



# The Monthly Measuring Cup

## What Real People Are Eating & Cooking

May 2008 Trend Report



## The Monthly Measuring Cup from Allrecipes.com

*What Real People Are Eating and Cooking – May 2008*

This report was derived by searching data points among the 14.2 million site visits to Allrecipes.com from April 29 through May 27, 2008, and more than 40,000 recipes. Data was gathered using a combination of in-house tools and Omniture's SiteCatalyst.

### TREND OF THE MONTH

#### **Economic Downturn Influences Grocery Shopping Habits**

Results of an online survey recently conducted tapped 750 Allrecipes.com households where 90% of the respondents identified themselves as their family's primary grocery buyer. The data was analyzed independently by a third party research group to account for U.S. regional differences, and yielded the following insights:

- o 60% of respondents reported they were spending more on groceries than one year ago
- o 54% were more mindful of grocery prices
- o 32% reported they were preparing more meals at home
- o 22% reported they were buying more store brands

#### **Top Five Emerging Search Terms**

Making breakfast or brunch for Mom on her special day was the primary influence on recipes searches in May, along with the inspiring Slow Cooker recipes featured in the redesigned Allrecipes Daily Dish e-newsletter. The terms below showed the most movement on the "Top 100 List" compared on a year-over-year basis since April 29, 2008. (Rankings are based on search terms having the greatest amount of movement among more than 1 million monthly unique search terms used on Allrecipes.)

1. Biscuits – moved to 80 from 98
2. Chicken Casserole – moved to 59 from 77
3. French Toast – moved to 33 from 51
4. Breakfast – moved to 25 from 42
5. Slow Cooker – moved to 2 from 17

#### **Top Five Decreasing Search Terms**

Higher grocery prices for vegetables, fruit, and rice took their toll this month, driving down searches for dishes using these items. Crock Pot searches also



decreased as users learned by reading the Daily Dish e-newsletter that the site's preferred search term was "Slow Cooker." (Rankings are based on search terms having the biggest drop in searches among the top 100 search terms since April 29, 2008.)

1. Salads – moved to 57 from 19
2. Crock Pot – moved to 84 from 62
3. Smoothies – moved to 95 from 76
4. Broccoli – moved to 89 from 71
5. Rice – moved to 43 from 27

## May Recipe Favorites – The Top Three Most-Viewed Recipes

Convenience and working parents go hand-in-hand with Slow Cooker recipes, which can't be beaten for easy, weeknight suppers. A new feature in the redesigned Allrecipes' Daily Dish e-newsletter, Slow Cooker recipes earned a high click-through rate for their numerous virtues and gained status among the top most-viewed recipes. Banana Banana Bread continued its reign as the top comfort food recipe.

1. Amazing Pork Tenderloin in the Slow Cooker  
<http://allrecipes.com/recipe/amazing-pork-tenderloin-in-the-slow-cooker/detail.aspx>
2. Banana Banana Bread  
<http://allrecipes.com/recipe/banana-banana-bread/detail.aspx>
3. Zesty Slow Cooker Chicken Barbecue  
<http://allrecipes.com/recipe/zesty-slow-cooker-chicken-barbecue/detail.aspx>

## What's Hot on the Stove

### 'Stay at Home Moms' Takes on New Meaning

Rising food costs are influencing every aspect of life, including the way users celebrate special occasions. In a recent Mother's Day site poll, 87% of respondents reported they were staying home to honor their mothers and 65% claimed that the economy had something to do with their decision. In a similar survey about Father's Day plans, 89% of respondents plan to stay home to celebrate the June 15<sup>th</sup> holiday.

