

# Meredith Premieres First-Ever Television Series Inspired By An App: Dinner Spinner Presented By Allrecipes Brings To Life The World's No. 1 Digital Food Brand

**Panasonic to Serve as the Premier Sponsor; INE Entertainment to Produce New Series for The CW Network's "One Magnificent Morning"**

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**/PRNewswire/** -- Meredith Corporation (NYSE: MDP, [www.meredith.com](http://www.meredith.com)), the nation's leading media company serving 102 million American women—including three out of four millennial women—announced today that it will launch a new television program this fall based on the "Allrecipes Dinner Spinner" app.



*Allrecipes, the world's largest food-focused social network with more than 1.3 billion visits annually*

Allrecipes.com is the world's largest food focused social network, with more than 1.3 billion visits annually. The popular "Allrecipes Dinner Spinner" app is available on iOS, Android and Windows Mobile, and has been downloaded by 18 million fans. It 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 recipes, profiles, photos, recipe ratings and reviews; hyper-local grocery savings offers; and step-by-step cooking videos across their connected devices.

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The new half-hour Saturday morning program will begin airing on Oct. 1 at 11 a.m. ET/PT on The CW Network's popular "One Magnificent Morning" programming block targeting teens and families. The 26-week *Dinner Spinner* series is being created by Meredith and INE Entertainment. Panasonic serves as the premier sponsor.

*Dinner Spinner* will be hosted by noted chef and television personality Gabe Kennedy. During each episode, two home cooks will go head-to-head in a competition to create a unique dinnertime meal. A panel of three judges—including celebrity judges Laila Ali, Ali Landry, Courtney Lopez and Chef John Mitzewich of the FoodWishes YouTube channel; Allrecipes Allstars Diana Bishop, Rosalind Brazil, Angela Sackett and Jamie Yost; and Alli Shircliff, Allrecipes' Nutritionist—will critique the final dishes to determine the winner. Each episode will teach audiences the value of healthy, wholesome ingredients and how healthy food choices can have positive effects on our quality of life.

The television series reflects another highly successful extension of the Allrecipes brand, which, in addition to digital products, includes *Allrecipes* magazine and a line of licensed cookware products. The magazine—which combines the brand's digital insights with editorial expertise to inspire readers

with the best of **Allrecipes.com**—was launched in 2013 and is one of the most successful magazines in the food space with an audience of 7.6 million readers.

"Unleashing the power of shared experiences and expert advice to energize home cooks to find success in their kitchens has always been at the heart of the Allrecipes brand," says Jon Werther, President, Meredith National Media Group. "Extending this unique blend of premium content to additional channels—with our highly-engaged Allrecipes community and influencers at the center—will further fuel the passion and excitement for our industry-leading brand."

Kim Martin, Meredith's Chief Brand Officer, believes the *Dinner Spinner* television program reflects Meredith's unrivaled ability to position its strong brands and video expertise seamlessly across multiple media channels.

"We have created a best-in-class ability to reach consumers through all forms of video, from traditional broadcast to 360-degree livestreaming," says Martin. "This new television series is the first to bring to life a strong, well-loved brand and its multi-channel components—as an app, across print, digital and social media, and now broadcast—that fully complement one another. We are also excited to have Panasonic as an integrated partner across these platforms."

Dennis Eppel, Senior Vice President, Panasonic Consumer Electronics states: "The debut of Allrecipes' newest media channel provides the perfect launch vehicle for the Panasonic Countertop Induction Oven (CIO) to reach a passionate audience of home cooks. The CIO will revolutionize home cooking with its induction and infrared heating technologies, and its wide variety of culinary techniques: grilling, baking, one-pan meals and more."

Panasonic's state-of-the-art kitchen appliances will be integrated into each episode of the Allrecipes *Dinner Spinner* series, showcasing their ability to help home cooks quickly solve their mealtime challenges. In addition, Panasonic's products will be featured in *Allrecipes* magazine and across the brand's digital and social media channels through a series of custom recipes, videos and content.

#### **ABOUT ALLRECIPES**

**Allrecipes**, 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, everyday meal solutions, seasonal inspiration and practical cooking tips. Allrecipes is a global, multi-platform brand with 19 sites and 3 mobile apps serving 24 countries in 13 languages. *Allrecipes* magazine is published six times per year, has a rate base of 1.3 million, and reaches an audience of 7.6 million. 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 72 percent of U.S. millennial women.

#### **ABOUT PANASONIC CONSUMER ELECTRONICS COMPANY**

Based in Newark, NJ, Panasonic Consumer Electronics Company is a division of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation. The company offers a wide range of consumer solutions in the U.S. including products from VIERA Life+ Screens, Blu-ray players, LUMIX Digital Cameras, Camcorders, Home Audio, Cordless Phones, Home Appliances, Beauty, Grooming, Wellness and Personal Care products and more. In Interbrand's 2014 annual "Best Global Green Brands" report, Panasonic ranked number five overall and the top electronics brand in the report. To learn more about our products, visit [panasonic.com](http://panasonic.com). Follow Panasonic on Twitter @panasonicUSA; additional company information for journalists is also available at [www.panasonic.com/pressroom](http://www.panasonic.com/pressroom).

#### **ABOUT LITTON ENTERTAINMENT**

Litton Entertainment is the preeminent independent producer and distributor in the U.S. television industry creating and distributing quality programming for over twenty years. *Litton's Weekend Adventure*, produced by Litton Studios, was the first program block of its kind and airs Saturdays on ABC stations nationwide. *Litton's Weekend Adventure* features original E/I series including *Jack Hanna's Wild Countdown*, Emmy® winning *Rock the Park*, Emmy® winning *Sea Rescue* and Emmy® nominated *The Wildlife Docs*. Litton Entertainment provides CBS Network with six original programs

for Saturday mornings called *CBS Dream Team: It's Epic!*, including Emmy® winning *Lucky Dog*, Emmy® winning *The Henry Ford's Innovation Nation with Mo Rocca*, Emmy® winning *The Inspectors*, and *Chicken Soup for the Soul's Hidden Heroes*. Litton also provides The CW Network with *One Magnificent Morning*, a five hour destination featuring E/I programming in its second season and on October 1, 2016 Litton will begin providing NBC stations six original E/I series under the iconic brand, *The More You Know*. Litton's syndication and news division distributes a diverse slate of programs including the new E/I block *Go Time!* launching in Fall 2016 and *Consumer Reports TV* and *The Consumer Alert News Network*. For more information about Litton Entertainment, visit [www.litton.tv](http://www.litton.tv).

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