



THE INTERNET OF THINGS (IoT) IS QUICKLY MOVING INTO the kitchen, which makes a lot of sense since food is central to everyone's life and home. Smart devices embedded with various forms of technology, software, and network connectivity are offering home cooks new ways to remotely control and streamline their grocery shopping and cooking. Fast-moving tech start-ups and established household brands are leveraging IoT digital technologies to develop products and services that will redefine the cooking journey in the coming decade. In this edition of Allrecipes Measuring Cup Trend Report, Allrecipes shares highlights from its 2016 Smart Kitchen Survey to reveal home cooks' interests and attitudes towards "connected" kitchen appliances, gadgets, and services.

INSIGHT #1 Millennials Are the Future for "Internet of Things" Smart Kitchen Technologies

A cook's age and skill set are key factors influencing their level of interest and intent in purchasing smart kitchen gadgets. In our survey we found that newer, less experienced cooks—primarily Millennials—are most interested in devices and services that do much of the cooking and shopping for them. Millennials over-indexed compared with other age groups in their interest for on-demand grocery delivery services, smart kitchen devices that automatically prepare meals and beverages, scales that measure and monitor ingredient quantities to match recipes, and fridges telling cooks what to make based on what's inside.

Intermediate cooks are most interested in hands-free and voice-activated kitchen gadgets, a reflection of their busy, multi-tasking, family-oriented lives. Cooks with advanced cooking skills are most interested in smart kitchen gadgets that offer the promise of expanding their culinary horizons and allowing them to prepare a wider variety of food and beverages (e.g., homemade beer and wine) while ensuring "perfect" results.

Products we're excited about

Future Technology



Beer enthusiasts will love having the ease and creative freedom to brew their own fresh, personalized craft beer. The Pico sits quietly on your kitchen countertop while it brews 5-liter mini-kegs of craft beer for you. Monitoring and managing its progress is done conveniently from an app.

Pico Brew
Beer enthusiasts will love having the ease and creative freedom to brew their own fresh, personalized craft beer. The Pico sits quietly on your kitchen countertop while it brews 5-liter mini-kegs of craft beer for you. Monitoring and managing its progress is done conveniently from an app.



In the early stage of development, inexperienced cooks and busy, working families will love the convenience of having a robot such as Cooki do the cooking for them so hot, perfectly prepared meals are ready to eat the minute they arrive home.

Sereneti Cooki Robotic Chef
In the early stage of development, inexperienced

INSIGHT #2 Energy Savings: A Major

Factor in Consumer Appeal of (IoT) Smart Kitchen Devices



For almost all home cooks (83%), irrespective of gender, age, or skill level, saving time with clean-up and achieving better cooking results are the most compelling reasons for investing in new kitchen technologies. Practical matters also win. Four out of five (81%) survey respondents seek devices that can help them save money on electrical bills and reduce waste. The attraction of reducing energy costs is even higher (86%) among home cooks planning to remodel their kitchens in the next year. Kitchen remodelers are also significantly more attracted to voice-activated devices, on-demand grocery delivery services, and appliances that can be monitored and controlled outside the kitchen from mobile devices.

Top 5 Reasons for Buying Smart Kitchen Technology

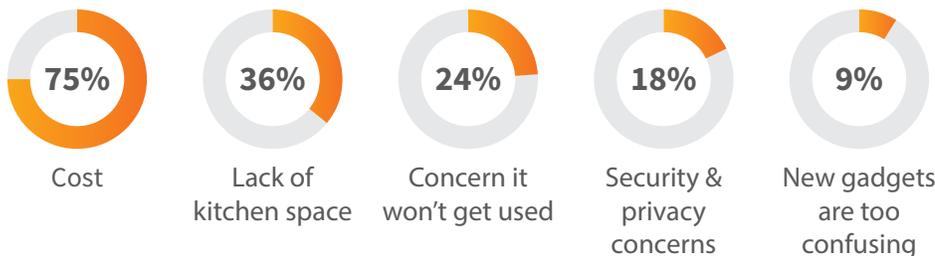
	Total
1. Save time with clean-up	83%
2. Help me achieve better results	83%
3. Save money on electricity	81%
4. Help me conserve energy and reduce waste	79%
5. Help me have fun and be more creative with my cooking	77%

INSIGHT #3 How Much Does It Cost?



