

# Allrecipes Expands Alexa Cooking Skill Feature Set for New Amazon Echo Show

## Amazon Alexa Brings World's #1 Food Destination's Recipes and Video Content to Millions of Consumers Via Visually Guided Voice-Activation

SEATTLE, June 28, 2017 /[PRNewswire](#)/ -- Meredith Corporation (**NYSE: MDP**; [www.meredith.com](#)), the nation's leading media and marketing company serving 110 million unduplicated U.S. women and 70 percent of American Millennial women, today announced that **Allrecipes** Skill from Amazon **Alexa** will be the among first cooking skills updated for Amazon Echo Show devices. The voice-activated skill will let millions of home cooks search and discover recipes, watch how-to preparation videos, and store their favorites – all while preparing meals hands-free in their kitchens.

*Allrecipes* is the world's largest digital food brand, with 80 million users worldwide and 1.5 billion annual visits. Allrecipes was early to provide comprehensive cooking content via voice activation, launching an Alexa skill for devices such as Amazon Echo and Echo Dot late last year. The Allrecipes skill for Alexa lets users search for a recipe from a database of more than 60,000 and then guides them through the cooking process. The skill also lets users ask Alexa what they can cook with a set of on-hand ingredients, and Allrecipes will return recipe matches.

With this new launch, Allrecipes expands its Alexa skill capabilities to include visual guidance and demonstration, letting users speak commands to select from among multiple recipe images, as well as use their voice to play, pause and navigate how-to videos shown on the Amazon Echo Show's 7-inch touchscreen. These new features will make it easier for home cooks to discover and execute recipes, while keeping their hands free for meal preparation.

"We are excited to continue to lead the way in food innovation for home cooks," said Stan Pavlovsky, Meredith Digital President. "Voice-led experiences are playing a rapidly growing role in helping home cooks discover and prepare recipes with ease. Adding visual guidance to that experience is the next step. With this skill, Allrecipes turns the cooking show of the past into an interactive and fully customizable experience that has more than 60,000 paths to choose."

Users who have already downloaded the Allrecipes Alexa skill to their Amazon Echo or Amazon Echo Dot devices will have access to these new features upon setting up and logging into their new Amazon Echo Show device. New Alexa users can enable the Allrecipes skill on their Echo Show by simply stating, "Alexa, enable the Allrecipes skill."

Users with accounts on [allrecipes.com](#) can use voice commands to access their list of favorite saved recipes.

Amazon Echo Shows have been available for pre-order since March, and have topped Amazon's Most Popular Electronics list.

To view a demo is the Allrecipes Alexa skill on Amazon Echo Show, click [here](#). To order an Amazon Echo Show, visit [amazon.com/echoshow](#).

### About Meredith Corporation

Meredith Corporation (**NYSE: MDP**; [www.meredith.com](#)) has been committed to service journalism for 115 years. Today, Meredith uses multiple distribution platforms – including broadcast television, print, digital, mobile 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 more than 110 million unduplicated women every month, including 70 percent of U.S. Millennial women. Meredith is the leader in creating and distributing content across platforms in key consumer interest areas such as food, home, parenting and health through well-known brands such as Better Homes & Gardens, Allrecipes, Parents, SHAPE, Martha Stewart Living and The Magnolia Journal. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 5,000 Walmart stores across the U.S. Meredith Xcelerated Marketing is an award-winning, strategic and creative agency that provides fully integrated marketing solutions for many of the world's top brands, including The Kraft Heinz Co., Bank of America, WebMD, Volkswagen and NBCUniversal.

Meredith's Local Media Group includes 17 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 700 hours of local news and entertainment content each week, and operate leading local digital destinations.

SOURCE Meredith Corporation; Allrecipes

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