



# The Monthly Measuring Cup

What Real People Are Eating & Cooking

January 2008 Trend Report



## The Monthly Measuring Cup from Allrecipes.com

*What Real People Are Eating and Cooking – January 2008*

This report was derived by searching data points among the 17 million visits from January 1 through January 28, 2008, and the more than 38,000 recipes currently found on Allrecipes.com.

### Top Five Emerging Search Terms

(Ranking based on search terms having the biggest movement within the top 100 search terms since December 31, 2007.)

1. Tilapia – not in the top 100; moved to 22
2. Muffins – not in the top 100; moved to 35
3. Fish – not in the top 100, moved to 40
4. Chicken breast – not in the top 100, moved to 42
5. Soups – not in the top 100, moved to 44

### Top Five Decreasing Search Terms

(Ranking based on search terms with the biggest drop in searches among the top 100 search terms since December 31, 2007.)

1. Breakfast casserole – moved from 7 to 89
2. Sugar cookies – moved from 3 to 85
3. Punch – moved from 23 to 86
4. Turkey – moved from 39 to 96
5. Scalloped potatoes – moved from 43 to 82

True to form, as indulgent holiday feasts become history or bulges on the hips, cooks turn toward simpler, more healthful dishes, adding fish and chicken back to their diets. Cold weather across the country and comfort food cravings also motivate January recipe searches. Slow cookers are popular for pot roast, and everyone again has time to make lasagna.

### Top Five Emerging Comfort Food Terms

(Ranking based on search terms associated with comfort foods having the biggest movement within the top 100 search terms since December 31, 2007.)

1. Chicken pot pie
2. Chicken casserole
3. Slow cooker
4. Meat loaf
5. Pizza



## January Recipe Favorites – The Top Three Most Viewed Recipes

1. Banana Banana Bread (144,313 January page views to-date)  
<http://allrecipes.com/Recipe/Banana-Banana-Bread/Detail.aspx>
2. World's Best Lasagna (134,185 January page views to-date)  
<http://allrecipes.com/Recipe/Worlds-Best-Lasagna/Detail.aspx>
3. Awesome Slow Cooker Pot Roast (130,697 January page views to-date)  
<http://allrecipes.com/Recipe/Awesome-Slow-Cooker-Pot-Roast/Detail.aspx>

## What's Hot on the Stove

### Healthy Resolutions

This January tofu makes it into the list of top five healthful ingredient search terms! Getting fit in the New Year is desirable—for the first week of January anyway, then the curve starts sloping downwards.

- Top diet-related search terms (low-fat and low-carb) surged 220 percent over December to peak on January 2.
- Even after the peak, there has been a 110 percent increase in traffic to the healthy channel in the past two weeks compared with December 2007.

When it comes to dieting, the tried and true remain top of mind. No new fad diet is surging across consumer radar this winter, but losing pounds fast and sensibly is perennially popular as the South Beach and Dash Diets (designed to combat hypertension) searches indicate—and no one really wants to stop eating cookies, cake or desserts. Maybe, just maybe there's a diet version?

### Top Five Emerging "Healthy" Food Terms

(Ranking based on search terms associated with dieting and health having the biggest movement within the top 100 search terms since December 31, 2007.)

1. Fish – not in the top 100; moved to 40
2. Vegetable soup – not in the top 100; moved to 50
3. Tofu – not in the top 100; moved to 4
4. Stir fry– not in the top 100; moved to 71
5. Vegetarian– moved from 64 to 21

### Top Five Diet Search Terms

(Ranking based on percentage of searches with diet search terms since December 31, 2007.)

1. South Beach Diet – 25 percent
2. Atkins/Low-Carb Diet – 2 percent
3. Mediterranean Diet – 1 percent
4. Sonoma Diet – less than 1 percent
5. Dash Diet – less than 1 percent



### Top Five Diet Recipe Searches (Note: 3 out of 5 are for sweets!)

(Ranking based on percentages of searches including diet terms since December 31, 2007.)

