



# The Monthly Measuring Cup

## What American Families Are Eating & Cooking

August 2008 Trend Report



## The Monthly Measuring Cup from Allrecipes.com

*What American Families Are Eating and Cooking – August 2008*

This report was derived by analyzing site behaviors and search data of the 16.5 million site visits to Allrecipes.com from July 29 through August 24, 2008, and more than 40,000 recipes. Data was gathered using a combination of in-house tools and Omniture's SiteCatalyst.

### TREND OF THE MONTH

#### **Saving Money, Hedging Against Future Food Increases**

As analysts predict food costs will continue to increase, consumers are altering their grocery shopping habits and being more conservative in how much they spend and consume. What's old is suddenly new again! As a hedge against rising food costs, many American families are taking up old-fashioned kitchen pastimes such as canning, pickling and freezing. Page visits to jam making, canning, pickling, and preserving articles on Allrecipes.com have increased significantly on a monthly basis this year over last.

- Visits to Allrecipes' How to article about Freezing Foods have tripled, increasing 218% compared with the same period one year ago.
- Page views to Allrecipes' pickling, jams, canning and preserving articles have more than doubled in the same period, increasing 109%.
- Visits to Allrecipes' How to article about Canning and Preserving have increased 37%.

#### **Top Five Emerging Search Terms**

Summer fruit season hit full stride this month with peaches, blueberries, apples and even avocados (Yes, Virginia, avocados *are* a fruit) ruling the kitchen. Muffins and pies were especially popular, and who can resist that summertime classic, guacamole, at a picnic or cook-out, when they're at peak season? Of course, macaroni salad is a MUST at most summer picnics. In the first three weeks of August, the terms below showed the most movement on the "Top 100 List" compared on a year-over-year basis. (Rankings are based on search terms having the greatest amount of movement among more than 1 million monthly unique search terms used on Allrecipes each month.)

1. Blueberry Muffins – rose 36 places, moving up to 46 from 82
2. Peach Pie – rose 36 places, moving up to 49 from 85
3. Apple Pie – rose 18 places, moving up to 76 from 94
4. Guacamole – rose 22 places, moving up to 67 from 89
5. Macaroni Salad – rose 18 places, moving up to 52 from 70



## Top Five Decreasing Search Terms

As prices rose for shellfish and beef—one of the items mentioned as having had the largest price increase by respondents in the June 2008 Allrecipes Economic Survey—those items also slid down the search term list. In the first three weeks of August, the terms below showed the most movement on the “Top 100 List” compared on a year-over-year basis. (Rankings are based on search terms having the greatest amount of movement among more than 1 million monthly unique search terms used on Allrecipes each month.)

1. Salads - dropped 31 places, moving from 56 to 87
2. Punch – dropped 24 places, moving from 52 to 76
3. Scallops – dropped 21 places, moving from 61 to 82
4. Appetizers – dropped 20 places, moving from 30 to 50
5. Beef – dropped 20 places, moving from 53 to 73

## Most Unusual Recipes

The Allrecipes community has some of the most innovative and creative cooks on the planet. As proof, check out Janie’s Amazing Smoothie made with fresh zucchini (no kidding!) and Manifold Stew. This last dish calls for two squirrels, a preheated car, and a 60 mph drive for 4 to 5 hours. A list of some unusual recipes showcasing our community’s extraordinary inventiveness includes:

1. Rattlesnake Pasta  
<http://allrecipes.com/Recipe/Rattlesnake-Pasta/Detail.aspx>
2. Bubble Gum  
<http://allrecipes.com/Recipe/Bubble-Gum/Detail.aspx>
3. Manifold Stew  
<http://allrecipes.com/Recipe/Manifold-Stew/Detail.aspx>
4. Better Than Brad Pitt Cake  
<http://allrecipes.com/Recipe/Better-Than-Brad-Pitt-Cake/Detail.aspx>
5. Janie’s Amazing Smoothie  
<http://allrecipes.com/Recipe/Janies-Amazing-Smoothie/Detail.aspx>

## August Recipe Favorites – The Top Five Most-Viewed Recipes

Anyone with a garden knows that August 8 is “Sneak a Zucchini Onto Your Neighbor’s Porch Night,” or at least they do if they’re an Allrecipes member. The most popular recipes this month called for zucchini, of course, plus summer produce and fruit favorites, plus a guaranteed family-pleaser, lasagna. We hear there were no leftovers.

