



The Monthly Measuring Cup

What Real People Are Eating & Cooking

April 2008 Trend Report



The Monthly Measuring Cup from Allrecipes.com

What Real People Are Eating and Cooking – April 2008

This report was derived by searching data points among the 18.9 million site visits to Allrecipes.com from March 25 through April 28, 2008, a 7% increase over March visits, and more than 40,000 recipes. Data was gathered using a combination of in-house tools and Omniture's SiteCatalyst.

TREND OF THE MONTH

Rising Consumer Prices

Whether at the gas pump or in the supermarket aisle, consumers continue to feel the pinch of rising prices. Tax month seemed to encourage users to search for creative ways to cut costs and stretch their dollars by looking for affordable ingredients. Comments among users in the site's interactive Recipe Exchange area mention stocking up on cheese at sale prices, or making a recipe at home as good as something previously eaten in a restaurant. The top seven search terms with the highest year-over-year growth comparing April 2007 with April 2008 clearly reflect a quest for inexpensive dishes.

- Pasta – 210% Y/Y growth ranked 3 in April – moving up from 9
- Beef Stroganoff – 209% Y/Y growth – ranked 59 moving up from 91
- Pork Chops – 153% Y/Y growth – 2 ranking remained constant
- Meatloaf – 151% Y/Y growth – ranked 4 moving up from 6
- Chicken – 140% Y/Y growth – 1 ranking remained constant
- Ground Beef – 127% Y/Y growth – ranked 5 moving up from 17
- Slow Cooker – 117% Y/Y growth – ranked 7 moving up from 23

Top Five Emerging Search Terms

Springtime and warmer weather launched a trend towards more casual meals and influenced recipe searches in April. The terms below showed the most movement on the "Top 100 List" since March 25, 2008. (Rankings are based on search terms having the greatest amount of movement among more than 1 million monthly unique search terms used on Allrecipes.)

1. Salsa – moved to 62 from 98
2. Hamburger – moved to 60 from 94
3. Mexican – moved to 54 from 79
4. Beef Stroganoff – moved to 59 from 84
5. Eggplant – moved to 51 from 75



Top Five Decreasing Search Terms

With Easter festivities receding, along with the wintery lions and breezy lambs of March, many search terms related to this significant holiday feast and cold weather foods lost their search status. (Rankings are based on search terms having the biggest drop in searches among the top 100 search terms since March 25, 2008.)

1. Ham – moved to 95 (from 9)
2. Carrot Cake – moved to 64 (from 23)
3. Sugar Cookies – moved to 82 (from 53)
4. Green Beans – moved to 69 (from 45)
5. Shepherd's Pie – moved to 90 (from 67)

April Recipe Favorites – The Top Three Most-Viewed Recipes

Faced with uncertainty on the economic front and with no major food-related holidays on the calendar, home cooks turned to tried and true, old-fashioned favorites for this month's top three most-viewed recipes.

1. Banana Bread
<http://allrecipes.com/Recipe/Banana-Bread/Detail.aspx>
2. World's Best Lasagna
<http://allrecipes.com/Recipe/Worlds-Best-Lasagna/Detail.aspx>
3. Good Old-Fashioned Pancakes
<http://allrecipes.com/Recipe/Good-Old-Fashioned-Pancakes/Detail.aspx>

What's Hot on the Stove

April Culinary Adventures

During the first four months of 2008, users embarked on ethnic food excursions in the comfort of their own kitchens by experimenting with unusual ingredients. No passport required! Some of the most surprising popular search terms included:

1. "Green Curry Paste" searches increased 260%
2. "Lemon Grass" searches more than tripled, increasing by 218%
3. "Kangaroo" searches more than doubled, increasing by 167% (45% of these searches originated in Australia)
4. "Ras El Hanout" (a traditional Moroccan spice mix) searches increased by 95%

Mother's Day Menus

Based on a recent site poll about Mother's Day menus, when asked about their favorite brunch choices, 47% of respondents said they preferred something sweet (French toast, waffles, and scones), while 38% chose a savory dish (strata, omelet, or frittata). For beverages, 15% were ready to sip something bubbly. Keep those Mimosas coming!

Memories for Mom

Allrecipes has collected more than 190 trusted recipes and party ideas to help celebrate Mother's Day. Home cooks will be inspired by the newest Mother's Day recipes for treating mom with a special brunch or breakfast in bed. Junior chefs will also find easy-to-



make dishes so they can make something delicious and homemade for mom—with a little guidance from dad or older siblings, of course:

<http://allrecipes.com/Recipes/Holidays-and-Events/Events-and-Gatherings/Mothers-Day/Main.aspx>

On The Rise

Grilling and Barbeque Season Kick-off

Memorial Day may be the official start to the summer grilling season, but Allrecipes users are already revving up their barbeques—and trying out Indian classics. During April, searches for grilling recipes jumped 49 percent over March levels. The top three grilling recipes based on the most page views are:

1. Grilled Salmon I
<http://allrecipes.com/Recipe/Grilled-Salmon-I/Detail.aspx>
2. Naan
<http://allrecipes.com/Recipe/Naan/Detail.aspx>
3. Chicken Tikka Masala
<http://allrecipes.com/Recipe/Chicken-Tikka-Masala/Detail.aspx>

Strawberry Shortcake

Fresh strawberries are cascading into supermarkets and users are enjoying the popular fruit by using the red berries in many creative ways—even in salsa. There are 588 strawberry recipes on the site, including 87 for strawberry pie, 74 for strawberry salads, and 12 for strawberry shortcake. The most popular recipes this month using fresh strawberries are:

1. Annie's Fruit Salsa and Cinnamon Chips
<http://allrecipes.com/Recipe/Annies-Fruit-Salsa-and-Cinnamon-Chips/Detail.aspx>
2. Strawberry Spinach Salad I
<http://allrecipes.com/Recipe/Strawberry-Spinach-Salad-I/Detail.aspx>
3. Chocolate Covered Strawberries
<http://allrecipes.com/Recipe/Strawberry-Spinach-Salad-I/Detail.aspx>

Allrecipes.com Video of the Month

Cinco de Mayo Cocktails

Users will be able to ace concocting a batch of margaritas for May 5 festivities after watching an online video detailing how to mix just the right blend of salt, lime, and tequila. In fact, traffic to the Allrecipes-produced video has already jumped 91 percent in the past three weeks relative to overall site traffic.

<http://allrecipes.com/HowTo/Making-Margaritas-Video/Detail.aspx>



About Allrecipes.com

Allrecipes, the world's largest social network of food and entertaining enthusiasts, receives more than 175 million annual visits from users who share and download recipes, reviews, photos, personal profiles, and meal ideas. For more than 10 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, and part of the Reader's Digest Association, Inc. food and entertainment division, Allrecipes provides insights into the kitchens and cooking passions of home cooks everywhere. For additional information regarding Allrecipes, please visit www.allrecipes.com.

