

IT'S BLACK FRIDAY – TIME TO SHOP OFF THE CALORIES! ALLRECIPES FINDS AVERAGE THANKSGIVING MEAL WEIGHED IN AT 2,225 CALORIES

Iowa and Minnesota Served the Healthiest Thanksgiving Feast While South Carolina Indulged

SEATTLE--Nov. 27, 2009--Allrecipes.com, the world's #1 food site, received record-high Thanksgiving traffic numbers, with more than 2.8 million visitors the day before Thanksgiving, providing a clear picture of what was served on the biggest food holiday of the year. The average Thanksgiving meal in 2009 weighed in at 2,225 calories per serving, a 5 percent increase from last year's feast. According to the Allrecipes site, [Sweet Potato Pie I](#) stole the show as the most popular Thanksgiving recipe, a contrast from last year's popular [Homestyle Turkey the Michigander Way](#).

Not all Americans will need to do as much walking on Black Friday as others. Allrecipes reports that Iowa and Minnesota tied for the most calorie conscious-fares. With an average of 1,797 calories per serving, they consumed 428 fewer calories than the average state and 893 fewer calories compared to the most indulgent state, South Carolina which consumed 2,690 calories on average. Iowa and Minnesota's most popular recipe was [Libby's® Famous Pumpkin Pie](#) totaling 283 calories per serving; South Carolina satisfied their sweet tooth with [Sweet Potato Pie I](#) which totals 389 calories per serving.

"We saw a 24% traffic increase compared to 2008 and are unbelievably thankful to everyone who trusted our site to help them prepare one of the most important meals of the year," said Lisa Sharples, president of Allrecipes. "As the top online resource for home cooks, it's important for us to support our community during such a food-centric holiday. We were pleased to do that and this year and especially delighted to be able to interact with our community via our first ever live webcast."

Allrecipes Live Webcast

Allrecipes executed an inaugural pre-Thanksgiving webcast on Wednesday, November 25, to help viewers prepare for the biggest food holiday of the year. The webcast was filmed live from Allrecipes' Seattle kitchen where Allrecipes staff demonstrated how to cook a variety of holiday recipes including those featured in its [Thanksgiving Budget Menu for Eight](#), answered home cooks' questions live throughout the day via Facebook and Twitter, and provided cooking and entertaining tips and tricks. The high-tech version of a "turkey hotline" was viewed by people in more than 160 countries, receiving more than 23,000 visits.

Don't Forget the Leftovers

While America got its share of Thanksgiving staples, there's still plenty of turkey, gravy, and stuffing to enjoy as leftovers—what some would consider the best part of the holiday. The [Allrecipes Leftovers page](#) hosts a number of options such as [Black Friday Pie](#) and [Banana Cranberry Bread](#). In 2008, the top leftover recipes were [Grandma's Cranberry Orange Gelatin Salad](#) and [Cranberry Pumpkin Bread](#). Already in 2009, frontrunners include [Twice Baked Mashed Potatoes](#) and [Turkey Tetrazzini II](#).

Get that Diet Back on Track

Those who may have over-indulged on Thanksgiving need not despair as Allrecipes provides thousands of low-fat, low-calorie, and all-around good-for-your waistline recipes that can be found at the [Healthy Cooking page](#). The page features the top 20 favorite healthy cooking recipes—from breads and muffins to soups and salads, how-to videos, and even Thanksgiving recipes if home cooks haven't gotten their fill.

About Allrecipes

Allrecipes, the world's #1 food site, receives more than 300 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.

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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)