

# The Monthly Measuring Cup

from the #1 Food Site

*What American Families Are Eating and Cooking – April 2009*

## TREND OF THE MONTH: Home Cooking Surges 36% in 12 Months

A recent survey shows 15 meals are prepared at home each week in typical households—a whopping 36% increase over a year ago. This pattern cuts across all three major meals, as dinner, lunch and breakfast are all increasingly being prepared at home. Saving money is clearly driving this trend, but healthier eating and an increased interest in home cooking are also strong motivators.

### Key findings from Allrecipes' 2009 Consumer Grocery Survey:

- 50% of households are spending more than \$150 per week on groceries, while 25% spend more than \$200.
- Four out of five food dollars are being spent on meals prepared at home.
- Shoppers roll their carts into the grocery store with a game plan: Purchase decisions for 3 out of 4 items are predetermined before entering the store.
- Coupon usage is rising: The Sunday newspaper coupon bonanza still reigns, but 1 in 3 shoppers are now downloading coupons online.
- 46% of shoppers increased their use of coupons to save money in the past six months.
- 43% of shoppers are substituting frozen and canned fruits/vegetables for fresh to cool down grocery costs.
- Although 4 out of 5 survey respondents feel branded products deliver higher quality, purchases of private label products continue to rise.
- Brand loyalty rules for personal care products, soda, snacks, and chips.

## What's Cookin'?

*Sizzling,  
Simmering or in  
the Deep Freeze*



Visits to Allrecipes—23.1 million visits—for April were up 36% over April 2008. Holiday celebrants searched for Desserts and Cupcakes to add a sweet note to their entertaining activities, and everyone facing multitudes of dyed hard-boiled eggs eagerly searched for Egg Salad! Hearty winter dishes simmered on the back burner in April, while affordable baked beans and Mexican dishes heated up. (Rankings of search terms are based on the "Top 100 List" of terms showing the greatest year-over-year movement up or down among more than 1 million unique search terms used on Allrecipes each month.

***Sizzling!***—(search terms moving UP more than 20 places)—Baked Beans, Mexican, Desserts, Egg Salad, and Cupcakes

***Simmering***—(search terms moving DOWN 49 places or less)—Pork, Beef Stew, Chili, Shepherd's Pie, and Pork Roast

***In the Deep Freeze***—(search terms moving DOWN 50 places or more)—None!



\*Allrecipes conducted its 2009 Grocery Shopping Behaviors Survey from March 24-31, 2009, with 673 participants for a margin of error of plus or minus four percentage points.



## What's Cookin' Around the World?

International versions of the U.S. site are live in five countries. To compare what's cooking for Easter in kitchens across the globe, here are

the Top Five Recipes in the U.S., United Kingdom/Ireland, Australia/New Zealand, and France for April—and who would have guessed deviled eggs are an Easter favorite worldwide?

### Allrecipes.com (U.S.)

1. Basic Crepes  
<http://allrecipes.com/Recipe/Basic-Crepes/Detail.aspx>
2. Jenny's Grilled Chicken Breasts  
<http://allrecipes.com/Recipe/Jennys-Grilled-Chicken-Breasts/Detail.aspx>
3. Easy Sugar Cookies  
<http://allrecipes.com/Recipe/Easy-Sugar-Cookies/Detail.aspx>
4. Chantal's New York Cheesecake  
<http://allrecipes.com//Recipe/Chantals-New-York-Cheesecake/Detail.aspx>
5. Honey Glazed Ham  
<http://allrecipes.com//Recipe/Honey-Glazed-Ham/Detail.aspx>

### Allrecipes.co.uk (UK/IRELAND)

1. Butter Cream Icing  
<http://allrecipes.co.uk/recipe/6110/buttercream-icing.aspx>
2. Black Peppercorn Sauce  
<http://allrecipes.co.uk/recipe/320/black-peppercorn-sauce.aspx>
3. Delicious Banana Muffins  
<http://allrecipes.co.uk/recipe/4669/amazingly-easy-irish-soda-bread.aspx>
4. No Bake Chocolate Cheesecake  
<http://allrecipes.co.uk/recipe/85/no-bake-chocolate-cheesecake.aspx>
5. Deviled Eggs  
<http://allrecipes.co.uk/recipe/1357/deviled-eggs.aspx>