Affordability is key for home cooks when purchasing smart kitchen technologies. Three-quarters of survey respondents across all age groups and cooking skill levels cite cost as the biggest barrier to investing in new technologies. Other concerns relate to not having enough room in the kitchen to store the devices, and the risk of not using the technology frequently enough to validate its cost.

Top Barriers to Purchasing Smart Kitchen Devices



Products we're excited about

Available Now



Nest Thermostat
Kitchen appliances—such as refrigerators, dishwashers, ranges and hoods—consume large amounts of electric-

ity. Nest Thermostats allow home owners to monitor and make changes to minimize energy consumption to help reduce their utility costs.



CHEF'D
For cooks seeking to

reduce food waste and conserve energy, meal delivery services with one touch in-app ordering such as CHEF'D will send the ingredients needed to prepare favorite recipes. Because ingredients are pre-portioned, cooks produce less waste and can rely on a smaller pantries and refrigerators.



iDevices Kitchen Thermometers

Having an accurate thermometer to monitor baked, grilled, smoked, and cooked foods is an easy way to ensure dishes are cooked properly. iDevices offers a range of wireless Bluetooth smart thermometers that are affordable, handy enough for daily use, and give cooks the freedom to monitor the progress of their cooking from anywhere in the house or yard.

INSIGHT #4 Dinner Inspiration May Be Found Within

The use of the Internet to seek and share meal ideas emerged two decades ago, and has been growing ever since. This year, it's estimated 175 million cooks will go online to find meal solutions, and half of these visits will occur from mobile devices. When asked which future technology they find most interesting for simplifying their meal planning, two-thirds of home cooks (and three-fourths of millennials) are attracted to the idea of a smarter refrigerator. The appeal? Life gets a lot easier when you can depend on your fridge to keep an inventory of on-hand ingredients, create alerts for soon-to-expire products, and provide meal suggestions based on ingredients already on-hand. Research also reveals cooks are interested in hands-free, voice-controlled devices that will search and find recipes, and then walk them through the cooking process.



Most Desirable Smart Kitchen Technologies for Meal Planning

	Total	Millennials
Voice-controlled device that finds recipes	55%	61%
Smart fridge that recommends recipes based on available ingredients	54%	59%
An app/site that provides personalized recipe recommendations	42%	42%
An app/site that provides personalized meal plans	41%	40%

Products and services we're excited about

Available Now

← Samsung Smart Fridge

While it can't yet keep track of an ingredient inventory and order groceries for you, this fridge has a lot going for it. Its WiFi-enabled LCD touchscreen display allows cooks to do anything from browse the web for recipes, check the family calendar, and use smartphone apps.



Amazon Echo

With the kitchen as the epicenter of the home, we love how Amazon Echo makes it fun and easy for any family member to use voice commands to instantly add items to grocery lists, learn traffic and weather information, listen to music and get recipe suggestions.



Perfect Bake PRO

The Perfect Bake from Pure makes baking pretty much fool proof. By

combining a Smart Scale that's connected with WiFi to a phone or tablet, the Perfect Bake app guides cooks step-by-step from start to finish for hundreds of recipes.

INSIGHT #5 Help Me Be a Better Baker

PIECE OF CAKE



The texture, taste, and appearance of professionally-prepared baked goods is out of reach for most inexperienced cooks. Improper ingredient measurements or misjudged baking times often prevent amateurs from achieving success. Allrecipes' survey found home bakers are most interested in ovens programmed to alert them when baked goods are ready. Beginning bakers and tech enthusiasts are also attracted to smart scales that guide proper ingredient measurements to ensure optimal results.

