



## **ALLRECIPES.COM MAKES THANKSGIVING MEAL PLANNING A BREEZE WITH A NEW AND IMPROVED RECIPE BOX**

*A Feast of New Features Adds Convenience for Home Cooks Who Save More Than 22 Million Recipes a Year to Allrecipes Recipe Boxes*

Seattle--(November 2, 2009)--[Allrecipes.com](http://Allrecipes.com), the world's #1 food site, today introduced a new, enhanced Recipe Box that enables members to share personal recipe collections and view the Recipe Boxes of fellow members--creating the world's largest online holiday recipe swap. Additional new features to the Allrecipes Recipe Box, used by millions, allow members to save custom recipes, weblinks and references along with seamlessly adding and saving recipes from other websites, making it the only online Recipe Box members will ever need.

"As the largest food-focused social media site, we're always looking for new ways to engage and support our community," said Lisa Sharples, president of Allrecipes. "With more than 61,000 recipes saved by our members each day, the Recipe Box upgrades offer innovative solutions, making it even easier for our tremendously active community to get through the coming holidays."

The new Recipe Box provides home cooks an easy way to connect with others by sharing their customized recipes and viewing personalized recipes within the boxes of friends, family and fellow Allrecipes' members. Whether it's gluten-free or budget-friendly swaps, members can see how others have edited and tweaked recipes and can choose to keep track of fellow members with similar tastes by adding them to a "Cooks I Like" list.

In addition to the Recipe Box upgrades, recipe pages have been redesigned to include options to easily view customized recipes, Kitchen-Approved labeling indicating a recipe has been through the Allrecipes review and publishing process, a Nutritional Information area as well as a "People Who Saved This" tab which provides access to Recipe Boxes of members who have saved the same recipe.

The Allrecipes Shopping List has also been enhanced to automatically aggregate ingredients as recipes are added to the list. Similarly, members can change the servings of a recipe and the ingredients will scale appropriately in the Shopping List. For instance, if a member adds a recipe with six servings to a Shopping List and the recipe calls for 2 tablespoons of flour, the member can change the servings to 16 and the ingredients in the Shopping List will automatically scale to 1/3 cup of flour.

### **World's Largest Online Holiday Recipe Swap**

According to a recent member survey, the internet will be the most used resource for finding holiday recipes this year, and home cooks are using it to share and store their favorite recipes like never before. More than 75 percent of people reported they have exchanged recipes via email, while use of the "Email This Recipe" function on Allrecipes has nearly doubled from two years ago. The use of online recipe boxes has also increased more than 500 percent compared to five years ago. Allrecipes has responded to and supported these trends by continually adding features, like those available from the new Recipe Box, that offer home cooks convenient solutions and invaluable tools.

This Thanksgiving Allrecipes anticipates more than 12.5 million home cooks will visit the site 40 million times consuming 250 million pages of holiday-focused user-generated food content. As the most visited

recipe source for everything from Sweet Potatoes (4,014,338 page views – Thanksgiving 2008) to Stuffing (2,245,778 page views – Thanksgiving 2008), members can take advantage of the Recipe Box and Shopping List as they plan their menu and shop for the largest food holiday of the year.

Additional information on the Allrecipes Recipe Box, Recipe Pages and Shopping List can be found at [www.allrecipes.com/Help](http://www.allrecipes.com/Help).

### **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 US, 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](http://www.allrecipes.com).

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