

The Monthly Measuring Cup

from the #1 Food Site

What American Families Are Eating and Cooking
Early Fall 2009

Looking Ahead: Top Five 2009 Holiday Trends

1) Two-thirds of American households expect the economy to affect this year's holiday cooking and entertaining plans.

According to a recent Allrecipes.com survey, two-thirds of American families expect the weak economy to affect their holiday cooking plans; one in four expects the economy to have a "significant effect." Areas most likely to closely monitor holiday costs include San Jose, California (42% of households), Miami, Florida (31%), and Philadelphia, Pennsylvania (28%).

Other survey findings:

- More than half of households say they will manage their holiday food costs closely this year. The most common methods for controlling food costs include:
 - 74% will purchase food items on sale
 - 58% will purchase food items using a coupon
 - 57% will prepare dishes from scratch—up 13% over 2008
- Holiday entertaining spending will be most affected, with half of households planning to cut back on entertaining this year.



- Holiday cooking and baking are more resilient to economic pressures; less than one in four households will reduce their spending on baking and cooking.

2) Internet will be the most used resource for holiday recipes in 2009

Technology is playing an increasingly important role in the kitchen. 54% of home cooks use the web as their primary source for holiday recipes, a 567% increase compared to five years ago.

- The most important attributes when selecting recipes online include 'website trust' (76%), 'recipe has many ratings and reviews from cooks like me' (75%), and 'ability to scale recipes to meet desired serving amount' (65%).
- The most important criteria when selecting holiday recipes from any source are 'recipe has positive ratings and reviews from cooks like me' (75%), 'recipe is one I tried before and it turned out well' (66%), 'recipe calls for ingredients I can use again' (65%), and 'recipe can be prepared ahead of time' (63%).
- Home cooks are three times as likely to look for recipes created by their peers vs. those from celebrities, cookbook authors or magazine editors.
- File folders and notebooks are the most common method for saving holiday recipes (42%); the second most common and fastest growing method are online recipe boxes (26%), up 550% from five years ago.

3) 'Ratings and Reviews from Cooks Like Me' preferred 4 to 1 over recommendations from friends and family

75% of households selected 'ratings and reviews from cooks like me' as the most important attribute for selecting new holiday recipes.



4) 58% of Americans won't begin Thanksgiving planning until just a few days before the big meal

The majority of home cooks won't begin their holiday planning until just a few days before the big feast; 38% will get an early start their planning a few weeks out.

In 2008, traffic volumes on Allrecipes.com grew four times typical website volumes for the three days prior to Thanksgiving, serving up more than 54 million pages of Thanksgiving content. The fastest growing daypart was before 7 AM and after 3 PM—most likely due to more households staying close to home and spending more time at work due to the economy.

5) Email preferred for last-minute holiday cooking counsel

For last-minute holiday cooking help, email is twice as popular as online chat rooms, and four times more popular than toll-free phone hotlines.

What's Cooking?

With two-thirds of Americans planting gardens this year (see Allrecipes Monthly Measuring Cup Trend Report, Summer 2009), September's top search terms and most popular recipes reflect garden harvests of zucchini, potatoes, and peppers. Affordable, convenient meals continued to be important as cooks searched for Mexican dishes, used their Slow Cookers, and prepared Stuffed Peppers. Alas, pork continued its downward slide.

(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)—Potato salad, Zucchini Bread, Salad, Mexican, and Guacamole

Simmering!—(search terms moving DOWN 20 places or less)—Shepherd's Pie, Peach Cobbler, Pork Roast, and Fish

In the Deep Freeze!—(search terms moving DOWN 30 places or more)—Pork



Top 5 Recipes for September

1. Mom's Zucchini Bread
<http://allrecipes.com/Recipe/Moms-Zucchini-Bread/Detail.aspx>
2. Awesome Slow Cooker Pot Roast
<http://allrecipes.com/Recipe/Awesome-Slow-Cooker-Pot-Roast/Detail.aspx>
3. Buffalo Chicken Dip
<http://allrecipes.com/Recipe/Buffalo-Chicken-Dip/Detail.aspx>
4. Good Old-Fashioned Pancakes
<http://allrecipes.com/Recipe/Good-Old-Fashioned-Pancakes/Detail.aspx>
5. Stuffed Peppers
<http://allrecipes.com/Recipe/Stuffed-Peppers-4/Detail.aspx>

On the Rise

Tricks or Treats for Halloween?