Most Desirable Smart Kitchen Devices for Baking

	Total	Beginning Cooks
An oven that tells me when baked goods are done	47%	35%
A scale that monitors the quantity and weight of ingredients	31%	37%
A scale and app that walk me step-by-step through the preparation of a recipe	21%	28%

INSIGHT #6 One Touch To Doorstep Delivery

Food tech companies providing services that make grocery shopping ultra-convenient are on the rise. This year more than 85 U.S. companies offer either meal kits, meal delivery, food e-commerce, online grocery shopping, or online ordering. Allrecipes' survey found that half of home cooks find the idea of having groceries delivered to their homes appealing. Forty-two percent are open to buttons allowing them to replenish products with a single touch, and 30% like the idea of having prepared meal kits delivered to their doorsteps. Technologies that streamline grocery ordering are a key element propelling the adoption of these services: 59% of cooks like voice-activated apps or devices that make it effortless to add products to their digital shopping lists.



Most Desirable Smart Kitchen Services and Devices for Grocery Shopping

➤ Total
➤ Millennials

59% / 59%	Voice-controlled device that builds digital shopping lists
53% / 61%	Smart Fridge that sends alerts when ingredients need replenishing
49% / 56%	Service that delivers groceries to my home
42% / 46%	Button that reorders products with a single touch
30% / 33%	Service that delivers pre-portioned recipe ingredients to my home

INSIGHT #7 Let the Cookware Do the Cooking

When asked about smart kitchen technology, cooks are most excited about devices that improve their cooking results. Cooks also see strong value in cookware and cooking devices controlled and monitored from smartphone or tablet apps, giving them the freedom to be in places other than the kitchen while meals are being prepared.



Most Desirable Smart Kitchen Devices for Cooking

➤ Total
➤ Tech Enthusiasts

61% / 75%	Cooking appliance monitored and controlled from a mobile device
59% / 58%	Frying pan that tracks temp. and time so you know when a dish is ready
44% / 45%	Voice-activated device that takes you through a recipe's cooking steps
41% / 44%	Digital scale telling you how to make a recipe
23% / 31%	Robot that does the cooking

Products and services we're excited about

Available Now

Instacart **Instacart**
Too busy or lazy to shop? Instacart can do the shopping and driving for you. To make it even easier, Instacart has partnered with sites such as Allrecipes to allow cooks to pick a recipe for that night's dinner, select a retailer offering the best prices, and then, with a few clicks, instruct Instacart to have the required ingredients delivered to their home as fast as within an hour.

Amazon Dash
Out of detergent? Need more mac'n cheese? No worries. With a push of a button, Amazon Dash automatically takes care of the ordering for you, and has the product delivered to your front door in just a few days.



WeMo
Stuck in traffic? Want to spend more time with the kids at the pool? No problem.



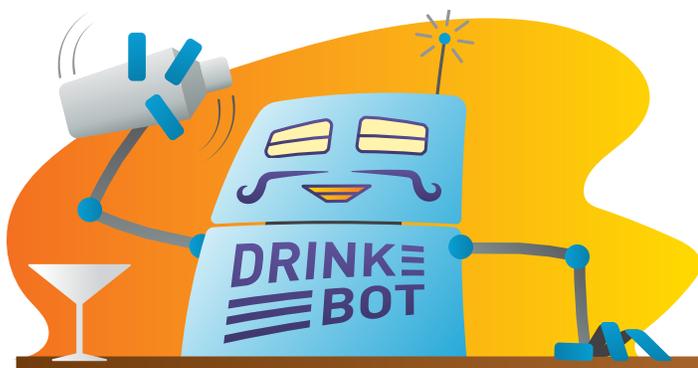
The Crock-Pot® Smart Slow Cooker uses WeMo® technology allowing it be controlled from a mobile device so cooks can conveniently adjust cook settings such as time and temperature... from virtually anywhere.

