



# The Monthly Measuring Cup

## What American Families Are Eating & Cooking

September 2008 Trend Report



## The Monthly Measuring Cup from Allrecipes.com

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

This report was derived by analyzing site behaviors and search data of the 15.7 million site visits to Allrecipes.com from August 25 through September 17, 2008, and more than 40,000 recipes. Data was gathered using a combination of in-house tools and Omniture's Site Catalyst.

### TREND OF THE MONTH

#### **Brown Bag Lunchtime**

With the new school year starting, it's not just students who are packing brown-bag lunches. Due to the sagging economy, parents and kids alike are changing their eating habits. In an online survey posted August 18 through September 5, 2008, and completed by Allrecipes members, 94% of respondents reported spending more on groceries this year, a fact clearly changing cooking and eating decisions. Some of the survey's surprising findings include:

- 84% of respondents said they will be preparing more meals at home this fall to save money
- Fewer than 17% of parents plan to have their children buy school lunches
- 85% of respondents said they would also be taking brown bag lunches to work

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

A bounty of end-of-summer produce inspired September ingredient searches as peaches, zucchini and tomatoes flooded markets and overflowed gardens. Baked beans beat coleslaw, potato and macaroni salads as an economical side dish for family cookouts. (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 unique search terms used on Allrecipes each month.)

1. Peach – rose 55 places, moving up to 30 from 85
2. Zucchini Bread – rose 50 places, moving up to 42 from 92
3. Peach Cobbler – rose 41 places, moving up to 6 from 47
4. Spaghetti Sauce – rose 25 places, moving up to 43 from 68
5. Baked Beans – rose 18 places, moving up to 59 from 77



## Top Five Decreasing Search Terms

Late summer seasonal produce pushed pumpkin and apples to the back burner. Some cooks turned off their crock-pots, or more likely looked for Slow Cooker recipes, one of Allrecipes' most popular recipe categories. No doubt higher prices for salad greens and beef had an effect on those ingredients, causing searches to drop. The terms below showed the most movement on the "Top 100 List" compared on a year-over-year basis since August 25, 2008. (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.)

1. Pumpkin – dropped 42 places, moving from 32 to 74
2. Apple – dropped 41 places, moving from 28 to 69
3. Salads – dropped 35 places, moving from 59 to 94
4. Beef – dropped 19 places, moving from 56 to 75
5. Crockpot – dropped 16 places, moving from 61 to 77

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

Zucchini bread rules! Mirroring this month's top ingredient searches, several favorite recipes also star zucchini and peaches. Add the convenience of a Slow Cooker pot roast and the delight of homemade pancakes to round out a month of family-pleasing favorites.

1. Mom's Zucchini Bread  
<http://allrecipes.com/recipe/moms-zucchini-bread/detail.aspx>
2. Southern Peach Cobbler  
<http://allrecipes.com/recipe/southern-peach-cobbler-2/detail.aspx>
3. Zucchini Bread  
<http://allrecipes.com/recipe/zucchini-bread-iv/detail.aspx>
4. Awesome Slow Cooker Pot Roast  
<http://allrecipes.com/recipe/awesome-slow-cooker-pot-roast/detail.aspx>
5. Good Old-Fashioned Pancakes  
<http://allrecipes.com/recipe/good-old-fashioned-pancakes/detail.aspx>

## Term of the Month: Gluten-Free

Interest in wheat- and gluten-free recipes increased dramatically in the past year, reflecting heightened awareness about preventing symptoms of celiac disease. Once thought to be rare, the genetic gastrointestinal disorder affects 1% of the U.S. population (National Institutes of Health), but can be managed with a gluten-free diet. Year-over-year searches from (January-September 2007 vs. 2008) for alternative ingredients to wheat have soared:

1. Quinoa – rose 379%
2. Gluten-free – rose 209%
3. Rice flour – rose 124%

## What's Hot on the Stove

### Quick and Easy Family Meals

With kids back in school, schedules fill up quickly and busy parents want fast and tasty dishes for streamlined weeknight meals. Based on September traffic, following are the month's top time-saving recipes:

1. A Good Easy Garlic Chicken  
<http://allrecipes.com/recipe/a-good-easy-garlic-chicken/detail.aspx>
2. Chicken Marsala  
<http://allrecipes.com/recipe/chicken-marsala/detail.aspx>



3. Chicken Enchiladas II  
<http://allrecipes.com/recipe/chicken-enchiladas-ii/detail.aspx>
4. Actually Delicious Turkey Burger  
<http://allrecipes.com/recipe/actually-delicious-turkey-burgers/detail.aspx>
5. Chicken Fried Chicken  
<http://allrecipes.com/recipe/chicken-fried-chicken/detail.aspx>

### Northern Exposure vs. Chicago Style

Political campaigns are heating up in the countdown to November 4. Along with competing rhetoric, cooking traditions vary widely between the Far North and the Windy City. Allrecipes has diners in both parties covered with recipes for popular dishes from Alaska and Chicago—including three for moose. Check out these favorites:

1. Honey Garlic Moose Meatballs  
<http://allrecipes.com/Recipe/Honey-Garlic-Moose-Meatballs/Detail.aspx>
2. Slow Cooker Italian Moose Roast Sandwiches  
<http://allrecipes.com/Recipe/Slow-Cooker-Italian-Moose-Roast-Sandwiches/Detail.aspx>
3. Slow Cooker Moose Roast  
<http://allrecipes.com/Recipe/Slow-Cooker-Moose-Roast/Detail.aspx>
4. Chicago-Style Pan Pizza  
<http://allrecipes.com/Recipe/Chicago-Style-Pan-Pizza/Detail.aspx>
5. Chicago-Style Hot Dog  
<http://allrecipes.com/Recipe/Chicago-Style-Hot-Dog/Detail.aspx>
6. Original Homemade Italian Beef  
<http://allrecipes.com/Recipe/Original-Homemade-Italian-Beef/Detail.aspx>

### On The Rise

#### Menu Matching for Your Favorite TV Show

Calling all couch potatoes! Grab the remote to catch a new or returning television show. No need to order pizza or use the microwave while cozying up to the screen with your fork. For this autumn ritual, Allrecipes has a trove of TV show-inspired menus. From “Project Runway” to “24,” “Heroes,” and more, find delicious dishes to nosh while you watch. “Mad Men” fans will especially love the menu with 60s era cocktails and elegant Beef Wellington, stars of a time when smoking wasn’t considered a health hazard. Click for sample articles and menus:

1. TV Dinners: “Mad Men”  
<http://allrecipes.com/HowTo/TV-Dinners-Mad-Men/Detail.aspx>
2. TV Dinners: “Dancing with the Stars”  
<http://allrecipes.com/HowTo/TV-Dinners-Dancing-with-the-Stars/Detail.aspx>
3. TV Dinners: “My Name is Earl”  
<http://allrecipes.com/HowTo/TV-Dinners-My-Name-is-Earl/Detail.aspx>

### Here Comes Halloween!

What’s the second most popular holiday after Christmas? Halloween! And Allrecipes is ready to party! To celebrate Halloween’s ghouls and ghosts, our new interactive Halloween Landing Page debuts in early October. That’s the invitation to discover delicious recipes and party ideas designed to please every spook. For starters, save money and cut out a trip to a crowded



costume shop by making Halloween face paint and learning other gooey, slimy, stretchy mask effects. Click here for the easy recipe: <http://allrecipes.com/HowTo/Homemade-Halloween-Face-Paint/Detail.aspx>

### **About Allrecipes.com**

Allrecipes, the world's largest social network of food and entertaining enthusiasts, receives more than 210 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, 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).

