

The Monthly Measuring Cup

2008 Year-End Report from the #1 Food Site

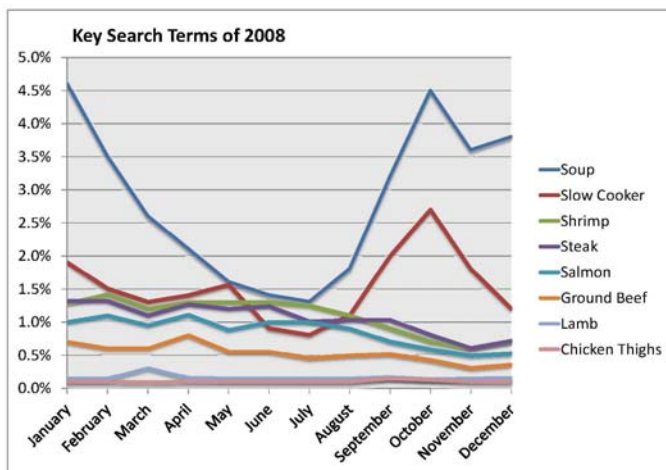
What American Families Are Eating and Cooking – The Top Trends of 2008 and Significant Directions for 2009

2008 Highlights

Changes in American Kitchens

Whether it meant using less expensive ingredients or turning to old-fashioned food preservation methods, consumers found creative ways to meet pocketbook challenges. Other changes reflect dietary concerns and ethnic cooking at home vs. restaurant dining:

- Searches for slow cooker recipes increased 222 percent year-over-year
- Searches for homemade salad dressing recipes increased 122 percent year-over-year
- 85 percent of respondents in a September survey were packing brown bag lunches
- Searches for affordable ground beef, pasta and rice rose 91 percent in the first quarter of 2008 as alternatives to steak and high-priced seafood
- Page views to Allrecipes' pickling, canning, jam-making and preserving articles jumped 109 percent year-over-year
- Searches for take-out style Chinese dishes increased 200 percent and Indian dishes 93 percent



Percentages based on overall searches for the year

#1 Trend of the Year

Home Cooking Posts Huge Rise in 2008



2008 was a year of significant change. Steep rises in food and gas prices, and declining consumer confidence in the ailing economy created a dramatic surge in home cooking as families sought ways to economize. Key findings from Allrecipes' Annual Food Trend Forecast* include:

- 75 percent of survey respondents said they cooked more at home in the past year
- 73 percent said they had cut back on eating out in restaurants in the past year
- 64 percent said they responded to increased food prices by buying more food items on sale
- 36 percent said they were eating more leftovers
- 44 percent reported buying less beef and 27 percent less cereal

#2 Trend of the Year

Concern About Health and Food Production Grows

Despite economic woes, health continues to be a major issue for consumers and the link between where and how food is grown and processed and its impact on health is increasingly important. In a separate question, 42 percent of survey respondents said "we can eat healthier/have more control over the foods [my family] eats" as a significant reason for eating at home.

- 51 percent said they bought more organic food in the past year despite higher prices
- 46 percent bought more locally-grown food
- 50 percent of respondents expect to buy more fruits and vegetables in 2009



- 42 percent say their families eat all their favorite dishes, but they try to make them as healthy as possible
 - 66 percent believe the single most important role of the U.S. government in regard to food is to monitor food safety

#3 Trend of the Year *Entertaining at Home*

Despite higher food prices and budget worries, entertaining at home for friends and family shows no sign of weakening. Results from both indicate:

- 60 percent of respondents spent the same or more amount of time entertaining at home in 2008
- Fewer than 10 percent made any changes in their beer or wine buying habits
- 46 percent of respondents will ask guests to bring dishes to share for holiday parties to save costs

2009 - Key Consumer Expectations *What We Are Hearing*

Allrecipes also asked its survey audience to anticipate activities in 2009 and share ideas about how the year will shape up in their kitchens. Answers indicate leading into the immediate New Year the new norm will be more of the same.

- 80 percent of Allrecipes cooks say they anticipate cooking more at home.
- 66 percent expect to use more coupons for grocery shopping, a 55 percent increase over 2008
- Almost half of survey respondents expect to eat more leftovers, a 37 percent increase over 2008.

