

ALLRECIPES ANNOUNCES TOP FOOD TREND OF 2009: NEW TECHNOLOGIES RESHAPING HOW AMERICA COOKS

World's #1 Food Site Reveals What Made Technology Tops with Home Cooks

SEATTLE, Dec. 15, 2009 – In 2009, technology played an increasingly significant role in how America cooks, earning itself recognition as Allrecipes.com's top food trend for 2009. One and a half billion Americans visited food sites in 2009, consuming 11 billion pages of food-focused content, making the web a top resource for America's meal-planning needs (ComScore). Allrecipes found cooks are not only viewing recipes from their computers in record numbers, they are also using mobile devices at an increased rate to search for meal ideas on the go. Of those with smart phones, nearly 50 percent reported using the device while grocery shopping.

As the world's #1 food site, Allrecipes has a unique perspective to study America's growing use of technology for meal planning and preparation. According to a recent survey of its community, Allrecipes found one in five homes now have computers dedicated to their kitchen and the most common use is viewing recipes while cooking (86 percent). Moreover, this emergence of high-tech kitchen aids has made it faster and easier to plan family meals, sparking a renewed love and appreciation for cooking.

Meals on the Move!

Beyond the kitchen, busy home cooks are also using mobile devices more than ever to help plan and shop for their meals. According to an Allrecipes survey, 43 percent of home cooks with smart phones used the device while grocery shopping to look up recipes, create grocery lists, conduct price comparisons, and look up coupons.

Page views of Allrecipes from a mobile device increased five times the rate of other devices (e.g. desktop, laptop, etc.) in the past 16 months. In Nov. alone, Allrecipes received more than 1 million visits from mobile devices. Home cooks can also find recipes on the go with the Allrecipes Dinner Spinner, the #1 food app for the iPhone, which has been downloaded on more than 2 million iPhone and iTouch devices since launching in Dec. 2008.

"Our emphasis at Allrecipes is always about using technology to simplify the lives of our community so they can fit home cooking into their increasingly busy schedules," said Lisa Sharples, president of Allrecipes. "By constantly innovating and offering the latest technologies, we've made Allrecipes a convenient and easy-to-use resource no matter where they are or what they are doing."

Renewed Joy of Cooking

It's no surprise Americans are eating more meals at home. In fact, according to the Allrecipes survey, 49 percent of families increased the number of meals prepared at home in 2009 as compared to 2008. However, while the economy was the top factor in 2008 for cooking at home, in 2009, a true appreciation and joy of cooking emerged as a stronger motivator. Thirty percent of survey respondents cited "enjoying cooking and trying new recipes" as their main reason for eating at home, up 40 percent

from 2008. This renewed joy of cooking might be a result of how easy technology has made meal planning, and how it has made cooking less intimidating and time-consuming.

“By making recipe searches and meal planning easy and accessible—from a laptop or even a mobile phone—technology has made getting into the kitchen simpler for people,” Sharples continued. “And once there, they are finding out how rewarding home cooking and gathering the family around the table can be.”

A Look Ahead—Allrecipes’ 2010 Predictions

- Men will get in the recipe game. With more gadgets and ways to use technology in both the kitchen and grocery store, men will narrow the demographic gap, increasing use of recipe sites and technologies in 2010. BBQ season 2010 will be huge online!
- Phones will become even more indispensable in the kitchen of the future. In 2010 phones might do even more to help get dinner on the table—sound alerts when the pantry is getting bare, place an order for home grocery delivery, and possibly find a way to preheat the oven before you arrive home from work!
- Frugal home cooks will use technology to their advantage in 2010. Coupons can be zapped to mobile devices in real time as consumers walk supermarket aisles to help keep budgets in line. Now that’s smart.
- Fewer celebrities, more home cooks! Food web sites, blogs, and Twitter will be even more popular, making home cooks the real stars in the kitchen in 2010.

About Allrecipes

Allrecipes, the world’s #1 food site, receives more than 350 million annual visits from home cooks who discover and share food ideas through user-generated recipes, reviews, photos, profiles, blogs, 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, party ideas, everyday and holiday meal solutions, practical cooking tips, and food advice. As the fastest growing food site, Allrecipes provides insights into the cooking behaviors of home cooks everywhere. Since 2008, Allrecipes has launched localized versions for the United Kingdom/Ireland, Australia/New Zealand, France, Germany, China, Japan, Quebec, the Netherlands, Southeast Asia, and Brazil. Allrecipes is the publisher of Allrecipes Dinner Spinner, the #1 food app for the iPhone with versions for the U.S., UK, Australia, France, and Germany. 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.

###

CONTACTS:

Caitlin Melnick
360 Public Relations
cmelnick@360publicrelations.com
617.585.5775 (o)
857.869.2647 (m)

Stephanie Robinett
Allrecipes.com
stephanier@allrecipes.com
206.708.9271 (m)