1. Diet soups – 7.5 percent
2. Diet desserts – 2 percent
3. Diet cakes – 1.4 percent
4. Diet cookies – 1.3 percent
5. Diet chicken – 1 percent

### Football Fever

The upcoming BIG game on February 3 is already having an impact. We know a lot of people sit in front of the television munching snack foods, and this month cooks are practicing appetizers to serve their hometown team.

So far this month, more than 25,000 people learned how to make spicy chicken wings to feed a few football teams: <http://allrecipes.com/HowTo/Making-Wings-to-Feed-a-Crowd-Video/Detail.aspx>

### Top Five Dips for Watching Football (after Guacamole and Salsa)

Leaving out Guacamole and Salsa, which perennially rank as the top most searched-for dip recipes, the next most popular dip recipes since December 31, 2007, are:

1. Seven Layer Taco Dip  
<http://allrecipes.com/Recipe/Seven-Layer-Taco-Dip/Detail.aspx>
2. Buffalo Chicken Dip  
<http://allrecipes.com/Recipe/Buffalo-Chicken-Dip/Detail.aspx>
3. Artichoke Spinach Dip Restaurant Style  
<http://allrecipes.com/Recipe/Artichoke--Spinach-Dip-Restaurant-Style/Detail.aspx>
4. Fat Boy Nacho Cheese Dip  
<http://allrecipes.com/Recipe/Fat-Boy-Nacho-Cheese-Dip/Detail.aspx>
5. Hot Pizza Dip  
<http://allrecipes.com/Recipe/Hot-Pizza-Dip/Detail.aspx>

### On The Rise

#### Writers in the Kitchen

Over the past 12 weeks, since the Writers Guild of America strike began on November 5, 2007, Allrecipes traffic during evening hours (5 to 10 P.M.) has increased 4 percent. Could it be that even after dinner searching for recipes is more exciting than watching television?



## Love Is In the Air

Valentine's Day is right around the corner. According to a recent Allrecipes online survey about users' plans and desires for the year's sweetest day, cooking dinner with a loved one is the best way to spend Valentine's Day. Based on 825 responses:

- o 81 percent of users polled are planning to stay in this Valentine's Day, and 82 percent of this group will cook a meal.
- o 58 percent of users think cooking a meal together is more romantic than going out to a favorite restaurant
- o Candles (45 percent), music (22 percent) and chocolate (17 percent) are the biggest must-have items for a romantic evening
- o What is the drink of choice this Valentine's Day?
  - Wine – 55 percent
  - Mixed drinks – 21 percent
  - Champagne – 20 percent
  - Martinis – 5 percent

Valentine's Day stands out as a singular holiday based on user traffic. Other holidays such as Christmas and Easter show a steady build-up in traffic one to two weeks in advance, and then a 30 to 120 percent decline in traffic on the actual day of the holiday. However, Valentine's Day traffic surges 30 percent on February 12 over the previous day, and remains at this peak through February 14. Dare we say it's (further) evidence that men are notoriously bad planners?

To assist cupid in his mission, menus with aphrodisiac ingredients are arousing interest, a curiosity that's already showing up in January recipe searches.

## Top Five Ways People Enjoy Chocolate

(Based on search terms associated with chocolate.)

1. Chocolate cake
2. Chocolate chip cookies
3. Chocolate mousse
4. Chocolate cheesecake
5. Chocolate cupcakes

## Top Five Seductive Ways to Serve Strawberries

(Based on search terms associated with strawberries.)

1. Covered in chocolate (by a landslide!)
2. Salad with strawberries
3. Strawberries Romanoff
4. Strawberries and cream
5. Strawberries in balsamic vinegar (very adventurous)



## Top Five Ways People are Preparing Oysters

(Based on search terms associated with oysters.)

1. Fried
2. Oysters Rockefeller
3. Grilled/BBQ
4. Raw
5. Smoked

## Allrecipes.com Photo Gallery of the Month

Users' creativity is unsurpassed when it comes to cake decorating with Barbie Dolls.

<http://allrecipes.com/Recipe/Barbie-Doll-Cake/Photo-Gallery.aspx>

### About Allrecipes.com

Allrecipes, the world's largest social network of food and entertaining enthusiasts, is visited annually by more than 175 million visitors 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](http://www.allrecipes.com).

