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The Monthly Measuring Cup from Allrecipes.com

What American Families Are Eating and Cooking – October 2008

Cooking at home continues to drive traffic to Allrecipes.com; year-over-year growth was up 39% this month as budget-conscious cooks, cold weather and Halloween proved compelling reasons to search for economical meals and seasonal treats. This report was derived by analyzing site behaviors and search data from more than 31 million site visits to Allrecipes.com from September 18 through October 27, 2008, and more than 40,000 recipes. Data was gathered using a combination of in-house tools and Omniture's Site Catalyst.

TREND OF THE MONTH

A New Star in the Kitchen: Slow Cookers

Fast times call for slow cookers. Working moms—in fact, anyone who appreciates mealtime convenience or wants to have dinner on the table when the hungry gang arrives—are making slow cookers their best friend in the kitchen. Add budget virtues that turn inexpensive cuts of meat into a tasty meal after eight hours of simmering, and slow cookers rule. This month, searches for slow cooker recipes increased 222% Y/Y. Below are October's top five slow cooker recipes.

1. Awesome Slow Cooker Pot Roast
<http://allrecipes.com/recipe/awesome-slow-cooker-pot-roast/detail.aspx>
2. Slow Cooker Chicken and Dumplings
<http://allrecipes.com/recipe/slow-cooker-chicken-and-dumplings/detail.aspx>
3. Marie's Easy Slow Cooker Pot Roast
<http://allrecipes.com/recipe/maries-easy-slow-cooker-pot-roast/detail.aspx>
4. Slow Cooker Beef Stew
<http://allrecipes.com/recipe/slow-cooker-beef-stew-i/detail.aspx>
5. Slow Cooker Chicken Tortilla Soup
<http://allrecipes.com/recipe/slow-cooker-chicken-tortilla-soup/detail.aspx>

Top Five Emerging Search Terms

Fall is in the air and soup is back on the supper table. Temperatures plummet, the stock market tumbles to record lows, but soup is always solace. A bumper crop of apples and pumpkins also mark the season, as does the cozy comfort of homemade cake, cookies and pancakes, an easy-to-make breakfast treat families seem to be rediscovering. The terms below showed the



most movement on the “Top 100 List” compared on a year-over-year basis. (Rankings are based on search terms having the greatest amount of movement among more than 1 million unique search terms used on Allrecipes each month.)

1. Chicken Noodle Soup rose 36 places, moving up to 57 from 93
2. Apple Cake rose 30 places, moving up to 36 from 66
3. Vegetable Soup rose 20 places, moving up to 69 from 80
4. Pancakes rose 19 places, moving up to 38 from 57
5. Pumpkin Cookies rose 18 places, moving up to 37 from 55

Top Five Decreasing Search Terms

The party’s over! No one was celebrating this month; punch and appetizers dropped far down the Top 100 List of search terms. Higher beef costs pushed it to the bottom of the search list, and with the end of the peak produce season, vegetarian dishes lost appeal. Turkey slid too, as store stock dropped pending November. The terms below showed the most movement on the “Top 100 List” compared on a year-over-year basis. (Rankings are based on search terms having the greatest amount of movement among more than 1 million unique search terms used on Allrecipes each month.)

1. Punch dropped 37 places, moving down from 58 to 95
2. Beef dropped 34 places, moving down from 60 to 94
3. Appetizers dropped 32 places, moving down from 7 to 39
4. Vegetarian dropped 26 places, moving down from 39 to 65
5. Turkey dropped 26 places, moving down from 73 to 99

Halloween Favorites

Allrecipes cooks are eating more at home this fall in a quest to save money. When it comes to Halloween treats, homemade also seems to be best. Spooky “witches fingers” (complete with almond finger nails!) show up as a top Halloween recipe in 2008, while classic pumpkin pie and cookies made with pumpkin—even chocolate chip cookies—became even more popular this year. Following are the top five recipes showing the most movement on our “Top 20 Halloween Recipe List” compared with October 2007.

1. Spooky Witches Fingers rose 39 places, moving up to 5 from 44
<http://allrecipes.com/recipe/spooky-witches-fingers/detail.aspx>
2. Pumpkin Bars rose 20 places, moving up to 23 from 43
<http://allrecipes.com/recipe/pumpkin-bars-i/detail.aspx>
3. Libby’s Famous Pumpkin Pie rose 16 places, moving up to 16 from 32
<http://allrecipes.com/recipe/libbys-famous-pumpkin-pie/detail.aspx>
4. Cranberry-Pumpkin Cookies rose 13 places, moving up to 34 from 47
<http://allrecipes.com/recipe/cranberry-pumpkin-cookies/detail.aspx>
5. Pumpkin-Chocolate Chip Cookies rose 12 places, moving up to 17 from 29
<http://allrecipes.com/recipe/pumpkin-chocolate-chip-cookies-iii/detail.aspx>

October Recipe Favorites – The Top Five Most-Viewed Recipes

With the surge of interest in slow cookers this month, it’s not surprising to find a recipe using this handy appliance also grabbing first place. Following fast behind are recipes using seasonal ingredients such as pumpkin and apples. With homemade Halloween treats being prepared for classrooms, offices, and family parties, sugar cookies made their annual debut. Let the holiday baking period begin!



