

Recipe Box Upgrade | 11.02.09

Media Kit



ALLRECIPES.COM MAKES THANKSGIVING MEAL PLANNING A BREEZE WITH A NEW AND IMPROVED RECIPE BOX

A Feast of New Features Adds Convenience for Home Cooks Who Save More Than 22 Million Recipes a Year to Allrecipes Recipe Boxes

Seattle--(November 2, 2009)--Allrecipes.com, the world's #1 food site, today introduced a new, enhanced Recipe Box that enables members to share personal recipe collections and view the Recipe Boxes of fellow members--creating the world's largest online holiday recipe swap. Additional new features to the Allrecipes Recipe Box, used by millions, allow members to save custom recipes, weblinks and references along with seamlessly adding and saving recipes from other websites, making it the only online Recipe Box members will ever need.

"As the largest food-focused social media site, we're always looking for new ways to engage and support our community," said Lisa Sharples, president of Allrecipes. "With more than 61,000 recipes saved by our members each day, the Recipe Box upgrades offer innovative solutions, making it even easier for our tremendously active community to get through the coming holidays."

The new Recipe Box provides home cooks an easy way to connect with others by sharing their customized recipes and viewing personalized recipes within the boxes of friends, family and fellow Allrecipes' members. Whether it's gluten-free or budget-friendly swaps, members can see how others have edited and tweaked recipes and can choose to keep track of fellow members with similar tastes by adding them to a "Cooks I Like" list.

In addition to the Recipe Box upgrades, recipe pages have been redesigned to include options to easily view customized recipes, Kitchen-Approved labeling indicating a recipe has been through the Allrecipes review and publishing process, a Nutritional Information area as well as a "People Who Saved This" tab which provides access to Recipe Boxes of members who have saved the same recipe.

The Allrecipes Shopping List has also been enhanced to automatically aggregate ingredients as recipes are added to the list. Similarly, members can change the servings of a recipe and the ingredients will scale appropriately in the Shopping List. For instance, if a member adds a recipe with six servings to a Shopping List and the recipe calls for 2 tablespoons of flour, the member can change the servings to 16 and the ingredients in the Shopping List will automatically scale to 1/3 cup of flour.

World's Largest Online Holiday Recipe Swap

According to a recent member survey, the internet will be the most used resource for finding holiday recipes this year, and home cooks are using it to share and store their favorite recipes like never before. More than 75 percent of people reported they have exchanged recipes via email, while use of the "Email This Recipe" function on Allrecipes has nearly doubled from two years ago. The use of online recipe boxes has also increased more than 500 percent compared to five years ago. Allrecipes has responded to and supported these trends by continually adding features, like those available from the new Recipe Box, that offer home cooks convenient solutions and invaluable tools.

This Thanksgiving Allrecipes anticipates more than 12.5 million home cooks will visit the site 40 million times consuming 250 million pages of holiday-focused user-generated food content. As the most visited

recipe source for everything from Sweet Potatoes (4,014,338 page views – Thanksgiving 2008) to Stuffing (2,245,778 page views – Thanksgiving 2008), members can take advantage of the Recipe Box and Shopping List as they plan their menu and shop for the largest food holiday of the year.

Additional information on the Allrecipes Recipe Box, Recipe Pages and Shopping List can be found at www.allrecipes.com/Help.

About Allrecipes

Allrecipes, the world's #1 food site, receives more than 300 million annual visits from home cooks who discover and share food ideas through user-generated recipes, reviews, photos, profiles, blogs, and meal ideas. For more than 13 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. Since 2008, Allrecipes has launched localized versions for the United Kingdom/Ireland, Australia/New Zealand, France, Germany, China, Japan, Quebec, the Netherlands, Southeast Asia and Brazil. Allrecipes is the publisher of Allrecipes Dinner Spinner, the #1 food app for the iPhone with versions for the US, UK, Australia, France, and Germany. Allrecipes is part of Food & Entertaining @RDA, a division of The Reader's Digest Association, Inc. For additional information regarding Allrecipes, please visit www.allrecipes.com.

