

Allrecipes Aims To Make The Home Cook This Year's Thanksgiving Hero

World's largest food brand empowers community with immediate, actionable Thanksgiving cooking solutions across platforms and devices

SEATTLE, Nov. 06, 2013 /PRNewswire/ -- Allrecipes, the world's largest digital food brand, with more than 1 billion visits annually, in partnership with Campbell's®, is poised to make home cooks across the country the holiday's ultimate Thanksgiving Heroes.

(Logo: <http://photos.prnewswire.com/prnh/20090810/CG58830LOGO>)

Findings in the Allrecipes **2013 Holiday Trends Report** proved that the role of digital resources is increasingly significant when it comes to planning, shopping, and preparing for holiday meals. This is especially true for Millennial home cooks, 39 percent of whom plan to host Thanksgiving gatherings this year at their homes.

In addition, Millennials are the most likely generation of home cooks to complement traditional cookbooks and media with digital resources such as recipe websites and apps (44%), social media (25%), online videos (25%), and blogs (20%) for inspiration and guidance. They are also the most likely generation to be shopping, cooking, and sharing using smartphones and tablets, which is why Allrecipes and Campbell's are combining the expertise of America's largest cooking community with the latest digital technologies to provide real-time resources, including mobile text, social media and online videos, to meet home cooks' most urgent Thanksgiving questions.

For example, if a home cook finds the gravy too lumpy or discovers the turkey just won't cook through, they can simply text the word "holiday" to 63485 on their mobile phones for immediate help and links to resources to prevent or resolve nearly any Thanksgiving crisis.

"At Allrecipes, our focus is to help our community of home cooks shine this holiday season," said Stan Pavlovsky, Allrecipes' President. "We're excited to share our extensive suite of resources, tools, and comprehensive collection of top-rated recipes with this tech-savvy generation and others to create a stress-free Thanksgiving."

"We're thrilled to be partnering with Allrecipes again this year in its mission to provide a superior level of inspiration and support for all home cooks," said Mark Tumelty, Brand Manager, at Campbell's. "The Campbell's brand is synonymous with Thanksgiving celebrations and we can't think of a better platform to reach the Holiday Hostess during the year's busiest cooking season."

In 2012, a record-breaking number of home cooks visited Allrecipes sites and apps during the weeks leading up to Thanksgiving Day. This year, whether seeking inspiration about how to feed a crowd of hungry friends, serve tried-and-true recipes at an intimate family gathering, or prepare a homemade food gift to share; Allrecipes has recipes, videos, and meal ideas available across devices for every dish on the Thanksgiving table.

For more information about Allrecipes' resources for the Thanksgiving holiday, visit <http://allrecipes.com/recipes/holidays-and-events/thanksgiving/>, or on [Twitter](#), [Facebook](#), and [Pinterest](#).

About Allrecipes

Allrecipes, the world's largest digital food brand, receives more than 1 billion annual visits from family-focused women who connect and inspire one another through photos, reviews, videos, and blog posts. Since its launch in 1997, the Seattle-based social media 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 is a global, multi-platform brand providing insights into the lives of women everywhere based on activity from 18 websites, 18 mobile sites, 11 mobile apps, and 15 eBooks serving 23 countries in 12 languages. Allrecipes is part of Meredith Corporation (NYSE: MDP), the leading media and marketing company serving American women. For additional information regarding Meredith (NYSE: MDP), please visit www.meredith.com. For additional information regarding Allrecipes, please visit <http://press.allrecipes.com>.

About Campbell Soup Company

Campbell Soup Company is a manufacturer and marketer of high-quality foods and simple meals, including soup and sauces, snacks and healthy beverages. Founded in 1869, the company has a portfolio of market-leading brands, including "Campbell's," "Pepperidge Farm," "Arnott's," "V8," "Bolthouse Farms," "Plum Organics" and "Kjeldsens." Through its corporate social responsibility program, the company strives to make a positive impact in the workplace, in the marketplace and in the communities in which it operates. Campbell is a member of the Standard & Poor's 500 and the Dow Jones Sustainability Indexes. For more information, visit www.campbellsoupcompany.com, or follow company news on Twitter via [@CampbellSoupCo](https://twitter.com/CampbellSoupCo).

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