

# Allrecipes Releases Reinvented Dinner Spinner App For Windows Phone Featuring Cortana Integration

SEATTLE, Nov. 24, 2014 /PRNewswire/ -- Allrecipes, the world's largest social community for home cooks, today announced the release of an updated version of the Allrecipes Dinner Spinner for Windows Phone. The reinvented app introduces voice activation technology through integration of Microsoft's personal digital assistant, Cortana; other notable improvements include a reinvented design, ability for users to access saved recipes through Recipe Box integration, and the addition of thousands of how-to cooking videos.

"The Allrecipes community is comprised of millions of busy, family-focused home cooks who rely on their phones every day to guide them through a wide range of cooking responsibilities including planning, grocery shopping and cooking," says Stan Pavlovsky, Allrecipes President. "We're excited to further simplify these tasks through the introduction of voice commands to make finding recipes easier, faster and more convenient."

Allrecipes Dinner Spinner is the world's most downloaded cooking app, with more than 20 million downloads worldwide. For the past six years, the app has provided home cooks seamless access to millions of authentic, actionable cooking resources created by their peers, such as recipes, reviews, photos and videos, when they are in store or on the go.

"Apps come to life on Windows Phone thanks to features like Live Tiles and Cortana integration," said Todd Brix, general manager, Windows Apps and Store, Microsoft Corp. "The Allrecipes Dinner Spinner app takes advantage of these features and more to enable users to find and share fresh recipe ideas in new and interesting ways."

Features new to the re-launched Allrecipes Dinner Spinner include:

- **Voice commands** – Home cooks can quickly find recipes using search or by accessing their Recipe Box using voice commands, such as 'Allrecipes search for pancakes' or 'Allrecipes open my Recipe Box'.
- **Seamless access to favorite recipes** – Keeping in mind that home cooks today rely on a variety of devices for meal planning, shopping and preparation, with the new app home cooks can quickly access and save recipes to their Allrecipes Recipe Boxes through the Allrecipes Dinner Spinner app and their desktop computer, too.
- **Cook like a pro with video** – More than one thousand mobile-friendly recipe videos guide home cooks step-by-step through preparation of Allrecipes' most sought-after dishes. For more information on the Allrecipes Dinner Spinner app, visit the Windows Phone Store.

## **About Allrecipes**

Allrecipes, the world's largest food-focused social community, receives more than 1 billion visits annually 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 site has served as a dynamic, indispensable resource for cooks of all skill levels seeking trusted recipes, entertaining ideas, every day and holiday meal solutions and practical cooking tips. Allrecipes is a global, multi-platform brand with 19 sites, 3 mobile apps, and 15 eBooks serving 24 countries in 13 languages. In November 2013, Allrecipes magazine launched nationwide, and an Allrecipes cooking segment premiered on The Better Show. Allrecipes is part of Meredith Corporation (NYSE: MDP, [www.meredith.com](http://www.meredith.com)), the leading media and marketing company serving over 100 million American women.

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