

The Monthly Measuring Cup

from the #1 Food Site

What American Families Are Eating and Cooking – March 2009

Trend of the Month: Does the Environment Outweigh the Economy?—59% of Consumers Are Willing to Pay More for Environmentally-Friendly Products

The environment is influencing consumer shopping and eating patterns more than ever—and not just on Earth Day. A March survey* of Allrecipes consumers revealed shoppers are seeking out green alternatives year-round, and almost two-thirds (59%) of consumers are willing to pay more for them. The top categories for environmentally-friendly products? Organic fruits and vegetables, purchased by 64% of respondents, and environmentally-friendly household cleaners, purchased by 58%. Other key findings:

- 72% of survey respondents say they don't purchase or are using fewer disposable products (plastic and Styrofoam plates and cups, etc) than they were a year ago
- Broadcast news impacts the decisions and awareness of environmental issues for 65% of surveyed consumers
- Other influencers are articles (online or in magazines) for 53% of consumers, lifestyle (love for outdoors, religious beliefs) for 47%, and word of mouth from family and friends, 46%. Celebrities and their causes influence only 3.2% of consumers
- Do-it-yourself gardeners? 65% said they have tried to grow their own produce at home
- At home, 85% of Allrecipes consumers recycle products, 81% reuse containers and 71% use compact florescent bulbs to help the environment

*Allrecipes conducted its Environmental Survey on March 24, 2009, with 10,028 participants for a margin of error of plus or minus four percentage points.

What's Cookin'?

*Sizzling,
Simmering or in
the Deep Freeze*



Forget family entertaining in March. Without Easter on the calendar as it was in 2008, searches for favorite family dishes didn't happen. Instead, many home cooks added South-of-the-Border spice to March meals. 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)—Mexican, Beef Stroganoff, Cinnamon Rolls, Irish Soda Bread, and Chicken Pot Pie

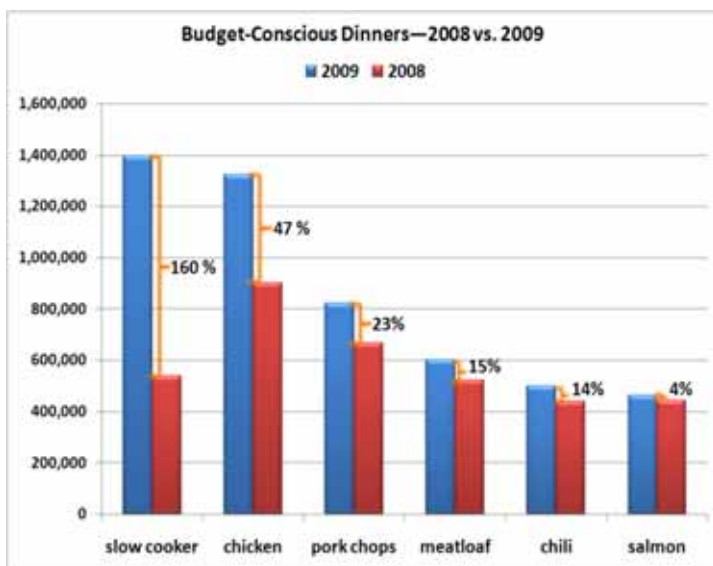
Simmering—(search terms moving DOWN 49 places or less)—Mashed Potatoes, Punch, Carrot Cake

In the Deep Freeze—(search terms moving DOWN 50 places or more)—Scalloped Potatoes, and Green Beans



Economical Dinners, Year 2

Comparing search terms for first quarter 2008 vs. first quarter 2009 indicates consumers continue to seek affordable main-dish meal solutions to cope with the sour economy. Chicken, Pork Chops, and Meatloaf remain consistent choices. In 2009, the convenience and ability of Slow Cookers to transform even the most economical cuts of meat into something delicious and ready-to-eat after work trumps all.



St. Paddy's Day Favorites, Here and in the UK

Of the 15 million unique visitors to Allrecipes.com this month, it seemed almost everyone wanted tried and true Irish-American recipes for feasting on March 17. And how did the top recipes on the U.S. site compare with those in the UK and Ireland? We checked our new www.Allrecipes.co.uk site launched in 2008 to find out. Tastes for the holiday aren't that far apart, but trust cooks in the homeland to know all about cooking with Guinness!

Allrecipes.com Top 5 St. Patrick's Day Recipes

1. Corned Beef and Cabbage I
<http://allrecipes.com/Recipe/Corned-Beef-and-Cabbage-I/Detail.aspx>
2. Amazingly Easy Irish Soda Bread
<http://allrecipes.com/Recipe/Amazingly-Easy-Irish-Soda-Bread/Detail.aspx>

3. Special Irish Beef Stew
<http://allrecipes.com/Recipe/Special-Irish-Beef-Stew/Detail.aspx>
4. Irresistible Irish Soda Bread
<http://allrecipes.com/Recipe/Irresistible-Irish-Soda-Bread/Detail.aspx>
5. Corned Beef and Cabbage
<http://allrecipes.com/Recipe/Corned-Beef-and-Cabbage-3/Detail.aspx>

Allrecipes.co.uk Top 5 St. Patrick's Day Recipes

1. Absolute Best Steak and Guinness® Pie
<http://allrecipes.co.uk/recipe/92/the-absolute-best-steak-and-guinness-pie.aspx>
2. Beef and Guinness® Stew
<http://allrecipes.co.uk/recipe/5003/beef-and-guinness-stew.aspx>
3. Amazingly Easy Irish Soda Bread
<http://allrecipes.co.uk/recipe/4669/amazingly-easy-irish-soda-bread.aspx>
4. Butter Cream Icing
<http://allrecipes.co.uk/recipe/6110/buttercream-icing.aspx>
5. No Bake Chocolate Cheesecake
<http://allrecipes.co.uk/recipe/85/no-bake-chocolate-cheesecake.aspx>

On The Rise

Love That Recipe!

Of more than 40,000 user-submitted recipes on Allrecipes.com, 99.9% of them have been saved to members' recipe boxes. Members have also saved almost 400,000 private recipes to their personal online recipe boxes.



Here Comes Easter

With more families cooking meals at home—even special holiday meals—to manage their food budget, Allrecipes' Easter feature page will make the task a piece of cake. From March 29 through April 12, Easter cooks can find fresh ideas for family-pleasing recipes. Kids of all ages will love learning how to make Marshmallow Chicks. You know—just like the ones everyone wants to find in their basket Easter morning! Click here to see more:

<http://allrecipes.com/features/holidays/easter/2009.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 11 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 at The Reader's Digest Association, Inc. For additional information regarding Allrecipes, please visit www.allrecipes.com.

