

DATAPOINTS

Home Cooks Look for Inspiration

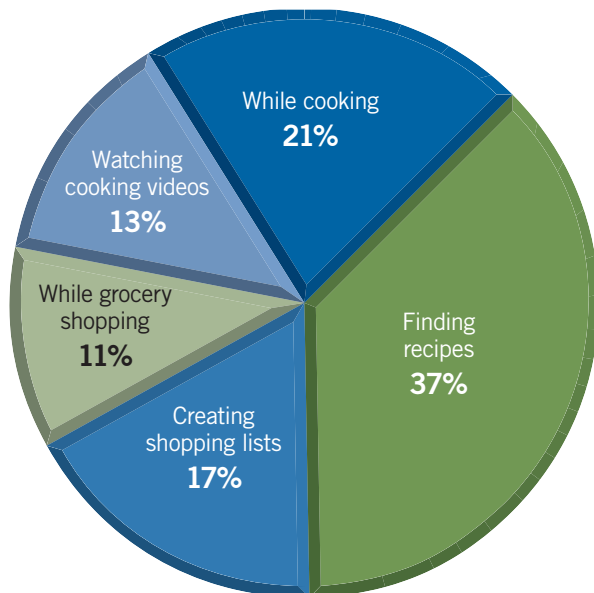
Food websites are the No. 1 inspiration for home cooks to try new recipes for their families, according to a report from Allrecipes.com. The website, which partnered with The Hartman Group to survey 1,391 Allrecipes.com members, also found that while consumers predominantly use desktop or laptop computers to search for recipes online, they are increasingly using smartphones and tablets. Visits to Allrecipes.com via mobile devices were up 218% in 2011. The survey found that 51% of shoppers reported using a smartphone

while grocery shopping and 40% used a smartphone for creating shopping lists. The survey also highlighted some emerging eating trends, with views of sandwich-related recipes up 16% in 2011. The website attributes this in part to the growth in popularity of food trucks, which often specialize in innovative varieties of the portable, handheld meals. Still, only 4% of users had reported trying a Vietnamese Banh-mi sandwich.

SOURCE: Allrecipes.com

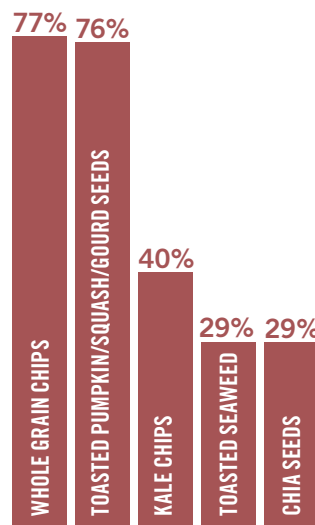
57%
of shoppers are reading food labels more than they used to

Use of Tablets in Meal Planning/Prep

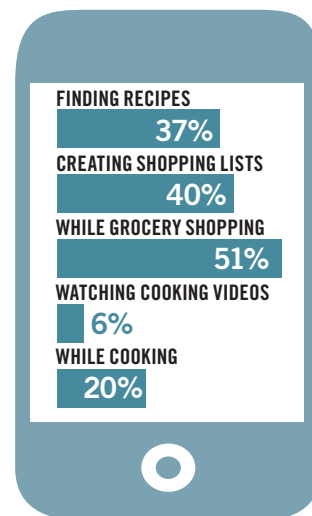


Healthy Snacks

(% who tried and liked, or are interested)

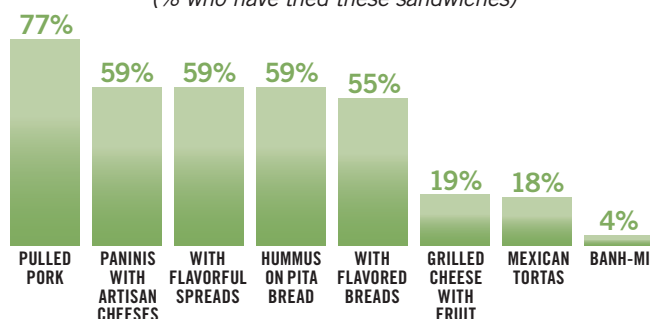


Use of Smartphones in Meal Planning/Prep



Trendy Sandwiches

(% who have tried these sandwiches)



“Mobile technology enhances the shopper’s ability to seek, find, and notate whenever and wherever the mood for food arises.”

— ALLRECIPES.COM 2012 INSIGHT & TRENDS REPORT

47%
Increase in searches for half-and-half as a recipe ingredient in 2011

FINDING INSPIRATION

(What inspires home cooks to try new dishes)