Anova Precision Cooker
The Anova Precision Cooker is a match made in heaven for the



aspiring home chef. It is affordable, easy to use, easy to store, and perfectly cooks meats, chicken, and seafood. As an added plus, it connects to a smartphone using WiFi, which provides cooks the freedom to prepare and monitor the perfect meal with the touch of a button.

INSIGHT #8 Let's Drink to That!



When it comes to technologies that will simplify beverage preparation, cooks fall into two camps. In one group are home cooks (especially younger millennials and beginning cooks) most excited about the prospect

of smart devices ready to prepare drinks on demand. The second group consists of tech enthusiasts and skilled foodies who want greater creativity and control over their beverages. More than one-third of these cooks love the idea of a smart device allowing them to easily brew their own beer and wine at home.

Most Desirable Smart Kitchen Services and Devices for Beverages

➤ Total
➤ Tech Enthusiasts

65% / **69%** A device that makes drinks for me

39% / **42%** A device that makes soda for me

29% / **33%** A device that makes wine for me

28% / **35%** A device that makes beer for me

Products and services we're excited about

Available Now



Drizly

Craving a Cosmopolitan but only have ingredients for a Seabreeze? No problem! Drizly has cooks covered.

If you're lucky enough to live in certain zip codes, with the simple tap of a button on your favorite recipe on a site like Allrecipes, Drizly will deliver the ingredients needed for the cocktail of your dreams to your doorstep within an hour.



Beverage PRO

Who needs a bartender when you can make restaurant-quality drinks at home? By combining a Smart Scale that's

connected by WiFi to your phone/tablet, the Perfect Drink app guides beverage enthusiasts step-by-step from start to finish, from stirring to shaking to sipping.

Coming Soon



Smarty Pans

SmartyPans use WiFi to connect the pan to a recipe app on a

phone or tablet that gives step-by-step cooking instructions. The pan measures the weight and temperature of ingredients as they're added, giving cooks instant access to nutritional information when the cooking is completed; this information can then be transferred to wearable fitness technologies such as MyFitness Pal or Fitbit.



Methodology

Data cited in this Measuring Cup Report is derived from an external independent panel fielded November 23-29, 2015, which consisted of 1,000 U.S.-based participants.

About Allrecipes

Allrecipes, the world's largest food-focused social network, receives more than one billion visits annually from family-focused home cooks who connect and inspire one another through recipes, photos, reviews, collections, profiles, and videos. Since its launch in 1997, the Seattle-based social site has served as a dynamic, indispensable resource for cooks of all skill levels seeking trusted recipes, entertaining ideas, every day and holiday meal solutions and practical cooking tips. Allrecipes is a global, multi-platform brand with 19 sites, three mobile apps, and 15 eBooks serving 24 countries in 13 languages. *Allrecipes* magazine, among the fastest-growing food magazines, has a rate base of 1.25 million readers.

About Meredith Corporation

Meredith Corporation (NYSE:MDP; www.meredith.com) is the leading media and marketing company serving American women. Meredith features multiple well-known national brands—including *Better Homes and Gardens*, *Parents*, *Family Circle*, *Allrecipes.com*, *Fitness*, *American Baby* and *EveryDay with Rachael Ray*—along with local television brands in fast-growing markets. Meredith is the industry leader in creating content in key consumer interest areas such as home, family, food, health and wellness and self-development. Meredith uses multiple distribution platforms—including print, television, digital, mobile, tablets, and video—to give consumers content they desire and to deliver the messages of its advertising and marketing partners.

Please Contact

Esmee Williams

Allrecipes
Vice President, Consumer
& Brand Strategy

☎ 206-436-7416

✉ esmee@allrecipes.com

🐦 [@EsmeeWilliams](https://twitter.com/EsmeeWilliams)