

Allrecipes, World's Largest Digital Food Brand, Works With Amazon To Create Comprehensive Recipe And Cooking Skill For Alexa-Enabled Devices

The Allrecipes Skill Offers Home Cooks Hands-Free Access to More Than 60,000 Recipes and Guides Them Through Every Step of the Cooking Process Using Only Their Voice

SEATTLE, Nov. 18, 2016 /PRNewswire/ -- **Allrecipes**, the world's largest digital food brand with 1.5 billion visits annually, today introduced its premiere skill for Alexa, Amazon's cloud-based voice service which allows consumers to ask questions, play music, create to-do and shopping lists, shop online, and control popular smart-home devices using only their voice.

The Allrecipes Skill offers home cooks the convenience of voice-guided, hands-free access to Allrecipes' vast collection of best-loved recipes – from everyday quick dinners to crowd-pleasing party appetizers. With the skill, home cooks can quickly get recipes to match the desired dish type, available on-hand ingredients, maximum cooking time, and/or preferred cooking method. Once a recipe is selected, Alexa will guide the cook through each step of preparing the dish; cooks control the pace of their cooking by instructing Alexa to pause, next, repeat, skip or move forward.

The skill is geared for all types of cooks, but is anticipated to be especially appealing to Millennial cooks, who make up the largest portion of Allrecipes' audience of 50 Million cooks. Based on Allrecipes' 2015 Smart Kitchen Technologies survey, Millennial cooks are the most likely to buy 'connected' kitchen technologies that make cooking easier and more fun; three of five Millennial cooks demonstrated an interest in voice-controlled devices that can recommend recipes based on ingredients they have on-hand.

"So many of our customers are using their Alexa-enabled devices in the kitchen, and with the addition of Alexa skills like Allrecipes, that experience only gets better," says Rob Pulciani, Director, Amazon Alexa. "We're excited to work with Allrecipes to create a cooking experience that leverages the benefit of hands-free Alexa voice technology. Getting meal recommendations and step-by-step recipes - with just your voice - makes putting dinner on the table a little easier for our busy customers."

"Allrecipes has a long tradition of being first to introduce innovative new experiences that make grocery shopping and home cooking more rewarding, from our beginnings as the first social media food site two decades ago to the seamless integration of our brand into connected kitchen appliances this past year," says Stan Pavlovsky, President of Meredith Digital. "Our vision is to make Allrecipes' content and community available wherever and whenever needed, so preparing dishes is as easy as possible for our audience of busy families and passionate food enthusiasts."

Cooks with Alexa-enabled device like Amazon Echo or Echo Dot can just ask:

- "Ask Allrecipes, what can I make with chicken, bacon and cheddar cheese?"
- "Ask Allrecipes for the recipe of the day."
- "Ask Allrecipes to find the World's Best Lasagna recipe."
- "Ask Allrecipes, how much butter is needed for Award Winning Soft Chocolate Chip Cookies?"

The Allrecipes Skill for Alexa is now available for free through the Amazon Alexa app available on

iOS, Android and Fire tablets, or by simply voice enabling the skill by saying "Alexa, enable the Allrecipes Skill." The Allrecipes skill is available for all Alexa-enabled devices, including the Amazon Echo, Echo Dot, Amazon Tap and Amazon Fire TV. For additional information, visit <http://dish.allrecipes.com/alexa/>.

ABOUT ALLRECIPES

Allrecipes, the world's largest food-focused social network, receives more than 1.5 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, grocery savings, everyday meal solutions, seasonal inspiration and practical cooking tips. Allrecipes is a global, multi-platform brand with 19 sites and three mobile apps serving 23 countries in 12 languages.

In addition to digital products, the brand includes a line of licensed cookware products and *Allrecipes* magazine, which is published six times per year by Meredith Corporation (NYSE: MDP; www.meredith.com) and reaches an audience of 7.6 million readers. The magazine, which launched in 2013 and has grown to be one of the most successful brands in the food space, combines the brand's digital insights with editorial expertise to inspire readers with the best of **Allrecipes.com**.

Logo - <http://photos.prnewswire.com/prnh/20151216/296679LOGO>

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<https://news.people.inc/2016-11-18-Allrecipes-Worlds-Largest-Digital-Food-Brand-Works-With-Amazon-To-Create-Comprehensive-Recipe-And-Cooking-Skill-For-Alexa-Enabled-Devices>