

The Monthly Measuring Cup

from the #1 Food Site

What American Families Are Eating and Cooking – January 2009

Trend of the Month: 20% More Consumers Plan to Cook Healthier in 2009

January equals prime time for New Year's resolutions! Improved eating habits were top-of-mind for Allrecipes consumers in a New Year-New You Survey* conducted this month. Compared with 2008, 20% more consumers say a healthy diet is important to their family, while 51% report being "very likely" to start a diet or alter their eating habits in January. Other key findings:

- A healthy diet is "very important" to 43% of consumers, a **7% increase** for the same Allrecipes survey question in March 2008.
- Home cooks planning to prepare healthier dishes for their families jumped nearly **20 percent** (34 percent to 53 percent) from a similar 2008 survey.
- Nearly **50 percent** plan to exercise more in 2009.
- For those aiming to diet in 2009, **53 percent** will use "common-sense" nutrition methods including moderation for all meals, plus low calories and low fat dishes.
- Diet fallout: only **15 percent** plan to follow name brand diets such as Atkins, South Beach, or use pre-made meals such as Jenny Craig or Weight Watchers.

Make Mine Healthy in 2009

While controlling the economy might be out of reach, one thing remains within everyone's grasp: food. Allrecipes' cooks agree food is the key to good health, and 33% say having more control over what they eat is the biggest motivator for cooking at home. Site traffic reflects this interest: Launched January 1, Allrecipes' new Healthy Cooking page already ranks third for

the most traffic among the six Home Page tab options. Drum roll for the top recipes from the Healthy Cooking collection—all with page views up 139% to 147% over 2008:



1. The Best Vegetarian Chili in the World
<http://allrecipes.com/Recipe/The-Best-Vegetarian-Chili-in-the-World/Detail.aspx>
2. Seafood Quiche
<http://allrecipes.com/recipe/seafood-quiche/detail.aspx>
3. Spaghettini Chicken
<http://allrecipes.com/recipe/spaghettini-chicken/detail.aspx>
4. Sweet N Hot Glazed Salmon
<http://allrecipes.com/recipe/sweet-n-hot-glazed-salmon/detail.aspx>
5. Spicy Orange Teriyaki Marinade
<http://allrecipes.com/Recipe/Spicy-Orange-Teriyaki-Marinade/Detail.aspx>

Top 10 Super Foods

Foods loaded extra nutritional benefits are hot! Think pumpkin, pomegranates and blueberries, walnuts, sweet potatoes and spinach, for starters. Allrecipes consumers are paying attention. Here's a snapshot at the beginning of 2009 based on year-over-year searches. Keep an eye on exotic quinoa; it's mentioned most often as the "new" food consumers want to try in 2009. Watch for an update and comparison in six months:

1. Quinoa up 150%
2. Blueberries up 46%
3. Pumpkin up 24%
4. Sweet Potatoes up 20%
5. Oats up 19%
6. Spinach up 18%
7. Tomatoes up 17%
8. Walnuts up 15%
9. Broccoli up 13%
10. Salmon up 2%



1. Peanut Butter Bars
<http://allrecipes.com/recipe/peanut-butter-bars-i/detail.aspx>
2. Classic Peanut Butter Cookies
<http://allrecipes.com/recipe/classic-peanut-butter-cookies/detail.aspx>
3. Flourless Peanut Butter Cookies
<http://allrecipes.com/recipe/flourless-peanut-butter-cookies/detail.aspx>

Top 5 Shifting Search Terms: Comfort Food Warms Frigid January

What's up? What's down? It's not just the stock market. This month top search terms by 23 million cooks (*up 46% over January 2008*) visiting Allrecipes reflect the freezing weather icing down most of the country and a desire for comfort foods, always ideal for coping with stress. Economical soups, a twist on French fries, reliable casseroles and chicken rose high on the January list.