### Allrecipes.fr (FRANCE)

1. Œuf-surprises (Surprise Eggs)  
<http://allrecipes.fr/recette/5297/uf-surprises.aspx>
2. Tarte Simple au Citron (Simple Lemon Tart)  
<http://allrecipes.fr/recette/2490/tarte-simple-au-citron.aspx>
3. Rouleaux de Printemps Vietnamiens (Vietnamese Spring Roll)  
<http://allrecipes.fr/recette/2391/rouleaux-de-printemps-vietnamiens.aspx>
4. Delice des Pique-niques (Picnic Delights – Deviled Eggs)  
<http://allrecipes.fr/recette/1776/d-lice-des-pique-niques.aspx>
5. Œufs Mimosas au Paprika (Deviled Eggs with Paprika)  
<http://allrecipes.fr/recette/1778/ufs-mimosas-au-paprika.aspx>

### Allrecipes.com.au (AUSTRALIA/NEW ZEALAND)

1. Hot Cross Buns  
<http://allrecipes.com.au/recipe/1688/hot-cross-buns.aspx>
2. 5 Minute Chocolate Mug Cake  
<http://allrecipes.com.au/recipe/9198/5-minute-chocolate-mug-cake.aspx>
3. Devilled Eggs  
<http://allrecipes.com.au/recipe/1357/devilled-eggs.aspx>
4. Honeycomb with Golden Syrup  
<http://allrecipes.com.au/recipe/9186/honeycomb-with-golden-syrup.aspx>
5. Sausage Rolls  
<http://allrecipes.com.au/recipe/8285/sausage-rolls.aspx>



## On The Rise

### *Family Time Is Mom's Favorite Gift*

The most sought after gift this Mother's Day? It's not flowers or chocolate, but quality time with her family. Having their children home rated tops for 21% as the best Mother's Day gift according to respondents in an Allrecipes survey. 33% also said their top desire for Mother's Day is to spend the day with immediate family. But don't rule out surprising mom with a special gift: 19% loved the idea of a total surprise.

### *Allrecipes iPhone App Downloads Soar Over 1 Million Mark*

More than 1 million food lovers have downloaded the popular Dinner Spinner since its December 2008 launch, and KitchenAid is on deck as the featured partner for May. The free app is available at the iTunes App Store for both the iPhone 3G and iPod Touch.

The top five Dinner Spinner recipes:

1. Chicken with Mushrooms  
<http://allrecipes.com/Recipe/Chicken-With-Mushrooms/Detail.aspx>
2. Broiled Tilapia Parmesan  
<http://allrecipes.com/Recipe/Broiled-Tilapia-Parmesan/Detail.aspx>
3. Blackened Chicken  
<http://allrecipes.com/Recipe/Blackened-Chicken/Detail.aspx>
4. Quick Chicken Divan  
<http://allrecipes.com/Recipe/Quick-Chicken-Divan/Detail.aspx>
5. Cajun Chicken Pasta  
<http://allrecipes.com/Recipe/Cajun-Chicken-Pasta/Detail.aspx>



### **About Allrecipes.com**

Allrecipes, the world's largest food site, receives more than 270 million annual visits from home cooks who share and download recipes, reviews, photos, personal profiles, and meal ideas. For more than 12 years, the Seattle-based site has served as a dynamic, indispensable resource for cooks of all skill levels seeking trusted recipes, entertaining ideas, everyday and holiday meal solutions, practical cooking tips and food advice. As the fastest growing independent food Internet site, Allrecipes provides insights into the kitchens and cooking passions of home cooks everywhere. Since 2008, Allrecipes has launched localized versions for the United Kingdom /Ireland, Australia/New Zealand, France, Germany, and China. Allrecipes is part of Food & Entertaining @ RDA, a division of The Reader's Digest Association, Inc. For additional information regarding Allrecipes, please visit [www.allrecipes.com](http://www.allrecipes.com).