Top Five Search Terms

Simple, everyday ingredients topped the list of key search terms as cooks searched for basic dishes to prepare everyday meals for busy families. Sweet potatoes and asparagus, once prepared only seasonally, are now available year-round, and who can dispute the 365-day appeal of apple crisp as an affordable dessert? The terms below showed the most movement on the "Top 100 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 monthly unique search terms used on Allrecipes)

1. Sweet Potato Casserole rose 36 places, moving up to 38 from 74
2. Asparagus rose 23 places, moving up to 65 from 88
3. Pork Roast rose 21 places, moving up to 74 from 95
4. Chicken Breast rose 19 places, moving up to 53 from 72
5. Apple Crisp rose 18 places, moving up to 40 from 61

Top Five Decreasing Search Terms of 2008

The terms below showed the most movement on the "Top 100 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 monthly unique search terms used on Allrecipes)

1. Pumpkin dropped 35 places, moving down from 35 to 70
2. Salads dropped 27 places, moving down from 50 to 77
3. Pumpkin Bread dropped 26 places, moving down from 69 to 95
4. Punch dropped 21 places, moving down from 40 to 61
5. Salsa dropped 17 places, moving down from 28 to 45

Top 10 Recipes of 2008

To recap the first year of the Monthly Measuring Cup Report, Allrecipes reviewed the site's top recipes. Given the year's unsettled character, it's not surprising comfort foods and traditional favorites for everyday meals and entertaining topped the list of the most popular recipes with the most visits.

1. Banana Banana Bread
<http://allrecipes.com/Recipe/Banana-Banana-Bread/Detail.aspx>
2. World's Best Lasagna
<http://allrecipes.com/Recipe/Worlds-Best-Lasagna/Detail.aspx>
3. Easy Sugar Cookies
<http://allrecipes.com/Recipe/Easy-Sugar-Cookies/Detail.aspx>
4. Awesome Slow Cooker Pot Roast
<http://allrecipes.com/Recipe/Awesome-Slow-Cooker-Pot-Roast/Detail.aspx>



5. Carrot Cake III

<http://allrecipes.com/Recipe/Carrot-Cake-III/Detail.aspx>

6. Good Old-Fashioned Pancakes

<http://allrecipes.com/Recipe/Good-Old-Fashioned-Pancakes/Detail.aspx>

7. Basic Crepes

<http://allrecipes.com/Recipe/Basic-Crepes/Detail.aspx>

8. Seven Layer Taco Dip

<http://allrecipes.com/Recipe/Seven-Layer-Taco-Dip/Detail.aspx>

9. Chicken Cordon Bleu II

<http://allrecipes.com/Recipe/Chicken-Cordon-Bleu-II/Detail.aspx>

10. Chicken Pot Pie IX

<http://allrecipes.com/Recipe/Chicken-Pot-Pie-IX/Detail.aspx>

This report was derived by analyzing site behaviors and search data of the 256 million site visits to Allrecipes.com from January 1, 2008, through December 31, 2008 (total adjusted for end of December traffic), and more than 40,000 recipes. 2008 marks Allrecipes' biggest year in history with annual visitor traffic up 27 percent against the overall online food and entertaining category growth of 10 percent. Data was gathered using a combination of in-house tools and Omniture's Site Catalyst.

For more information regarding the latest current food shopping, cooking and consumption trends or copies of past reports, contact Judith Dern at judithd@allrecipes.com.

*Allrecipes conducted its Annual Food Trend Forecast survey between November 24 and December 3, 2008, with 1,529 participants for a margin of error plus or minus four percentage points.

About Allrecipes.com

Allrecipes, the world's #1 food site, receives more than 250 million visits annually from home cooks who discover and share food ideas through user generated recipes, reviews, photos, 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, party ideas, everyday and holiday meal solutions, practical cooking tips and food advice. As the fastest growing food site, Allrecipes provides insights into the cooking behaviors of home cooks everywhere. In 2008, Allrecipes launched localized versions for the United Kingdom/Ireland, Australia/New Zealand, and France with Germany due by year-end. Allrecipes is part of Food & Entertaining at The Reader's Digest Association, Inc. For additional information regarding Allrecipes, please visit www.allrecipes.com.

