

# Allrecipes.com Launches Integration With AmazonFresh, Helping Millions Of Cooks Save Time Through Online Purchase & Home Delivery Of Fresh Food

## Letting Shoppers Click to Purchase Complete Meal Recipe Ingredients For Same-Day Home Delivery

SEATTLE, Nov. 16, 2017 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; [www.meredith.com](http://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.com will now feature **AmazonFresh** as a retailer embedded within the site's top recipes. This industry-leading innovation will enable home cooks click to purchase a recipe's ingredients and have them delivered the same day through AmazonFresh home grocery delivery service. The new feature will help millions of home cooks save time as they plan and prepare meals.

Allrecipes is the world's largest digital food brand, with 80 million users worldwide and 1.5 billion annual visits. While Allrecipes has long incorporated grocery shopping functionality into its site, including geo-targeted grocery offers from retailers across the country, the introduction of AmazonFresh as a featured retailer represents the next major innovation designed to help home cooks discover and prepare meals with ease. Allrecipes is one of the first major food brands to collaborate with AmazonFresh in this capacity, enabling same-day home delivery of recipe ingredients including fresh meat, fruits and vegetables, in addition to frozen and packaged food items.

Cooks who select AmazonFresh as their grocery retailer of choice have the option to send all of the ingredients and products required to prepare the Allrecipes recipe to an AmazonFresh shopping cart, which will also contain detailed product and pricing information. Allrecipes will curate the food brands selected for each recipe ingredient, and once on the AmazonFresh landing page, consumers can change any food brand in their cart as well as select their preferred delivery time – as early as the same day or next morning. Allrecipes' shopper marketing capabilities already are a proven leader in driving consumers into stores to purchase, and for the first time this integration will extend Allrecipes' leadership into eCommerce, which, for CPG companies, is the projected source of over 90% of sales' growth over the next three years, according to **Nielsen**.

At launch, AmazonFresh will be integrated into many of the highest-trafficked recipes on Allrecipes.com. Over time, Allrecipes will extend the reach of this enhanced eCommerce functionality into all possible recipes on Allrecipes.

"We are proud to lead the way in food innovation for home cooks and for our brand partners," said Jon Werther, Meredith National Media Group President. "Millions of busy, family-focused home cooks come to Allrecipes.com every day to discover and plan their meals. Our integration with Amazon will make it easier for millions of home cooks to order all of the ingredients needed for dinner that night or for a weekly meal plan – and have them delivered to their doorstep within hours. We're providing an unparalleled level of convenience, and making it that much easier to turn the food inspiration our audience sees on Allrecipes into reality."

The average U.S. consumer makes **1.5 trips** to the grocery store each week, spending **41 minutes per trip**, or 53 hours over the course of an average year. In addition to helping home cooks save time grocery shopping, this partnership also addresses the shopping trends emerging within the Allrecipes audience: Allrecipes cooks are 33 percent more likely to take advantage of online grocery services than home cooks who don't visit Allrecipes.com, according to the brand's October Holiday Cooking

and Entertainment Survey.

### **About Meredith Corporation**

Meredith Corporation (**NYSE: MDP**; [www.meredith.com](http://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.

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