



The Monthly Measuring Cup

February 2008 Trend Report



The Monthly Measuring Cup from Allrecipes.com

What Real People Are Eating and Cooking – February 2008

This report was derived by searching data points among the 17.6 million visits from January 28 through February 25, 2008, and the more than 40,000 recipes currently found on Allrecipes.com.

Top Five Emerging Search Terms

Football and Valentine's Day clearly influenced recipe searches in February. The terms below showed the biggest movement since January 31, 2008, in the "Top 250 List." (Rankings are based on search terms having the greatest amount of movement among more than 1,000,000 monthly unique search terms used on Allrecipes.)

1. Cheesecake – moved to 37 (up from 168)
2. Red velvet cake – moved to 65 (up from 124)
3. Buffalo wings – moved to 151 (up from 235)
4. Asparagus – moved to 51 (up from 123)
5. Icing – moved to 99 (up from 169)

Top Five Decreasing Search Terms

Winter comfort foods were put on the back burner in favor of sweet treats and appetizers for Valentine's Day and Oscar night viewing.

(Ranking based on search terms with the biggest drop in searches among the top 100 search terms since January 31, 2008.)

1. Venison – moved to 229 (from 124)
2. Butternut squash – moved to 247 (from 161)
3. Tortilla soup – moved to 231 (from 148)
4. Stew – moved to 212 (from 143)
5. Garlic bread – moved to 183 (from 117)

February Recipe Favorites – The Top Three Most Viewed Recipes

A craving for family-satisfying winter comfort foods and Valentine's Day sweets were key motivators in this month's favorite recipes.

1. World's Best Lasagna
<http://allrecipes.com/Recipe/Worlds-Best-Lasagna/Detail.aspx>
2. Easy Sugar Cookies
<http://allrecipes.com/recipe/easy-sugar-cookies/detail.aspx>
3. Chocolate Covered Strawberries
<http://allrecipes.com/recipe/chocolate-covered-strawberries/detail.aspx>



What's Hot on the Stove

An Upset Victory for Chili

Much like the Giants beating the Patriots, chili unexpectedly knocked chicken out of its number one search ranking during the first three days of February as cooks looked for hearty fare to feed their home teams. In fact, site traffic was up 8 percent for the week leading up to the big game compared with Valentine's Day traffic, confirming Super Bowl Sunday's status as second only to Thanksgiving in terms of food consumption in the United States.

Cupid's Cooking Club

Based on a recent site poll about Valentine's Day activities, 81 percent of users stayed in, and 82 percent of that group cooked a meal. True to form for this holiday, searches for Valentine's Day recipes (cheesecake, chocolate, sugar cookies) peaked on February 14 versus the week prior typical of the search pattern seen with other holidays. Easy Sugar Cookies (<http://allrecipes.com/Recipe/Easy-Sugar-Cookies/Detail.aspx>) was the most widely viewed recipe in this category.

Lights, Camera, Action, Appetizers!

With the Oscar awards ceremony lighting up home screens this month, movies are a hot topic. Allrecipes polled its users to find out their food and movie favorites. The envelope please...

1. "Fried Green Tomatoes" is the all-time favorite food movie followed by "My Big Fat Greek Wedding" and "Chocolat."
2. 45 percent chose appetizers as the food they most liked to eat during the Oscars, while 25 percent said they prepared a themed menu.
3. Allrecipes' users are toasting the Oscars with wine, mixed drinks, and champagne.

On The Rise

Spicing it Up

Although Valentine's Day is past, apparently everyone could use some extra spice in their lives. So far in 2008, the top three most-searched for spices include:

1. Curry
2. Cinnamon
3. Red pepper



The Luck of the Irish

Corned beef is the single most popular St. Patrick's Day dish. In fact, *four* corned beef recipes rank in the top 5 percent of the most reviewed recipes on the site. In February, searches for corned beef increased by almost 150 percent--or two and a half times--and according to last year's data, will continue to rise throughout March. The most reviewed recipe is Guinness® Corned Beef (<http://allrecipes.com/Recipe/Guinness-Corned-Beef/Detail.aspx>).

EGGING IT ON

Leftover eggs after Easter? An ingredient search for dishes using cooked eggs--just peel those colored ones--delivers more than 265 recipes. Another ingredient search for Easter Ham, a perennial holiday favorite, produces 63 recipes with Honey Glazed Ham (<http://allrecipes.com/Recipe/Honey-Glazed-Ham/Detail.aspx>) the standout with 429 reviews and a 4.5-star rating.

Special Easter Delivery

On March 6, Allrecipes launches its Easter Holiday Table, a brand-new, engaging virtual feature site users can play with to select and see favorite Easter dishes. Stay tuned for the Easter bunny's formal announcement.

Allrecipes.com Photo Gallery of the Month

What could be more delightful than an Easter Basket? ...an edible Easter Basket! Allrecipes users have achieved artist caliber in mastering art of Easter Basket cake decorating. <http://allrecipes.com/Recipe/Easter-Basket-Cake/Photo-Gallery.aspx>

About Allrecipes.com

Allrecipes, the world's largest social network of food and entertaining enthusiasts, receives more than 35 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.

