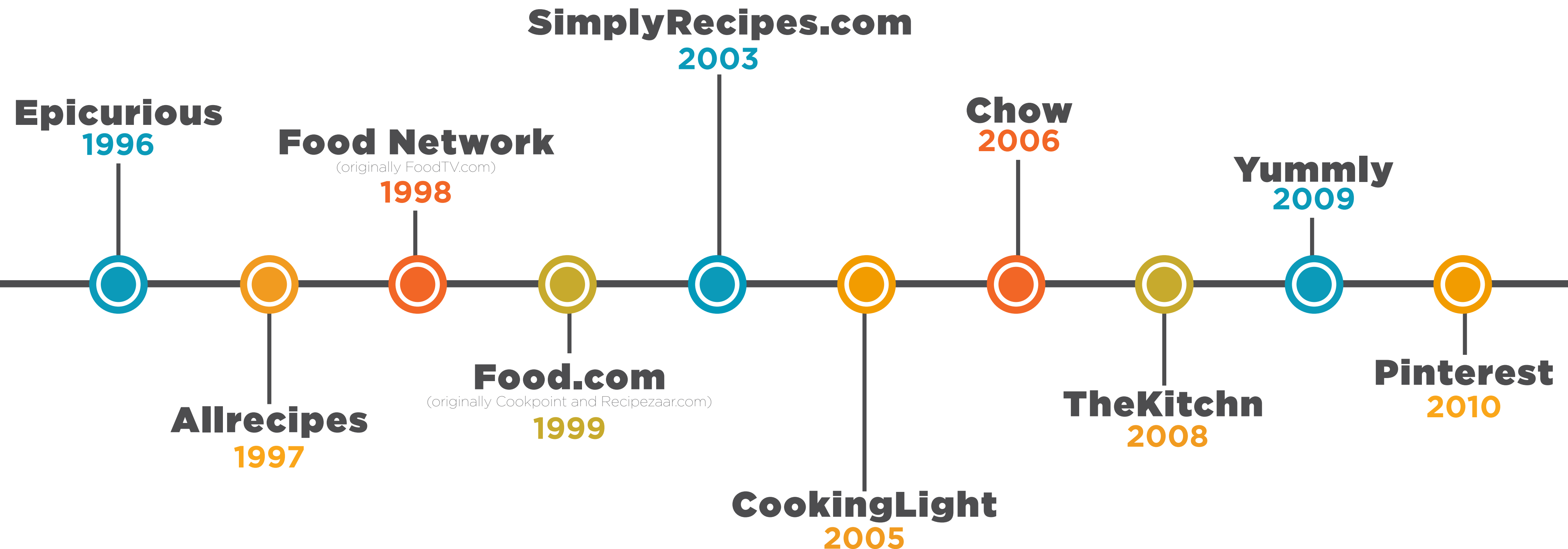


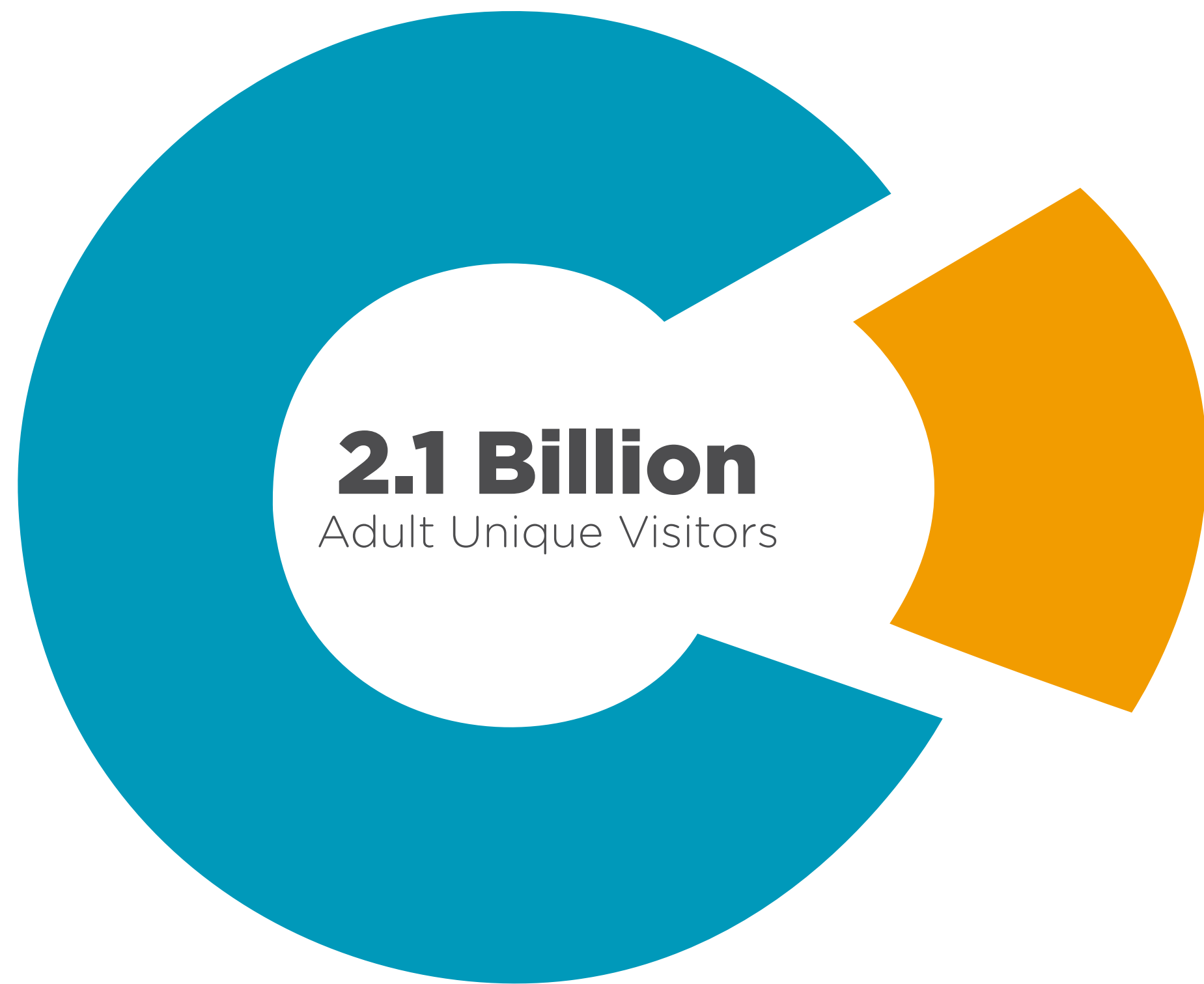
When Were Internet Food Sites First Launched?

Timeline with Top 10 Food Sites



Today: Number and percentage of worldwide Internet searches **DAILY** for food

TOTAL INTERNET TRAFFIC



TOTAL TRAFFIC TO FOOD SITES



HOW MANY OF US NOW USE THE INTERNET?

3,079,339,857

Internet users representing
42% penetration rate
worldwide

310,322,257

Internet users in North
America, representing
87% penetration rate



In December 2014,
151 million cooks
made **851 million**
visits to digital food
resources





What Inspires You?

Recipe websites <i>(e.g., Allrecipes.com)</i>	79%
Cookbooks	68%
Magazines	47%
Social networks <i>(e.g., Facebook, Twitter, Pinterest)</i>	28%
Food company websites <i>(e.g., KraftFoods.com, Pillsbury.com)</i>	22%
Food blogs	21%
Product packaging	21%
Video websites <i>(e.g. YouTube)</i>	20%
Newspapers	19%
Grocer/retailer websites	15%
In-store demonstrations or recipe cards	15%