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The Allrecipes Recipe Box is the Ultimate Tool for Home Cooks

FEATURES

- Create personal recipes, add them to your Recipe Box, then share them with friends and family
- View the Recipe Boxes of friends, family and fellow Allrecipes members
- Save recipes and articles from magazines and cookbooks
- Save recipes from other sites seamlessly
- Organize the recipes in your Recipe Box with customizable folders
- Add recipes to your Shopping List

BENEFITS

With a slick new design and features that are easier to use, home cooks will wonder how they ever managed without this latest and greatest version of Recipe Box. Now that members can see the recipe boxes of others, they are able to follow cooks who have Recipe Boxes they may find helpful and use others' personalized recipes. This is especially helpful for cooks with a particular need or interest such as cooking healthy or gluten-free. If a member alters each recipe to remove the gluten or substitute high-calorie ingredients with healthier options, their recipe boxes will be a gold mine of information for others interested in the same thing. Here are some examples of customized Recipe Boxes that illustrate how helpful this feature can be.

- Quick and Easy: <http://allrecipes.com/Cook/Quick-Easy-Supermom>
- On the Grill: <http://allrecipes.com/Cook/GrillinDude>
- Healthy: <http://allrecipes.com/Cook/MakeItHealthy>
- Budget: <http://allrecipes.com/Cook/CookingOnABudget>
- Kid Friendly: <http://allrecipes.com/Cook/Cooks4Kids>

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My Recipe Box

Search Recipe Box:

My Recipe List (55) Add: [Personal Recipe](#) | [Weblink](#) | [Reference](#) | [Folder](#)

Show me:

Photos 113 images

[See Complete Gallery](#)

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Quick and Easy Big Soft Ginger Cookies



Quick and Easy Simple White Cake



Quick and Easy Annie's Fruit Salsa and Cinnamon Chips



Quick & Easy Juicy Roasted Chicken

Recipe Page Updates



Healthier Soft Oatmeal Cookies

Modified from : [Soft Oatmeal Cookies](#)



Submitted by: [MakeItHealthy](#) ☆
"My family loves these oatmeal cookies, and with my made-over version, they are a great way to sneak extra fiber and grains into their diet! I reduce the sugar, add whole wheat, use rolled oats and add dates (for extra fiber!)."

Check out the recipe alterations by "Make It Healthy." Perfect for anyone looking for a sweet treat with a healthy twist!

Add a photo

1 of 1 Photo

Rating: ★★★★★ No Reviews Yet!

[Rate/Review](#) | 1 person has saved this

When you click "Add to Shopping List" all of the ingredients in this recipe will be added to a shopping list. Members can change the serving quantity and the ingredients will scale automatically within the list.

Prep Time:

15 Min

Cook Time:

10 Min

Ready In:

2 Hrs

Servings

24

Original Recipe Yield 2 dozen

customrecipe

Add to Recipe Box

Add to Shopping List +

Customize Recipe

Print this Recipe

Share/Email +

Members can tweak this custom recipe even more by using the "Customize Recipe" feature.

Ingredients

- 1 cup butter, softened
- 1/2 cup white sugar
- 3/4 cup packed brown sugar
- 2 eggs
- 1 teaspoon vanilla extract
- 1 cup all-purpose flour
- 1 cup whole wheat flour
- 1 teaspoon baking soda
- 1 teaspoon salt
- 2 teaspoons ground cinnamon
- 1 cup diced pitted dates
- 3 cups rolled oats

Directions

1. In a medium bowl, cream together butter, white sugar, and brown sugar. Beat in eggs one at a time, then stir in vanilla. Combine all purpose flour, white whole wheat flour, baking soda, salt, and ginger; stir into the creamed mixture. Mix in oats and dates. Cover, and chill dough for at least one hour.
2. Preheat the oven to 375 degrees F (190 degrees C). Grease cookie sheets. Roll the dough into walnut sized balls, and place 2 inches apart on cookie sheets. Flatten each cookie with a large fork.
3. Bake for 8 to 10 minutes in preheated oven. Allow cookies to cool on baking sheet for 5 minutes before transferring to a wire rack to cool completely.