### What's Making Dad's Mouth Water?

Allrecipes' users are opinionated about their favorite Father's Day foods. Based on a recent site poll, 75% of the respondents named grilling as the most popular way to prepare a Father's Day meal. Beef is the most popular Father's Day dish, while only 12.5% percent of users are craving fish for Father's Day. Below are the top Father's Day dish rankings:

1. Beef – 62.5%
2. Pork – 25%
3. Fish – 12.5%
4. Chicken – 0%
5. Pasta – 0%
6. Vegetarian – 0%



## Salsas de Mayo Sizzle All Summer Long

This month, revelers spiced up their Cinco de Mayo fiestas with salsa recipes guaranteed to provide chip-dipping action throughout the summer. Searches for jalapeño peppers and chiles rose 76% and 77% respectively, on a year-over-year basis, while lime juice searches increased a whopping 100%. Margaritas, everyone? Below are some of the most popular and innovative salsa recipes searched for during May:

1. Annie's Fruit Salsa and Cinnamon Chips  
<http://allrecipes.com/recipe/annies-fruit-salsa-and-cinnamon-chips/detail.aspx>
2. Fresh Tomato Salsa  
<http://allrecipes.com/recipe/fresh-tomato-salsa/detail.aspx>
3. Spicy Bean Salsa  
<http://allrecipes.com/recipe/spicy-bean-salsa/detail.aspx>
4. D's Famous Salsa  
<http://allrecipes.com/recipe/ds-famous-salsa/detail.aspx>
5. Avocado, Tomato, and Mango Salsa  
<http://allrecipes.com/recipe/avocado-tomato-and-mango-salsa/detail.aspx>

## On The Rise

### Show Me Your Grill

As outdoor dining takes off during summer months, searches for grilling recipes jumped 43% in May over April, as Allrecipes users fired up their grills for easy-to-prepare meals. Memorial Day Weekend searches for grilling and BBQ recipes increased by 45% over previous May weekend searches despite concerns about the rising cost of meat. Allrecipes also launched the second of its virtual tables for the summer season, providing grilling fans with delicious choices for all their summer grilling parties. Outdoor cooking fans can plan the perfect summer BBQ by downloading Allrecipes' new downloadable PDF grilling guide:

<http://allrecipes.com/HowTo/Printable-Cookbooks-Grilling-Times/Detail.aspx>

### Carrying the Olympic Torch

This summer the world's greatest athletes will go for the gold in Beijing, China. Back at home, the world's greatest sports fans and cooking enthusiasts can celebrate the Olympics by cooking their favorite recipes. Below are the most viewed recipes—no doubt influenced by ex-pat searches—for the top five countries winning the most Olympic medals in the 2004 Summer Olympics:

1. United States (102 medals)  
Amazing Pork Tenderloin in the Slow Cooker  
<http://allrecipes.com/recipe/amazing-pork-tenderloin-in-the-slow-cooker/detail.aspx>
2. Russia (92 medals)  
Carrot Cake III



<http://allrecipes.com/Recipe/Carrot-Cake-III/Detail.aspx>

3. China (63 medals)  
Good Old Fashioned Pancakes  
<http://allrecipes.com/Recipe/Good-Old-Fashioned-Pancakes/Detail.aspx>
4. Australia (49 medals)  
Banana Banana Bread  
<http://allrecipes.com/Recipe/Banana-Banana-Bread/Detail.aspx>
5. Germany (49 medals)  
Good Old Fashioned Pancakes  
<http://allrecipes.com/Recipe/Good-Old-Fashioned-Pancakes/Detail.aspx>

### Allrecipes.com Page of the Month

#### Calling All Outdoor Cooks

Engaged users on the Allrecipes site will discover a new, virtual outdoor dining table to help them take summer meal planning to the next level. Using the interactive table via the Top Navigation tabs, they'll be able to visualize and plan outdoor summer meals as dishes revolve on the table (and an enthusiastic pup jumps behind a fence). Users can select their favorite dishes, see recipes, read helpful articles, or watch a video with tips for making a perfect margarita. Sponsors for the virtual outdoor dining table are A-1® Steak Sauce and Wal-Mart®.

See more by visiting:

<http://allrecipes.com/features/holidays/summergrilling/home.aspx>

#### About Allrecipes.com

Allrecipes, the world's largest social network of food and entertaining enthusiasts, receives more than 175 million annual visits from users who share and download recipes, reviews, photos, personal profiles, and meal ideas. For more than 10 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, and part of the Reader's Digest Association, Inc. food and entertainment division, Allrecipes provides insights into the kitchens and cooking passions of home cooks everywhere. For additional information regarding Allrecipes, please visit [www.allrecipes.com](http://www.allrecipes.com).

