



# The Monthly Measuring Cup

## What American Families Are Eating & Cooking

July 2008 Trend Report



## The Monthly Measuring Cup from Allrecipes.com

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

This report was derived by analyzing site behaviors and search data of the 20.5 million site visits to Allrecipes.com from June 25 through July 28, 2008, and more than 40,000 recipes. Data was gathered using a combination of in-house tools and Omniture's SiteCatalyst.

### TRENDS OF THE MONTH

#### **American Families Stretch Grocery Dollars Using New 'Budget Cooking' Tab**

Allrecipes' cooks continue to look for new ways to cut meal costs and save money by cooking at home. Since its launch in mid-June, the "[Cooking on a Budget](#)" feature has received more than 265,000 visits, averaging 12,500 page views per day in the 26-day period to date. This represents almost 20% of overall visits to the advice articles featured on the site.

- o 16,846 unique visitors have been curious about Meal Planning and visited the page
- o 6,821 unique visitors clicked on the Budgeting 101 page to learn practical budget advice

#### **Forget the Summer Vacation This Year**

Proving consumers really are pursuing 'staycations' as an affordable vacation option, Allrecipes' cooks visited the site in droves over the Fourth of July weekend. Traffic surged 52% Y/Y over the four-day weekend. To further inspire home vacations on a shoe-string budget, Allrecipes offers plenty of great tips in this article: <http://allrecipes.com/HowTo/Vacation-at-Home/Detail.aspx>

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

Calling all salad and berry or rhubarb pie lovers! Seasonal choices clearly influenced recipe searches this month. And there's no better way to use those garden and farmers market veggies than whip up a stir fry dish. Of course, hardworking cooks and guests also need to quench their thirst, so sangria brimming with summer fruit is ideal. The terms below showed the most movement on the "Top 100 List" compared on a year-over-year basis since June 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. Summer Salad – rose 327 places, moving up to 52 from 379
2. Pie Crust – rose 34 places, moving up to 84 from 118
3. Rhubarb – rose 33 places, moving up to 68 from 101
4. Stir Fry – rose 29 places, moving up to 95 from 124
5. Sangria – rose 23 places, moving up to 62 from 85

## Most Surprising Search Terms of the Month

Allrecipes cooks aren't just making standard fare. Given the variety of 40,000-plus recipes on the site, it's not surprising they search for a lot more than chicken, the top most-searched-for ingredient. Below is a list of some surprising ingredient search terms in July.

1. Marsala – 1,071 searches
2. Lemon Grass – 408 searches
3. Squirrel – 103 searches
4. Curry Paste – 110 searches
5. Kangaroo – 53 searches
6. Gooseberry recipes – 17 searches

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

What *do* you do with all those over-ripe bananas? Bake banana bread, of course! This favorite remains the top most selected recipe for another month, followed by classic summer salads that are popular for entertaining, an easy, family-pleasing main dish, and THE best blueberry muffins.

1. Banana Banana Bread  
<http://allrecipes.com/recipe/banana-banana-bread/detail.aspx>
2. Classic Macaroni Salad  
<http://allrecipes.com/recipe/classic-macaroni-salad/detail.aspx>
3. Chicken Enchiladas II  
<http://allrecipes.com/recipe/chicken-enchiladas-ii/detail.aspx>
4. Old Fashioned Potato Salad  
<http://allrecipes.com/recipe/old-fashioned-potato-salad/detail.aspx>
5. To Die For Blueberry Muffins  
<http://allrecipes.com/recipe/to-die-for-blueberry-muffins/detail.aspx>

## What's Hot on the Stove

### Inspired Substitutions

Making substitutions to create a recipe all their own, honor diet considerations or a husband's preferences, or to use up what's on hand instead of making an extra trip to the supermarket is standard for Allrecipes cooks. Some of the more wacky and interesting swaps made this month include:

1. Using **chocolate ground with a blender instead of chips** "because chips are impossible to find in Germany"
2. Making **coleslaw with zucchini** instead of cabbage to take to neighborhood zucchini party
3. **A bottle of dark beer** for chicken stock in Chicken Tortilla Soup
4. Using **Absolut Citron instead of tequila** and still feeling "like you drank a margarita"



