

Better Homes and Gardens Launches "Must-Have Recipes" App for iPhone and iPod touch

Best-selling cookbook reinvented using the best in mobile technology

DES MOINES, Iowa and NEW YORK, Dec. 5, 2011 [PRNewswire](#)/ -- Just in time for the holidays, *Better Homes and Gardens* today announced the launch of its newest app, "Must-Have Recipes," for the iPhone and iPod touch. Now available in the App Store, (<http://itunes.apple.com/us/app/must-have-recipes-from-better/id480016415?mt=8>) this free app builds on the success of America's all-time best-selling *Better Homes and Gardens* New Cook Book. With its iconic red plaid cover, the cookbook has sold more than 40 million copies, and is considered a staple for American kitchens.

From mouthwatering main dishes to dozens of decadent desserts, the Must-Have Recipes app showcases the very best recipes, secrets and tips directly from the *Better Homes and Gardens* Test Kitchens. Together with a bonus section from launch sponsor Hidden Valley, the app provides access to over 500 recipes.

"As we've seen with the *Better Homes and Gardens* digital issues for the iPad, many of our readers already explore our extensive content on their mobile devices," said Editor in Chief Gayle Butler. "We're thrilled to expand our digital offerings even further and to provide America's cooks easy access to new Must Have Recipes. This free app is perfect for viewing recipes, organizing shopping lists, emailing favorite recipes to friends and more. We provide all the tools to make preparing meals quick and effortless."

With the *Better Homes and Gardens* Must-Have Recipes app, you can:

- Get more than 500 delicious recipes, each with a gorgeous photo;
- View 75 how-to videos and step-by-step instructions that guarantee success in your kitchen;
- Share recipes by email;
- Add personal notes and substitutions to any recipe, so every dish suits your family's preferences;
- Organize your favorite dishes in your recipe box;
- Create shopping lists for different stores or special occasions, and check off ingredients as you add them to your shopping cart;
- Keep your place in a recipe with a sliding marker;
- Find just what you're looking for with advanced browsing capabilities; and
- Watch for future bonus recipes from your favorite supermarket brands.

Must-Have Recipes is the latest digital addition to the dynamic multi-channel *Better Homes and Gardens* portfolio. It already includes a robust website with nearly 7 million visitors a month, a comprehensive mobile site, and other popular apps, including Celebrate the Holidays with BHG and Veggie Love Cookbook.

Reaching nearly 40 million readers every month, the Better Homes and Gardens brand extends across the web, tablet, mobile, broadcast, broadband and numerous licensed products, serving and connecting women who are passionate about their homes and the lives they create there. A Meredith publication, Better Homes and Gardens inspires women to dream and gives them the confidence to move from dreaming to doing. Popular Better Homes and Gardens books remain cornerstone titles in their categories, including the New Garden Book, New Decorating Book and New Cook Book, which has sold more than 40 million copies to date and is now in its 15th edition. For more information, visit bhg.com, or join conversations on [facebook.com/mybhg](https://www.facebook.com/mybhg) and twitter.com/bhg.

SOURCE Better Homes and Gardens

For further information: Christina Poletto, +1-212-551-7189, christina.poletto@meredith.com, or
Amanda Cortese, +1-212-551-7087, Amanda.cortese@meredith.com

<https://news.people.inc/2011-12-05-Better-Homes-and-Gardens-Launches-Must-Have-Recipes-App-for-iPhone-and-iPod-touch>