1. Moms Zucchini Bread  
<http://allrecipes.com/recipe/moms-zucchini-bread/detail.aspx>
2. Zucchini Bread IV  
<http://allrecipes.com/recipe/zucchini-bread-iv/detail.aspx>
4. Worlds Best Lasagna  
<http://allrecipes.com/recipe/worlds-best-lasagna/detail.aspx>
3. To Die for Blueberry Muffins  
<http://allrecipes.com/recipe/to-die-for-blueberry-muffins/detail.aspx>
5. Stuffed Peppers 501  
<http://allrecipes.com/recipe/stuffed-peppers-501/detail.aspx>



## What's Hot on the Stove

### Gold Medal Cuisine

This month, the world enjoyed the most-watched Summer Olympic Games since 1976. The glittery, music and fireworks-filled opening ceremonies inspired many Allrecipes users to bring a little bit of Beijing into their home—and what better way to experience a different culture than through food. Searches for “Chinese” increased by 35% in August compared this time last year. Top recipes include:

1. Szechwan Shrimp  
<http://allrecipes.com/recipe/szechwan-shrimp/detail.aspx>
2. Sweet and Sour Chicken I  
<http://allrecipes.com/recipe/sweet-and-sour-chicken-i/detail.aspx>
3. King Pao Chicken  
<http://allrecipes.com/recipe/kung-pao-chicken/detail.aspx>
4. Wonton Soup  
<http://allrecipes.com/recipe/wonton-soup/detail.aspx>
5. Chinese Cabbage Salad  
<http://allrecipes.com/recipe/chinese-cabbage-salad-i/detail.aspx>

### On The Rise

#### Back to School, Back to Basics

A new survey of Allrecipes members indicates economic concerns are affecting what moms will be packing in school lunches this fall. While nutritional value remains the key factor in choosing lunch items, preliminary results show 56% of respondents will change what foods they include because of higher prices. Pre-packaged lunches, salty snacks, and desserts will be dropped. Stay tuned for complete survey results.

#### Calling All Tailgate Fans

This month, football teams got busy buffing up at training camp so next month they can kick off All-American pigskin events for the rest of us. Allrecipes cooks have terrific ideas for feeding fellow fans at the upcoming season's tailgate parties. Below are the top five recipes from the Allrecipes Tailgate Party recipe collection: <http://allrecipes.com/Recipes/Everyday-Cooking/On-The-Go/Tailgating/Main.aspx>:

1. Grilled Salmon I  
<http://allrecipes.com/recipe/grilled-salmon-i/detail.aspx>
2. Grilled Sausage with Potatoes and Green Beans  
<http://allrecipes.com/recipe/grilled-sausage-with-potatoes-and-green-beans/detail.aspx>
3. Marinated Grilled Shrimp  
<http://allrecipes.com/recipe/marinated-grilled-shrimp/detail.aspx>
4. Chicken Wing Dip  
<http://allrecipes.com/recipe/chicken-wing-dip/detail.aspx>
5. Sweet Restaurant Slaw  
<http://allrecipes.com/recipe/sweet-restaurant-slaw/detail.aspx>



## Sneak Peak

To tantalize your appetite for September's report, here's a preview of what's brand new or coming soon on the Allrecipes site:

1. Back to School Landing Page  
<http://allrecipes.com/HowTo/Back-To-School-Landing/Detail.aspx>
2. Halloween Landing Page—Launching September 30

### About Allrecipes.com

Allrecipes, the world's largest social network of food and entertaining enthusiasts, receives more than 210 million annual visits from users who share and download recipes, reviews, photos, personal profiles, and meal ideas. For more than 11 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](http://www.allrecipes.com).

