

MYRECIPES LAUNCHES THE ULTIMATE APP FOR HOME COOKS

More than 100,000 Tested and Trusted Recipes from America's Favorite Food Media Brands at Your Fingertips

Save Recipes from Anywhere So You Never Lose a Recipe Again

NEW YORK, Sept. 23, 2026 /PRNewswire/ -- **MyRecipes**, a People Inc. brand, announces the launch of its namesake app to make cooking at home better and easier than ever. Available to download now on [App Store](#) and [Google Play](#), the app features **100,000+ best-in-class recipes** from People Inc.'s popular food brands—**Allrecipes, Better Homes & Gardens, EatingWell, Food & Wine, Real Simple, Serious Eats, and Southern Living**, among others—and makes it simple to save recipes from Instagram, TikTok, and beyond all in one place. The ability to save recipes from anywhere coupled with its vast collection of trusted recipes makes it a one-of-a-kind cooking app.

Created for home cooks of every skill level, the MyRecipes app helps users search, save, organize, and make delicious recipes with ease; get personalized recommendations for what to cook this week; find ideas and inspiration for holiday meals and entertaining; and more. Features of the MyRecipes app:

- **More than 100K** tested and vetted recipes from People Inc. brands
- **Recipes for every skill level and occasion** including: breakfast, lunch, dinner, appetizers, snacks, desserts, cocktails, mocktails, smoothies, holiday meals, and more.
- Recipes from celebrated chefs such as **Bobby Flay, Ina Garten, Giada De Laurentiis, and Julia Child**, among others.
- **New test-kitchen approved recipes added daily**
- **Editor-curated recipe collections**, such as Great Game Day Snacks, Top-Rated High Protein Dinners, Our 30 Best Birthday Cake Recipes, and over 100 more
- **Save Recipes from Instagram, TikTok** and thousands of other food sites with ease
- **Clutter-free "cook mode"**: the screen stays awake while you cook and you can easily switch between ingredients and instructions with a tap

MyRecipes offers **two ways to access the app—a free option** that includes 100,000+ trusted recipes at your fingertips, among other features, and a **MyRecipes+ paid membership with extra benefits**, such as the ability to save and organize recipes from TikTok and Instagram, and get special discounts and offers from culinary and lifestyle brands and retailers such as Glasvin, Misen, and Thermoworks. More about the MyRecipes+ membership offerings [here](#).

In addition to the app, consumers can join the millions of registered MyRecipes users online at [MyRecipes.com](#) and check out its social channels on [Instagram](#), [TikTok](#), [Threads](#), and [Facebook](#).

Kroger is the launch sponsor of the MyRecipes app.

Press contact: Liz Marsh /elizabeth.marsh@people.inc

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