

# Allrecipes Launches New Digital Platform And Transforms Into The First Food-Focused Social Network

## Offers a personalized user experience that engages and inspires home cooks

SEATTLE, Sept. 1, 2015 /PRNewswire/ -- Allrecipes, the world's largest digital food brand with more than 1.3 billion visits annually, **today unveiled the new Allrecipes**: a more personal, shareable and responsive web experience that transforms the site into the world's most food-focused social network.

"Social connections have always been at the center of the Allrecipes brand," said Stan Pavlovsky, Allrecipes President. "The new Allrecipes experience brings home cooks and the more than 300 million experiences they've shared to the forefront, and makes it easier for our community to share and connect from any device."

With the new Allrecipes, the brand is responding to huge shifts in how, when and where its community of more than 40 million unique visitors per month are engaging online. Visits from mobile devices now account for two-thirds of Allrecipes annual visits. Additionally, the sharing of food experiences through social platforms and photos continues to increase, and home cooks are viewing more than 100 million Allrecipes videos annually.

The new design provides the best possible experience for home cooks across devices. The single-site, responsive, touch-based experience now extends seamlessly across mobile, tablet and desktop devices to allow cooks to quickly and easily connect with Allrecipes whenever and wherever they want.

### Additional new features and tools include:

- **The Cooking Graph**, which delivers a more personalized experience that anticipates a cook's interests and needs, and enables cooks to connect more with the home cooks and brands they trust most.
- **'I Made It'** allows cooks to share their creations with their followers and celebrate the foods they love.
- **Expanded Profiles** provide all of the information home cooks need to connect with each other, as well as the brands they care about, based on food preferences and dietary needs.
- **Personal Collections** offer an easy way for cooks to curate the food experiences that inspire them for all of their special occasion and every day needs. Personal Collections can also be viewed and followed by other home cooks.

"Allrecipes understands how home cooks want to connect with brands all along their cooking journey – from meal ideas to shopping deals," said Mark Materacky, Soup & Broth Marketing Director, Campbell Soup Company. "As one of the first brands to partner with Allrecipes on this updated design, Swanson is excited to see Allrecipes bring new cooking tools to the forefront for their passionate online community. Swanson cooks are turning to digital media sources for culinary inspiration and information more than ever and Allrecipes will provide an even more engaging resource for planning everyday meals or special holiday events."

"Now with the reinvented Allrecipes, we are re-imagining the way home cooks connect through technology by providing an experience focused on the discovery and sharing of authentic, highly actionable food-focused conversations and resources to guide cooks to success," said Pavlovsky. "In contrast to many social networks, which spark inspiration but lack actionable information and create

fragmented conversations, the new Allrecipes is the only destination where the voices and contributions of home cooks are highly valued and validated."

As a company, Meredith reaches nearly two-thirds of Millennial women across its broad portfolio of magazine and digital brands. The new Allrecipes is part of Meredith's portfolio of multiplatform food-focused brands including *Every Day with Rachael Ray*, *EatingWell*, *Family Circle*, *Martha Stewart Living* and *Eat This, Not That!*, as well as 35 special interest media brands. In July 2015, Meredith Digital acquired Qponix, a Grocery Server technology that indexes thousands of local offers nationwide to help consumers find the best deals at their local retailer, further expanding its digital shopper marketing capabilities. Currently Meredith's digital properties reach more than 70 million unique visitors per month.

**Allrecipes.com**, the world's largest food-focused social network, receives more than 1.3 billion visits annually from home cooks who connect and inspire one another through recipes, photos, reviews, personal collections, videos and profiles. 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 and 3 mobile app serving 24 countries in 13 languages. It is owned by Meredith Corporation, which reaches more than 100 million unduplicated American women and over 60 percent of U.S. Millennial women.

Please visit our website at <http://www.allrecipes.com> for additional information.

### **ABOUT MEREDITH CORPORATION**

Meredith Corporation (NYSE: MDP) ([www.meredith.com](http://www.meredith.com)) has been committed to service journalism for more than 110 years. Today, Meredith uses multiple distribution platforms – including broadcast television, print, digital, mobile, tablets and video – to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches a multi-channel audience of 220 million consumers monthly. Meredith is the leader in creating content across media platforms in key consumer interest areas such as food, home, parenthood and health through well-known brands such as *Better Homes and Gardens*, *Parents*, *Shape* and *Allrecipes*. The National Media Group features robust brand licensing activities, including more than 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S. Meredith Xcelerated Marketing is a leader at developing and delivering custom content and customer relationship marketing programs for many of the world's top brands, including Kraft, Lowe's and Chrysler.

Meredith's Local Media Group includes 17 owned or operated television stations reaching 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 – including Atlanta, Phoenix, St. Louis and Portland – and 13 in Top 50 markets. Meredith's stations produce approximately 650 hours of local news and entertainment content each week, and operate leading local digital destinations.

### **ABOUT CAMPBELL SOUP COMPANY**

Campbell (NYSE: CPB) is driven and inspired by our Purpose, "Real food that matters for life's moments." The company makes a range of high-quality soups and simple meals, beverages, snacks and packaged fresh foods. For generations, people have trusted Campbell to provide authentic, flavorful and readily available foods and beverages that connect them to each other, to warm memories, and to what's important today. Led by its iconic *Campbell's* brand, the company's portfolio includes *Pepperidge Farm*, *Bolthouse Farms*, *Arnott's*, *V8*, *Swanson*, *Pace*, *Prego*, *Plum*, *Royal Dansk*, *Kjeldsens* and *Garden Fresh Gourmet*. Founded in 1869, Campbell has a heritage of giving back and acting as a good steward of the planet's natural resources. The company is a member of the Standard & Poor's 500 and the Dow Jones Sustainability Indexes. For more information, visit [www.campbellsoupcompany.com](http://www.campbellsoupcompany.com) or follow company news on Twitter via [@CampbellSoupCo](https://twitter.com/CampbellSoupCo).

For more information about Swanson, visit <http://www.swansonbroth.com>.

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