

Solutions

Private Label and Co-Branded ASP Recipe Solutions

Allrecipes will draw on their content, content management, and technology to build your company a best-in-class recipe solution with your look and feel. We believe a tremendous amount of flexibility is essential in these types of solutions, and likewise will work with your team to find the perfect fit.

Content

Allrecipes' content license allows you to select from tens of thousands of top-rated recipes from the Allrecipes site. Our "everyday" best-in-class content contains millions of reviews, making it the most user-tested, active recipe content in the world. You may select recipes based on criteria to match your website or product, or we can provide guidance in recipe selection.

In addition to recipes, Allrecipes also licenses "How-To" videos (demonstrating practical, step-by-step instructions for everyday solutions) and a library of more than 900 articles (offering solutions to any cooking-related question: seasonal, holiday, method, health and diet, etc.)

Recipe Research

Our community of 10million monthly home cooks is a great place to start when you are looking for home recipe testing or feedback on new products, ideas, or services.

Business Case

Online media consumption is now second only to time spent watching TV, and with this growth, companies are increasingly looking for ways to quickly adjust and build online relationships with their customers. High-quality recipe content and proprietary social media and search technologies fulfill this strategic goal through being sticky, viral, and brandable, all while growing traffic and driving a loyal community to your site.

New forms of online media allows food and health companies to interact directly with their target audiences to build stronger relationships and deepen loyalty. CPG's and grocers have always known that recipes drive food purchasing decisions. It provides consumers access to recipes within an environment where they can interact with branded content and with one another—making the brand's online presence even more powerful. Allrecipes' technology and content licensing solution allows your company to provide your consumers with the best, most trusted, turnkey branded recipe solution at a fraction of the time and cost to build it yourself.

Recipe Technology & Functionality

Put the advanced features, content, and technology that made Allrecipes.com the world's #1 food site to work for your brand. We have built private-label recipe solutions for years. Our clients include some of the world's largest, most trusted grocery, food, online portals, media, and health companies. These partners have found leveraging our trusted content and technology solutions dramatically increases the volume of traffic and the time customers spend on their site by providing an improved user experience. This user experience allows you to build closer relationships with your customers and drive loyal purchasing behavior, generating a substantial return on investment.

