



// If You Give an Anthropologist a Cookie... //

—Meg Kelly



Bill Moore and Tim Hunt

Allrecipes
CEO and President Bill Moore, left,
and Tim Hunt, founder



Tim Hunt

For more information go to
www.dailyfeats.com

In 1997 Tim Hunt and four of his friends were working toward their masters in anthropology and archeology. Like most graduate students, they were short on money and looking for a way to pay for their education. Realizing that mankind's newest tool—the Internet —might pay for studying mankind's earliest ones, they launched a cookie exchange...which led to a pie exchange...which led to Allrecipes.com, now a network of 17 sites around the world that collectively receive more than 50 million visits from cooks every month.

In 2006, Reader's Digest bought *Allrecipes*, but didn't change the basic ingredients.

"We're still focused on everyday food and remaining community-driven," says Esmee Williams, *Allrecipes* Vice President of Brand Marketing, "The recipes, photos, reviews and other food resources found on our sites are created and shared by home cooks all over the world. Our community decides what content is featured throughout the site through their ratings and reviews."

The audience, like the recipes themselves, are studied carefully. "Our communities of cooks are viewing 250 million pages of food-related content monthly. We let them tell us what direction our sites should go by conducting frequent surveys and detailed web analytics."

When one of those directions turned out healthful eating, the team at *Allrecipes* responded with the kind of innovation you'd expect from Internet pioneers.

"When we found out eating more healthfully is a priority for 99% of cooks, we added tools and resources that help them make informed choices about what they're eating. If our audience is trying to solve a problem, we want to be part of the solution."

The problems that come with the obesity epidemic, such as diabetes and heart disease, have created an appetite for information, as Americans try to get themselves and their children, healthy.

"One of the first resources we added was detailed nutrition on every recipe page. Every ingredient in every recipe maps back to a nutrient



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database. People can see how much fat, sodium, carbs, sugar, are in a serving before they make it.”

While many recipes sites offer this resource, *Allrecipes* takes it a valuable step further.

“The definition of healthy for me might be different than healthy for you. We want everyone to be able to use our recipes, so we created a feature that allows cooks to customize any recipe. For example, a person restricted to four grams of fat per meal can easily switch out ingredients replacing high fat for low-fat. *Allrecipes* scaling feature can also adjust serving amounts for any recipe; one originally designed to serve three can be scaled to serve to three hundred, which is great for schools. We also have collections of recipes for specific needs: low fat, gluten-free, low carbohydrate, diabetes. By using these keywords when searching, cooks can quickly find recipes that best fit their diets.”

In addition to these resources, *Allrecipes* recently introduced a menu planner tool and *Allrecipes Dinner Spinner* smartphone apps. “Menu Planner allows cooks to create anything from a single menu to a week of meals, using recipes on the site and their own personal dishes. Menu Planner will adjust the meal to serve one person, or an entire family. Cooks can start from scratch or customize the more than 1200 menus bundled with Menu Planner. Like our recipes, the menus can be customized, scaled and feature detailed nutrition. *Allrecipes Dinner Spinner* app can quickly find recipes when you are cruising the grocery store aisles, wondering what to make for dinner. Just enter the ingredients, match them with specific nutrition criteria, and *Allrecipes Dinner Spinner* will find a recipe match. We make prepaing healthy meals easy.”

To find out how easy, go to www.Allrecipes.com

Allrecipes is a partner of Healthy Weight Commitment Foundation

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