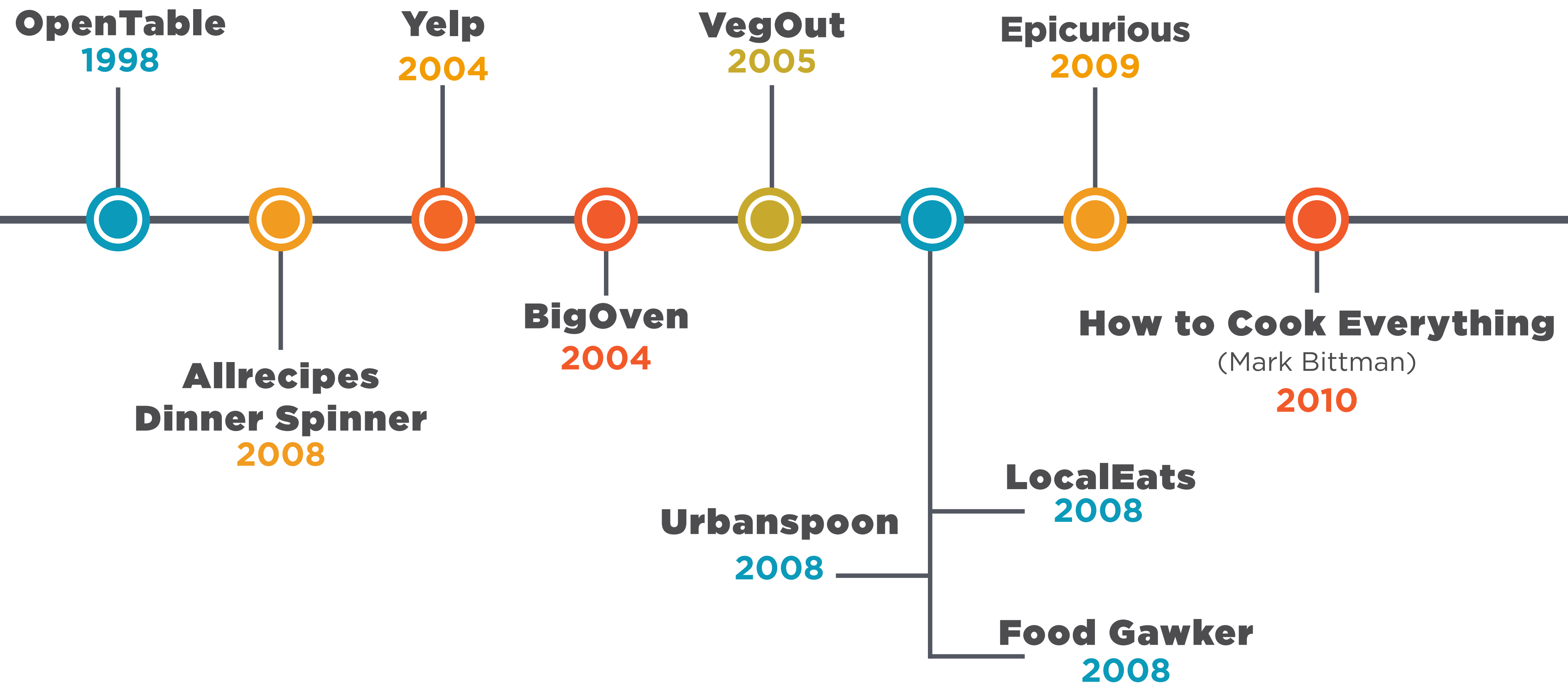
**What percentage of
HOME COOKS look at a
FOOD WEBSITE
before going to the
GROCERY STORE?**

46%



When Did the First Mobile Phone Food Apps Appear?

Timeline with Top 10 Food Apps



A close-up photograph of a person's hands holding a black smartphone. The person is wearing a light-colored, ribbed sweater. The background is a blurred grocery store aisle with various products on shelves. On the right side of the image, there is a large, semi-transparent orange circle containing white text.

SMARTPHONES are becoming a grocery shopper's **BEST FRIEND**

Technology is changing how we shop for groceries:
60% of shoppers now use smartphones in the store while grocery shopping



Smart Phones = Smart Grocery Shoppers

Top 3 Smartphone Activities While Shopping

52% Call or text regarding grocery items

43% Find coupons

39% Compare prices



How Many Recipes are Viewed Annually on Allrecipes?

