

# Allrecipes Reveals New Version Of Award-Winning Dinner Spinner App

## World's Most Popular Cooking App Enhanced to Provide Ultimate Shopping and Cooking Companion

### Allrecipes Dinner Spinner 6.0 Offers a More Visual, Personal and Social Experience

SEATTLE, June 28, 2016 /[PRNewswire](#)/ -- Allrecipes, the world's largest food-focused social network, today announced the release of its latest version of the award-winning, best-selling Allrecipes Dinner Spinner app.

The free app, available for download in the iTunes store, is uniquely geared towards helping home cooks find and share daily meal inspiration at home and on the go through seamless access to the brand's unmatched collection of peer-created profiles, photos, recipe ratings and reviews, hyper-local grocery savings offers, and step-by-step cooking videos across their connected devices.

"Digital experiences and tools that allow foodies and busy families alike to get the most out of every cooking and grocery shopping experience have become essential kitchen tools. Today, 7 of 10 online adults are accessing food content online at least monthly, and three-fourths of these cooks are taking their phones in store to help with grocery purchase decisions." said Stan Pavlovsky, Allrecipes President. "Redesigned from top to bottom, we're excited to bring our market leading socially-driven features and tools our audience craves to the app experience."

Allrecipes Dinner Spinner 6.0 app new features include:

- **Personalized Food Feed** packed with daily trending and recommended and seasonal food inspiration that gets smarter with every dish a cook saves, makes and shares; along with the activities of the cooks and brands they follow.
- **Cooks' Profiles** that celebrate food passions by allowing home cooks to showcase their kitchen successes, and provide access to favorite dishes being prepared, saved and shared by friends, family and other cooks they follow.
- **Custom Collections** that allow cooks to organize their favorite recipes by theme or occasion, such as kid-friendly campout snacks, 4<sup>th</sup> of July cookout or paleo main dishes, making revisiting and sharing recipes quick and simple.

The Allrecipes Dinner Spinner app's base of 18 million fans will be delighted to know that the new version continues to include favorite features such as the slot machine inspired 'Dinner Spinner' recipe finder; powerful search filters; handy stay bright screen that remains illuminated while shopping and cooking; detailed nutrition information; knuckle-friendly touch screen recognition (to keep screens clean); smart shopping lists; step-by-step videos; hyper-local grocery saving offers; and scalable serving amounts. Recipe sharing also receives an upgrade with the ability to text recipes and use the 'I Made It' button to post cooking triumphs on Allrecipes and Facebook.

Version 6.0 of the Allrecipes Dinner Spinner app is free and available for iOS, with Android availability to follow this summer. Please see Allrecipes' YouTube <https://www.youtube.com/watch?v=FQGB7DTJODA/> to view a video of the new features, and visit <http://press.allrecipes.com/> for additional information.

#### **ABOUT ALLRECIPES**

**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, shopping lists 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 apps serving 24 countries in 13 languages. The brand also includes licensed cookware, bakeware and food prep products, with additional categories available for licensing. It is owned by Meredith Corporation, which reaches more than 102 million unduplicated American women and over 75 percent of U.S. Millennial women.

### **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.

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