

Thanksgiving Budget Menu

Media Kit | 11.17.09

ALLRECIPES.COM COOKS A DELICIOUS THANKSGIVING DINNER ON AN APPETIZING BUDGET

Offers a Traditional Seven-Dish Thanksgiving Menu for Less Than \$50 to Serve Eight; Hosts a Live Webcast the Day Before Thanksgiving Demonstrating How to Cook It

Seattle--(Nov. 17, 2009)--Allrecipes.com, the world's #1 food site, today announced a Thanksgiving Budget Menu for Eight for less than \$50. The menu is comprised of seven top-ranked user submitted recipes allowing home cooks to serve up a traditional meal for only \$6.25 per person. Allrecipes expects more than 3 million home cooks to visit the site the day before Thanksgiving, Wednesday, Nov. 25. The site offers Thanksgiving tools, including an interactive Thanksgiving table, how-to videos and articles, traditional, healthy and budget menu options and tips on cooking with kids, planning for the holiday and hosting the dinner at home.

"The day before Thanksgiving, our traffic is four times what it is on an average day, so we provide a variety of tools and recipe options for our users, including budget-friendly choices for the Thanksgiving table," said Lisa Sharples, president of Allrecipes. "We are pleased to offer home cooks a traditional menu for a reasonable price while showcasing some of the great holiday recipes from our members."

The Budget Menu combines the seven most popular dishes on Allrecipes based on searches from nearly 8 million home cooks the week of Thanksgiving 2008. The menu includes Roast Turkey, Bread and Celery Stuffing, Cranberry Sauce, Green Bean Casserole, Mashed Potatoes, Gravy, and Pumpkin Pie, and can be found at www.allrecipes.com/Cook/ThanksgivingBudgetMenu/profile.aspx. Site visitors can see the original version of each recipe, submitted by a home cook, along with the custom budget version within the Custom Version tab. To save the recipe, it can be added to a personal Recipe Box or added to a shopping list to make buying the ingredients easy.

Allrecipes Live Webcast

To help those preparing for the biggest food holiday of the year, Allrecipes will host a live webcast from its Seattle headquarters from 8 a.m. to 4 p.m. PST on Wednesday, Nov. 25. Streaming live, the Allrecipes team will demonstrate how to cook the recipes in the Budget Menu, answer home cooks' live cooking questions, and provide Thanksgiving cooking and entertaining tips and tricks.

The Allrecipes staff is always available to answer questions from home cooks, but the volume of questions increases exponentially each year on the day before Thanksgiving. This year, home cooks can ask the Allrecipes team cooking questions during the live webcast via chat or through the Allrecipes Twitter account (www.twitter.com/allrecipesnews) and Facebook page (www.facebook.com/pages/Allrecipescom/71158748377).

"We are very excited to provide this extra help to home cooks preparing their families' Thanksgiving meals," continued Sharples. "We're thrilled to leverage this new technology to allow our team to

interact directly with all of the people who help make Allrecipes the number one food site on the internet.”

The Allrecipes webcast will be powered by Livestream, the most powerful online video broadcast solution available. The customized Livestream flash player offers viewers the ability to watch the webcast from a computer or from an iPhone, plus the opportunity for those with a website or blog to embed the video player into their site and broadcast the Allrecipes webcast live from their own site.

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 U.S., 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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 Michelle's Famous Washed Cranberry Sauce By: Michelle Barr	Kitchen Approved	★★★★★	★★★★★

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Pumpkin Pie

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Thanksgiving Budget Menu



Recipes | [Edit](#)

Homestyle Turkey the Michigander Way (16 Servings)

1 (12 pound) whole turkey
6 tablespoons butter, divided
4 cups warm water
3 tablespoons chicken bouillon
2 tablespoons dried parsley
2 tablespoons dried minced onion
2 tablespoons seasoning salt

Michele's Famous Washed Cranberry Sauce (8 Servings)

1 (12 ounce) package fresh cranberries
1-1/2 cups water
1/2 cup white sugar
1/2 cup packed brown sugar

Bread and Celery Stuffing - Budget Friendly Version (10 Servings)

1 (1 pound) loaf sliced white bread
3/4 cup butter or margarine
1 onion, chopped
4 stalks celery, chopped
2 teaspoons poultry seasoning
salt and pepper to taste
1 teaspoon chicken bouillon
1 cup warm water

Green Bean Casserole I - Budget Friendly Version (8 Servings)

2-3/4 (15 ounce) cans cut green beans, drained
1 cup milk
1-1/3 (10.75 ounce) cans condensed cream of mushroom soup
1-1/3 (2.8 ounce) cans French fried onions
salt and pepper to taste

Basic Mashed Potatoes - Budget Friendly Version (8 Servings)

4 pounds baking potatoes, peeled and quartered
4 tablespoons butter
1 3/4 cup milk
salt and pepper to taste

Easy Turkey Gravy (28 Servings)

5 cups turkey stock with pan drippings
1 (10.75 ounce) can condensed cream of chicken soup
1 teaspoon poultry seasoning
1/2 teaspoon black pepper
1 teaspoon seasoned salt
1/4 teaspoon garlic powder
1 cup milk
1/3 cup all-purpose flour

Mom's Pumpkin Pie - Budget Friendly Version (8 Servings)

3/4 cup white sugar
1 teaspoon ground cinnamon
1/2 teaspoon salt
2 tablespoons all-purpose flour
1 tablespoon pumpkin pie spice
2 eggs
1 (15 ounce) can pumpkin puree
1 (12 fluid ounce) can evaporated milk

Pie crust IV (8 Servings)

1/2 cup shortening
1 1/2 cups all-purpose flour
1/2 teaspoon salt
1/2 cup cold water

Thanksgiving Budget Menu



Shopping List | [Edit](#)

Bakery Items

1 loaf white bread \$1.50

Baking Supplies

1 tablespoon poultry seasoning \$0.97

2 tablespoons seasoned salt \$0.97

Basic Cooking Ingredients

1/4 cup vegetable shortening \$3.19

Canned Foods

3 (15 ounce) cans green beans \$2.37

1 (15 ounce) can Pumpkin Pure \$1.99

1 (12 fluid ounce) can evaporated milk \$1.25

Dairy, Eggs and Milk

1 pound butter \$1.59

2 eggs \$0.99

4 cups milk \$1.49

Herbs and Spices

2 tablespoons dried minced onion \$0.97

2 tablespoons dried parsley \$0.97

1/4 teaspoon garlic powder \$0.97

1/2 teaspoon Pumpkin Pie spice \$3.77

Meats, Fish and Seafood

11-3/4 pounds whole turkey \$13.50

Other

1 (6 ounce) package French-fried onions \$4.15

Produce

4 stalks celery \$1.39

1 (12 ounce) package cranberries \$1.00

1 onion \$0.37

4 pounds potatoes \$0.99

Soup

8 cubes chicken bouillon \$1.19

1 (10.75 ounce) can condensed cream of chicken soup \$0.80

2 (10.75 ounce) cans condensed cream of mushroom soup \$1.60

Pantry items

1 cups and 1 tablespoon all-purpose flour

1/2 cup brown sugar

1-1/4 cups white sugar

1 tablespoon vegetable oil

1/2 teaspoon black pepper

1 teaspoon ground cinnamon

1-1/2 teaspoons salt

Total: \$47.98

Allrecipes Logo



Logo Guidelines

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