2+ Billion Recipes
were viewed on Allrecipes between
August 1, 2014, and July 31, 2015

Allrecipes receives more than 1 billion visits annually from family-focused home cooks who connect and inspire each other through recipes, photos, reviews, collections, profiles and videos





I Want to Make that Recipe!

Allrecipes' home cooks saved
41,340,908 recipes
in the past year
(August 2014 - July 2015)



TOP 5

SEARCH TERMS FOR HOME COOKS WORLDWIDE

Top External Search Terms

1. Chicken recipes
2. Pancake recipe
3. Smoothie recipes
4. Chicken breast recipes
5. Dessert recipes

TOP 5

SEARCH TERMS FOR U.S. HOME COOKS

Top Search Terms

- 1.** Crock pot recipes
- 2.** Chicken recipes
- 3.** Pork chop recipes
- 4.** Chicken breast recipes
- 5.** Slow cooker recipes





Did You Know?

The Top-Rated Recipe on Allrecipes is:

Fluffy Pancakes - 5 star rating

(8,854 five star ratings)



A man with a beard, wearing a brown beanie, glasses, a grey blazer over a denim shirt and a grey sweater, is sitting at a table in a cafe. He is looking down at a white smartphone in his right hand. In his left hand, he holds a white coffee cup with a brown sleeve. The background is a blurred indoor setting with other people and lights.

What is the most helpful review rated by Allrecipes' community members?

Beef Stroganoff - review by BEEZLYS

"I made this stroganoff several times and it has now become a staple fancy dish! My boyfriend (now husband 7/2006) claims this is his all-time favorite dish that I make. Over time I made a few modifications to this recipe."



Did you know?

The Top Branded Recipe on Allrecipes is:
**Impossibly Easy Cheeseburger
Pie from Bisquick®**





TOP 10 WASHINGTON, DC SEARCHES IN 2014

- 1.** Baked Chicken Nuggets
- 2.** Easy Meatloaf
- 3.** Baked Omelet Roll
- 4.** Apple Pie Muffins
- 5.** World's Best Lasagna
- 6.** Slow Cooker Beef Stew I
- 7.** Good Old Fashioned Pancakes
- 8.** Down East Maine Pumpkin Bread
- 9.** "Honey Garlic Slow Cooker Chicken Thighs"
- 10.** "Roasted Pumpkin Seeds"

TOP 10 PUMPKIN SEARCHES IN 2014



- 1.** Down East Maine Pumpkin Bread
- 2.** Perfect Pumpkin Pie
- 3.** Pumpkin Pancakes
- 4.** Pumpkin Soup
- 5.** Iced Pumpkin Cookies
- 6.** Homemade Fresh Pumpkin Pie
- 7.** Double Layer Pumpkin Cheesecake
- 8.** Paul's Pumpkin Bars
- 9.** Spiced Pumpkin Seeds
- 10.** Pumpkin Waffles with Apple Cider Syrup

TOP 10 THANKSGIVING SEARCHES IN 2014

- 1.** Yummy Sweet Potato Casserole
- 2.** Grandma's Green Bean Casserole
- 3.** Apple Pie by Grandma Ople
- 4.** Grandma's Corn Bread Dressing
- 5.** Sweet Potato Pie I
- 6.** Candied Yams
- 7.** World's Best Lasagna
- 8.** Good Old Fashioned Pancakes"
- 9.** Turkey Brine
- 10.** Simple Roasted Butternut Squash





Did you know?

The First Recipe Posted on
Allrecipes was:

Neapolitan Cookies I
(1997)





**Who is the most-
followed Allrecipes
home cook
Washington, DC?**

Gail Coble



What is the most popular cookie recipe on Allrecipes today?

Best Big, Fat, Chewy Chocolate Chip Cookie



**What one word
describes the future
of meal planning?**

Digital