1. Minestrone Soup rose 222 places, moving up to 217 from 439
2. Sweet Potato Fries rose 147 places, moving up to 338 from 485
3. Tater Tot Casserole rose 104 places, moving up to 313 from 417
4. Pea Soup rose 100 places, moving up to 399 from 499
5. Baked Chicken Breast rose 99 places, moving up to 401 from 500

(The terms above showed the most movement this month on the "Top 500 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 unique search terms used on Allrecipes each month.)

What's Cookin'?

Make It Yourself Peanut Butter Treats

Kids gotta have PB cookies, so what's a mom to do when another food scare hits the news like the current salmonella investigation of manufactured products containing peanut butter? Make your own! Ingredient searches for peanut butter rose 51% in January over 2008. The top peanut butter cookie recipes this month are:

Comfort Food Appliances Score

Busy moms on the run love the convenience of kitchen appliances to help them serve economical, homemade meals. Slow cooker-related searches this month jumped 63% year-over-year, while bread machine-related searches rose 29%. Top recipes for each time saver:

Slow Cooker

1. Hearty Beef Vegetable Stew
<http://allrecipes.com/recipe/hearty-beef-vegetable-stew/detail.aspx>

Bread Machine

1. Soft Garlic Breadsticks
<http://allrecipes.com/recipe/soft-garlic-breadsticks/detail.aspx>

On The Rise

Staying Home for Valentine's Day

Recession-proof Valentine's Day? Not quite. A recent Valentine's Day Survey** of Allrecipes' consumers indicates one in four home cooks will be spending less on romance this year. Flowers, candy and gifts are targeted for cuts. For 32% of the staying-home (vs. going out) group, that's a destination change from 2008. But there's good news too: of the 87% planning to cook a special dinner for or with their significant other, more than half expect to spend the same amount of money on the meal. To inspire Valentine's Day cooks, Allrecipes will offer sumptuous meal



and beverage ideas—on a budget—with a new top nav home page tab. Top Valentine's Day treats:

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. Marinated Grilled Shrimp
<http://allrecipes.com/Recipe/Marinated-Grilled-Shrimp/Detail.aspx>
4. Chocolate Covered Strawberries
<http://allrecipes.com/Recipe/Chocolate-Covered-Strawberries/Detail.aspx>
5. The Best Rolled Sugar Cookies
<http://allrecipes.com/Recipe/The-Best-Rolled-Sugar-Cookies/Detail.aspx>

Dinner Spinner iPhone App

What's for dinner tonight? Shake your iPhone and decide. Allrecipes' new Dinner Spinner iPhone app offers the site's most popular recipes in a fun, spin-the-pictures app. Two months new, Dinner Spinner has rocketed to the top five apps on Apple's lifestyle list. Favorite DS recipes rank right up there with winter comfort food favorites:

1. ABC (Absolute Best Chewy) Chocolate Chippers
<http://allrecipes.com/Recipe/ABC-Absolute-Best-Chewy-Chocolate-Chippers/Detail.aspx>
2. Chicken with Mushrooms
<http://allrecipes.com/Recipe/Chicken-With-Mushrooms/Detail.aspx>
3. Slow Cooker Lasagna
<http://allrecipes.com/Recipe/Slow-Cooker-Lasagna/Detail.aspx>

*Allrecipes conducted its New Year's Survey January 9-14, 2009, with 5,779 participants for a margin of error plus or minus four percentage points.

**Allrecipes conducted its Valentine's Day Survey January 23-26, 2009, with 389 participants for a margin of error plus or minus four percentage points.



About Allrecipes.com

Allrecipes, the world's largest, most comprehensive social network of food and entertaining enthusiasts, receives more than 256 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, Allrecipes provides insights into the kitchens and cooking passions of home cooks everywhere. In 2008, Allrecipes launched localized versions for the United Kingdom and Australia/New Zealand, France, and Germany. Allrecipes is part of Food & Entertaining at The Reader's Digest Association, Inc. For additional information regarding Allrecipes, please visit www.allrecipes.com.