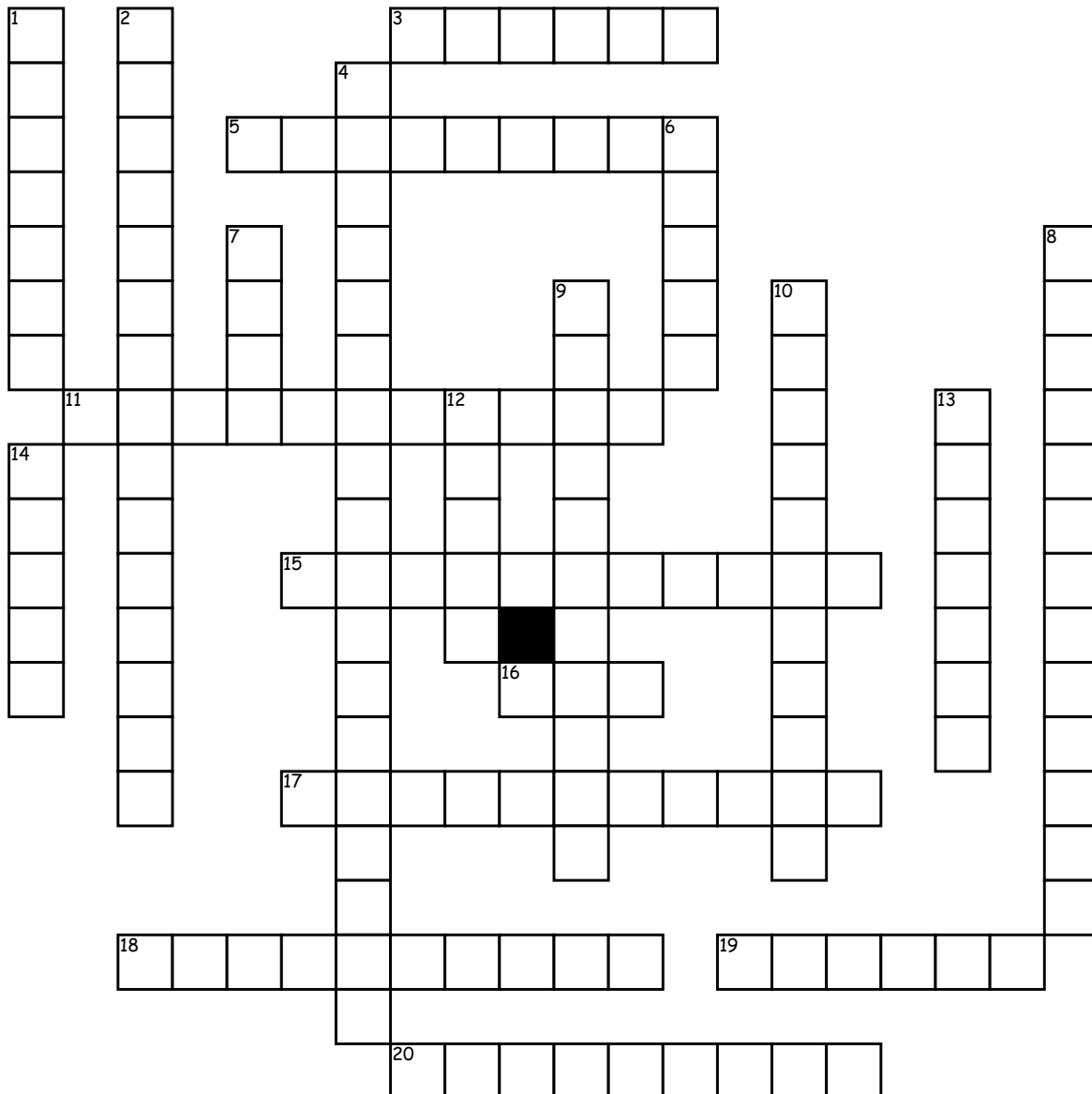


# Culinary Crossword



## Across

3. Fry food lightly and then stew it slowly in a pot.
5. The study of the production, distribution and consumption of goods and services.
11. The art and science of creating a need or want within a consumer where none existed before.
15. A claim by someone who has used the product that it worked for them.
16. Cook food in hot fat or oil, typically in a shallow pan.
17. A claim by a celebrity or someone of authority that the product is good or good for you.
18. An advertising strategy where the message is driven home many times.

19. A tax to be paid on a particular class of imports or exports.
20. The action or business of promoting and selling products or services.

## Down

1. Something desirable: "Buy one, get one free." This technique plays on people's acquisitiveness and greed.
2. Statistics and factual information can be used to prove the superiority of the product.
4. The shared identity of a group of people, especially because of a common language and culture.
6. Advertising a product as bigger or smaller than real life.

7. Cook food by dry heat without direct exposure to a flame, typically in an oven or on a hot surface.
8. Everyone is doing it or in this case buying it; "in" with the popular crowd.
9. The economic theory that links prosperity to consumer demand for goods and services, and that makes consumer behaviour central to economic decision making.
10. Using unsavory terms about the competition in order to make the product look better.
12. Fry quickly in little hot fat.
13. A decision by consumers to stop buying a product or service as a way to bring about change.
14. Pour juices or melted fat over meat during cooking in order to keep it moist.