



The Monthly Measuring Cup

What Real People Are Eating & Cooking

March 2008 Trend Report



The Monthly Measuring Cup from Allrecipes.com

What Real People Are Eating and Cooking – March 2008

This report was derived by searching data points among the 17.6 million visits from February 26 through March 24, 2008, and the more than 40,000 recipes currently found on Allrecipes.com.

TRENDS OF THE MONTH

Thrifty Cooks

With an unstable economic landscape, users have been consciously seeking more pocketbook-friendly recipes. Searches for recipes using inexpensive ingredients increased by 91 percent over the past three months. Some of the least-expensive but most-used ingredients include:

1. Ground beef
2. Pasta
3. Rice

Budget Dining at Home – Ethnic Restaurant-Style

Instead of spending dough by eating out, users are learning to cook their own ethnic favorites. Searches for “make at home” versions of popular ethnic restaurant dishes have increased significantly. Traffic to the Pizza, Chinese, and Indian recipe collections have increased more than 79 percent over the past three months. Searches for Chinese fare have increased 200 percent, while searches for Indian recipes show a 93 percent increase.

Top Five Emerging Search Terms

Green Eggs and Ham rise to the top! St. Patrick’s Day and Easter clearly influenced recipe searches in March. The search terms below showed the biggest movement since February 26, 2008, in the “Top 100 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. Ham – moved to 1 from 90
2. Deviled Eggs – moved to 3 (not in the top 100)
3. Egg Salad – moved to 5 (not in the top 100)
4. Scalloped Potatoes – moved to 14 (not in the top 100)
5. Turkey – moved to 35 (not in the top 100)



Top Five Decreasing Search Terms

With Super Bowl parties and Valentine's Day now history, users abandoned finger foods, sweet treats, and classic pot roast in favor of March holiday fare. (Ranking based on search terms with the biggest drop in searches among the top 100 search terms since February 26, 2008.)

1. Sugar Cookies – moved to 100 (from 29)
2. Appetizers – moved to 79 (from 33)
3. Cupcakes – moved to 91 (from 51)
4. Pot Roast – moved to 83 (from 44)
5. Scallops – moved to 91 (from 43)

March Recipe Favorites – The Top Three Most-Viewed Recipes

Captivated by all things Irish, Allrecipes cooks made corned beef and cabbage (strictly an American dish; pasta is more popular than potatoes these days in Ireland!) their top recipe choice this month.

1. Corned Beef and Cabbage I
<http://allrecipes.com/Recipe/Corned-Beef-and-Cabbage-I/Detail.aspx>
2. Carrot Cake III
<http://allrecipes.com/Recipe/Carrot-Cake-III/Detail.aspx>
3. Irresistible Irish Soda Bread
<http://allrecipes.com/Recipe/Irresistible-Irish-Soda-Bread/Detail.aspx>

What's Hot on the Stove

Add a Cup of Guinness

Users took advantage of St. Paddy's Day beer sales by pouring the hearty malted brew into their recipes as well as their beer mugs. Following are the most popular recipes using Guinness or beer as an ingredient based on March page views:

1. Guinness Corned Beef
<http://allrecipes.com/recipe/guinness-corned-beef/detail.aspx>
2. Slow-Cooked Corned Beef for Sandwiches
<http://allrecipes.com/recipe/slow-cooked-corned-beef-for-sandwiches/detail.aspx>
3. Special Irish Beef Stew
<http://allrecipes.com/recipe/special-irish-beef-stew/detail.aspx>

March Madness Menus

This year the Men's and Women's NCAA college basketball finals are in San Antonio and Tampa Bay. To add regional flair to March menus, check out the hottest recipes from these areas at <http://allrecipes.com/Recipes/USA-Regional-and-Ethnic/Southern-USA/Main.aspx>.



April Fools' Day Fare

On April 1, the possibilities are almost limitless for playing tricks on friends and family where they least expect it--at the dinner table. Allrecipes adds to the fun with recipes to whip up clever dessert spaghetti or a meatloaf masquerading as a bakery cake. Visit the following link to create a complete switcheroo menu for April Fools' Day: <http://allrecipes.com/HowTo/April-Fools-Day-Dinner/Detail.aspx>.

On The Rise

Green in March, Greener in April

With Earth Day approaching and calls for smaller carbon footprints making headlines, moves towards a greener lifestyle are hitting the dinner table, too. Always ready to eat their veggies, Allrecipes user searches for traditional spring vegetables surged 27 percent during March. The top three most popular spring vegetables are:

1. Asparagus
2. Broccoli
3. Spinach

Allrecipes Photo Gallery of the Month

In the zany spirit of April Fools' Day, some creative users are serving juicy bacon cheeseburgers for dessert. (<http://allrecipes.com/Recipe/Bacon-Cheeseburger-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.