1. Awesome Slow Cooker Pot Roast
<http://allrecipes.com/recipe/awesome-slow-cooker-pot-roast/detail.aspx>
2. The Best Rolled Sugar Cookies
<http://allrecipes.com/recipe/the-best-rolled-sugar-cookies/detail.aspx>
3. Down East Maine Pumpkin Bread
<http://allrecipes.com/recipe/downeast-maine-pumpkin-bread/detail.aspx>
4. Easy Sugar Cookies
<http://allrecipes.com/recipe/easy-sugar-cookies/detail.aspx>
5. Apple Crisp
<http://allrecipes.com/recipe/apple-crisp-iv/detail.aspx>

Dress-Up Dishes for Weekend Meals

With the ailing economy, it's a given that more people are cooking at home instead of eating out. In a September survey, 84% of the respondents said they would be preparing more meals at home this fall to save money. But when people eat at home, are they cooking more elaborate dishes on the weekends vs. weeknight meals? To find out, we compared weekday vs. weekend traffic to the Quick and Easy recipe hub. The result? Weekday traffic was 215% higher to this recipe collection compared with weekend traffic.

Cooking on a Budget

Still a priority, still a concern. Higher food costs are often cited in recipe reviews as home cooks try to cut back on family expenses by cooking at home. As one example, searches for salad dressings have risen 122% Y/Y. Budget-related comments in recent reviews include the following:

Honey Garlic Vinaigrette

<http://allrecipes.com/Recipe/Honey-Garlic-Vinaigrette/Detail.aspx>

Really easy to put together & a lot less \$\$\$ than buying pre-made dressing. Hubby loved the strong garlic flavor, me...not so much. Next time, less garlic. Still yummy on the greens. (tizzyliz)

Homemade Black Bean Veggie Burgers

<http://allrecipes.com/Recipe/Homemade-Black-Bean-Veggie-Burgers/Detail.aspx>

These are awesome burgers. My husband hates frozen veggie burgers and I convinced him to try these. He loves and usually eats more than one. I've added all different types of leftover veggies to the mix with great results. Don't be afraid to season because the beans can take it.

Like others have said, you must drain the veggies and the beans well or you will have a wet mushy mess. This is a great way to make your \$\$\$ go further while eating healthy. (Luv2cook)

Smooth Sweet Tea

<http://allrecipes.com/Recipe/Smooth-Sweet-Tea/Detail.aspx>

Wow! The baking soda really does make a difference! Tastes just like McD's sweet tea, which I am addicted to. Glad I can save money by making my own. Thanks! (jeanlucsgirl)

On The Rise

The Life of Pie

Baking pies is a major activity for the Allrecipes community, particularly as the holidays near. Searches for pie crusts and pie recipes jump over the moon in November, increasing 480% over previous months. To help master the challenge of making perfect pie crust, the goal of every



devout pie baker, Allrecipes has an informative “How To” video for making a Double-Crust Pie: <http://allrecipes.com/HowTo/Double-Crust-Pie-Video/Detail.aspx>. The top five holiday pie recipes last year were:

1. Sweet Potato Pie
<http://allrecipes.com/recipe/sweet-potato-pie-i/detail.aspx>
2. Perfect Pumpkin Pie
<http://allrecipes.com/recipe/perfect-pumpkin-pie/detail.aspx>
3. Apple Pie By Grandma Ople
<http://allrecipes.com/recipe/apple-pie-by-grandma-ople/detail.aspx>
4. Irresistible Pecan Pie
<http://allrecipes.com/Recipe/Irresistible-Pecan-Pie/Detail.aspx>
5. Apple Pie
<http://allrecipes.com/recipe/apple-pie-i/detail.aspx>

The Holidays Are Coming!

Time to Give Thanks

Allrecipes averages 5.2 million daily page views, but in November, the number skyrockets as almost every home cook in America is intent on preparing and serving a sumptuous Thanksgiving feast. Typical holiday traffic climbs three days before the date, dropping back on the actual event day. In 2007, Thanksgiving traffic peaked at 15.6 million page views on Wednesday, November 21. We'll be counting down the days this year to see if the pattern repeats. In 2007, Allrecipes' cooks planned the perfect Thanksgiving menu; the Top 5 recipes were:

1. Sweet Potato Pie
<http://allrecipes.com/recipe/sweet-potato-pie-i/detail.aspx>
2. Awesome Sausage Apple and Cranberry Stuffing
<http://allrecipes.com/Recipe/Awesome-Sausage-Apple-and-Cranberry-Stuffing/Detail.aspx>
3. Perfect Turkey
<http://allrecipes.com/recipe/perfect-turkey/detail.aspx>
4. Yummy Sweet Potato Casserole
<http://allrecipes.com/recipe/yummy-sweet-potato-casserole/detail.aspx>
5. Grandma's Green Bean Casserole
<http://allrecipes.com/recipe/grandmas-green-bean-casserole/detail.aspx>

November-December Monthly Measuring Cup

Look for a razzle-dazzle combined issue in early December as the peak cooking season of the year hits stride. From Thanksgiving through the New Year, we'll take a comprehensive look at holiday cooking behaviors and report about the passions of our enthusiastic audience of home cooks. Stay tuned!

About Allrecipes.com

Allrecipes, the world's largest, most comprehensive social network of food and entertaining enthusiasts, receives more than 210 million annual visits from users 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, and part of the



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