

Allrecipes.com Predicts 11 Food Trends for 2011

World's #1 Food Site Sees Mobile, Global and Healthier Eating as Hot Trends of the New Year

SEATTLE, Dec. 8, 2010 /PRNewswire/ -- [Allrecipes.com](http://www.allrecipes.com), a Reader's Digest Association (RDA) brand and the world's #1 food site, along with consumer strategist [Robin Avni](#), today released projections for the top food trends of 2011 in the Allrecipes.com Measuring Cup Report available for free download here: <http://www.slideshare.net/AllrecipesPR>. Analysis of search and recipe viewing behaviors of over 25 million home cooks, plus data collected across dozens of onsite surveys suggest 2011 will be a year when cooks embrace greater speed, convenience and diversity in their kitchens. Technologies that connect cooks through digital communities are fueling many of these trends, allowing cooks to leverage the experiences of others to boost cooking confidence and creativity.

"With a community of 25 million home cooks consuming 1.3 billion recipe pages annually, Allrecipes is uniquely positioned to recognize attitudes, behaviors and trends influencing the grocery carts and kitchens of American families," says Lisa Sharples, president of Allrecipes.com. "This year we are excited to see cooks pushing traditional boundaries to find new foods and flavors to feed their curiosity and satisfy the family palate."

A Summary of Allrecipes' Measuring Cup Report with 11 Trends for 2011 is below:

#1 Going Mobile

Mobile devices and wireless computing are serving up newfound meal planning freedom. Cooks of all ages are using laptops, smartphones and tablet devices to find recipes, check competitive pricing and make grocery lists whenever and wherever inspiration strikes. In 2010, Allrecipes.com page views from mobile devices surged 340 percent; top food activities among smartphone equipped cooks were finding recipes (63 percent) and creating shopping lists (60 percent).

#2 Shrinking World, Expanding Kitchen

Just a few years ago ethnic cuisine typically involved a night of eating out or ordering in. In a likely effort to save money without compromising variety, cooks are increasingly taking a DIY approach toward satisfying their cravings for favorite ethnic dishes. Consumption of ethnic dishes increased 29 percent in 2010 with the fastest growing cuisines coming from South America, Japan and Korea.

#3 Where the Drinks Are

It can be safely said, the economy is driving consumers to drink—at home. Wine, beer, and cocktails have become part of the make-it-yourself mix. More than half of consumers surveyed are drinking more at home vs. a year ago—top motivations include cost savings, entertaining more at home, and the enjoyment of creating signature cocktails. The fastest growing spirit? Tequila.

#4 Farewell to Fad Diets

Dieting is so 2009. This year, healthy eating is the focus, and the road to health is paved with good eating intentions rather than bizarre diet interventions. Long gone are the days of carb-free, grapefruit only, diet fads. Now "healthy" is considered eating a well-balanced meal with lots of fruits and vegetables, and a limited amount of sugars and processed foods. According to a recent Allrecipes survey, 75 percent of cooks feel they are eating more healthfully today.

The following is a brief overview of the remaining trends Allrecipes has identified for the coming year:

5 Local Artisan Shops

Seeking quality, community and variety, everyday folk are increasingly gravitating to locally-owned specialty shops and markets for everyday food items including meat, breads and vegetables.

#6 Pies Take the Cake

Pies of all types—hot and cold, sweet and savory—are picking up in popularity. In 2010, slices of savory pie were as often a part of dinner as sweet pie was the star of dessert. Bucking tradition, ice cream pie was 2010's fastest growing pie type.

#7 Pre-made Ingredients

Cooks are taking a 'can-do' approach for getting favorite dishes on the table in record time. Mixes, cans and refrigerated dough are making supper time a snap.

#8 Small Kitchen Tools Rule

Since a full blown kitchen makeover is likely not in the budget, cooks are snatching up colorful silicone kitchen tools and fun kitchen gadgets to make meal prep more festive and fun.

#9 Countertop Appliances

Adequate storage is always a struggle, but it's clear that countertop appliances, with their ease of use, are overtaking the stove inch-by-inch.

#10 Men in the Kitchen

More men are cooking, and appear to be the primary cook when the family hosts a crowd. Male cooks are feeling just as comfortable in the kitchen as behind the barbeque—particularly the 20-somethings.

#11 Home is Where the Food is

While potluck dinners and formal sit down dinners have traditionally been the most popular forms of entertaining, the casual sit down dinner – a mash-up of the two - will be the entertaining format of choice in 2011.

Allrecipes Measuring Cup Reports are derived by analyzing the site behaviors, and search data from over 515 million annual visits to Allrecipes.com, along with survey data from dozens of surveys conducted throughout the year. To download the full report, or past reports, including data, charts and illustrations, visit <http://www.slideshare.net/AllrecipesPR>, or contact Stephanie Robinett, Director Communications (stephanier@allrecipes.com) to request survey methodology and data from Allrecipes' annual surveys.

About Allrecipes

Allrecipes, the world's largest food site, receives 515 million annual visits from home cooks who discover and share food experiences through recipes, reviews, photos, profiles, and blog posts. For 14 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 and practical cooking tips. Allrecipes has 16 international sites around the world providing insights into the kitchens and cooking passions of home cooks everywhere. Allrecipes is part of Lifestyle Communities @ RDA, a division of The Reader's Digest Association, Inc. For additional information regarding Allrecipes, please visit www.allrecipes.com.

About Reader's Digest Association

RDA is a global media and direct marketing company that connects more than 130 million consumers around the world with products and services from trusted brands. With offices in 43 countries, the company reaches customers in 78 countries, publishes 91 magazines, including 50 editions of Reader's Digest, the world's largest-circulation magazine, operates 78 branded websites and sells 40 million books, music and video products across the world each year. Further information about the company can be found at www.rda.com.

About Robin Avni

Robin Avni is the founder and principal owner of robinavni | lifestyle topics, insights + trends, an independent consultancy specializing in consumer insights, cultural-trend analysis and content development for the lifestyle marketplace. A respected national lifestyle expert, Robin has applied her timely insights to Fortune 1000 companies, national advertising agencies and award-winning media properties to create a compelling portrait of the lifestyle trends and cultural forces that are shaping the mindset and purchasing behavior of today's consumer. She is a featured

speaker at corporate and industry events and a contributing columnist for WGSN, a global trend forecaster. For additional information, please visit www.robinavni.com.

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