New features allow you to see custom versions of each recipe along with a list of people who saved the recipe. This allows members to connect with other cooks who have similar tastes in recipes.

[reviews](#)

[custom versions](#)

[people who saved this](#)

Allrecipes Shopping List



Shopping List Updates

“I can’t imagine my life without the new Shopping List! I have five kids, so mealtime is an event every day. On Sundays, I go to the site and plan my meals for the week. I add everything to my Shopping List and then print it out and take it with me to the store. I love how it automatically aggregates the ingredients based on the recipes I add, and I love how it scales ingredients automatically if I change the servings of the recipes. I’m so excited to share these new features with our members!”

Allrecipes President: Lisa Sharples

Date Night Dinner ✓ (default) | [Rename](#) | [Create New Shopping List](#)

Recipes | [Edit](#)

Kitchen Approved Recipes (ingredients are sorted in Grocery Items below)

[Salmon With Green Fettuccine](#) (3 servings)

Grocery Items | [Edit](#)

Meats, Fish and Seafood

Salmon

Bakery Items

French bread

Baking Supplies

1/4 cup all-purpose flour

Beverages

Champagne

1/4 cup white wine

Dairy, Eggs and Milk

3 tablespoons butter

1-1/2 cups milk

1/2 ounce Parmesan cheese

Herbs and Spices

1/4 teaspoon dried dill weed

1/8 teaspoon salt

Pasta, Rice and Beans

3/4 pound spinach fettuccine

Produce

2 tablespoons fresh parsley

1 onions

3-1/2 ounces whole button mushrooms

Add ingredients to your Shopping List by Recipe. If you decide to change the servings, the ingredients in the list will automatically scale to match the new serving amount.

Add Your Own Items to List

Type name of item you want to add

« Add to Shopping List

Add to your Shopping List by item name.

Add Grocery Items to List

Browse: [\[Choose an aisle\]](#)



- | | |
|---|---|
| <input type="checkbox"/> Anise Seed | <input checked="" type="checkbox"/> Ground pepper |
| <input checked="" type="checkbox"/> Apple pie spice | <input type="checkbox"/> Ground thyme |
| <input checked="" type="checkbox"/> Basil | <input type="checkbox"/> Ground turmeric |
| <input type="checkbox"/> Bay leaves | <input type="checkbox"/> Herbs de Provence |
| <input type="checkbox"/> Black pepper | <input checked="" type="checkbox"/> Italian seasoning |
| <input type="checkbox"/> Caraway seed | <input type="checkbox"/> Jamaican jerk seasoning |

Add to your Shopping List by Grocery Isle.

Feel free to inquire about Supporting Membership to learn what it is and how it benefits members!

Put your Supporting Membership to use

Print recipes with fun graphic themes

Delete List

Email List

Print List

Allrecipes Logo



Logo Guidelines

The Allrecipes logo is below for general low-res use. If you would like a hi-res version for a print piece please contact: Stephanie Robinett | Director, Communications | stephanier@allrecipes.com

Please do not alter the logo artwork in any way or combine the logo with any other object, including but not limited to, other logos, icons, words, graphics, photos, slogans, numbers or symbols. Do not place the logo on top of an image, photo or patterned background. Do not use the logo with a drop shadow, border or other visual treatment. Do not use the logo without the registered trademark symbol. Do not stretch or condense the logo horizontally or vertically. Do not turn the logo on its side or change the orientation of it in any way. The logo should not be smaller than 7/8 inch high.