Allrecipes is preparing for Halloween with plenty of treats! From cookies to cakes, top rated treats are ready to inspire home cooks on a special feature page, including the newest recipes contributions: <http://allrecipes.com/Recipes/Holidays-and-Events/Halloween/Tricks-and-Treats/Main.aspx>. Beginning October 1, Allrecipes' home page will also reflect all things deliciously ghoulish and ghostly.

Top 5 Halloween Recipes from 2008

From Black Cat Cookies to Graveyard Cupcakes, the Allrecipes community of cooks loves Halloween and its festive recipes. Here are the most popular recipes from Halloween 2008.

1. Pumpkin Cake III
<http://allrecipes.com/Recipe/Pumpkin-Cake-III/Detail.aspx>
2. Black Magic Cake
<http://allrecipes.com/Recipe/Black-Magic-Cake/Detail.aspx>
3. Maryland Pumpkin Seeds
<http://allrecipes.com/Recipe/Maryland-Pumpkin-Seeds/Detail.aspx>
4. Peanut Butter Crunch Apples
<http://allrecipes.com/Recipe/Peanut-Butter-Crunch-Apples/Detail.aspx>
5. Pumpkin Ginger Cupcakes
<http://allrecipes.com/Recipe/Pumpkin-Ginger-Cupcakes/Detail.aspx>



Thanksgiving Dinner 101

Last November, American home cooks viewed 156 million pages on Allrecipes about Thanksgiving recipes, reviews and articles, making it their Number One resource for planning and preparing the turkey feast. They found what they were looking for: delicious inspiration confirmed by reviews and ratings from peers on a trusted website. To help get dinner ready in 2009, here are last year's Thanksgiving favorites—including leftovers—based on November 2008 page views.

Homestyle Turkey, the Michigander Way

<http://allrecipes.com/Recipe/Perfect-Turkey/Detail.aspx>

Savory Turkey Gravy

<http://allrecipes.com/Recipe/Savory-Turkey-Gravy/Detail.aspx>

Creamy Mashed Potatoes II

<http://allrecipes.com/Recipe/Creamy-Mashed-Potatoes-II/Detail.aspx>

Grandma's Green Bean Casserole

<http://allrecipes.com/Recipe/Grandmas-Green-Bean-Casserole/Detail.aspx>

Awesome Sausage Apple and Cranberry Stuffing

<http://allrecipes.com/Recipe/Awesome-Sausage-Apple-and-Cranberry-Stuffing/Detail.aspx>

Fresh Broccoli Salad

<http://allrecipes.com/Recipe/Fresh-Broccoli-Salad/Detail.aspx>

Cranberry Sauce I

<http://allrecipes.com/Recipe/Cranberry-Sauce-I/Detail.aspx>

Sweet Potato Pie I

<http://allrecipes.com/Recipe/Sweet-Potato-Pie-I/Detail.aspx>

Turkey Tetrazzini II

<http://allrecipes.com/Recipe/Turkey-Tetrazzini-II/Detail.aspx>

Did You Know?

What's the top method consumers will use to save money on holiday food items this year? For the answer, see the #1 2009 Holiday Trend.

*Allrecipes conducted its Holiday 2009 Survey September 17-21, 2009, with 2,845 households for a margin of error plus or minus four percent

About Allrecipes.com

Allrecipes, the world's largest food site, receives more than 300 million annual visits from home cooks who share and download recipes, reviews, photos, personal profiles, and meal ideas. For more than 13 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, China, Japan, and French Canada. 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.