5. Using **unsalted peanuts instead of celery** in Chicken Salad

### The Hottest Lunch Box Items

Back to school lunches don't have to mean back to boring. With all the different foods and healthy snack options moms and kids have today, it's easy to make lunchtime exciting. Suggestions abound in the Back to School recipe collection and this article: School Lunches: Thinking Outside the Lunch Box (<http://allrecipes.com/HowTo/School-Lunches/Detail.aspx>). Some kid-friendly sandwiches that go way beyond ho-hum PB&J are:

1. Cherry Chicken Lettuce Wraps  
<http://allrecipes.com/Recipe/Cherry-Chicken-Lettuce-Wraps/Detail.aspx>
2. Awesome Turkey Sandwich  
<http://allrecipes.com/Recipe/Awesome-Turkey-Sandwich/Detail.aspx>
3. Joanne's Super Hero Sandwich  
<http://allrecipes.com/Recipe/Joannes-Super-Hero-Sandwich/Detail.aspx>
4. Vietnamese Sandwich  
<http://allrecipes.com/Recipe/Vietnamese-Sandwich/Detail.aspx>
5. Peanut Butter and Apple Sandwich  
<http://allrecipes.com/Recipe/Peanut-Butter-and-Apple-Sandwich/Detail.aspx>

### On The Rise

#### Let the Games Begin

In early August, the world's top athletes will gather in Beijing, China, for the ultimate sporting extravaganza. Allrecipes offers tips to help plan a gold-medal Summer Olympics party: <http://allrecipes.com/HowTo/Summer-Olympics-Party/Detail.aspx>

Below are insights from a recent site survey outlining how Allrecipes users plan to be involved during the 2008 Beijing Summer Olympics.

1. 73% of survey respondents plan to watch the opening ceremonies with 92% of the group watching the events at home.
2. Water sports (90%) and gymnastics (87%) competitions are the primary events to watch
3. 64% chose chips and dips as their winning food item to eat while watching the Olympics
4. 74% participate in swimming as a family sport
5. 38% selected water as their drink of choice while watching the Games

Allrecipes offers more than 165 terrific recipes in its Chinese cuisine collection ( <http://allrecipes.com/Recipes/World-Cuisine/Asia/China/Main.aspx> ) to help cooks everywhere get in the spirit of the Games and celebrate the host country's culinary culture. Top family favorite recipes include:



1. Szechwan Shrimp  
<http://allrecipes.com/Search/Recipes.aspx?WithTerm=chinese&SearchIn=All>
2. Sweet and Sour Chicken  
<http://allrecipes.com/Recipe/Sweet-and-Sour-Chicken-I/Detail.aspx>
3. Kung Pau Chicken  
<http://allrecipes.com/Search/Recipes.aspx?WithTerm=chinese&SearchIn=All>
4. Chinese Chicken Fried Rice I  
<http://allrecipes.com/Recipe/Chinese-Chicken-Fried-Rice-I/Detail.aspx>
5. Best Egg Rolls  
<http://allrecipes.com/Recipe/Best-Egg-Rolls/Detail.aspx>

### Allrecipes.com Story of the Month

#### Meet Tony, Allrecipes' Traveling Chef

We often come across a whimsical story that showcases our members' creativity, loyalty and fun-loving spirit. For example, meet Tony, the traveling Italian chef. Tony, a two-foot high, plaster of Paris statue, lived in his owner's kitchen for seven years, until he toppled over in February 2008 and cracked. His owner devised the idea of repairing Tony and sending him off on a journey to meet other Allrecipes members--his itinerary based on conversations and friendships made within the Recipe Exchange forum. Her fellow cooks loved the idea and it took off! Since winter, he's been making the rounds, visiting numerous kitchens of Allrecipes members. So far, Tony has traveled through New England, New Jersey, Maryland, Michigan, and recently reached British Columbia, Canada. He even showed up in Seattle at the Allrecipes offices. At each stop, the cook takes a photo and posts it on the Recipes Exchange forum. Read how the little chef's story unfolded and meet Tony here: <http://allrecipes.com/HowTo/Wheres-Chef-Tony/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](http://www.allrecipes.com).

