

2015 TRENDS

The focus of this Measuring Cup Trend Report is trend-spotting. It's our favorite report of the year, when we dig into the recipe, video, saving and search activity across the more than one billion annual visits to our site to see what's trending. Our audience size and scale allow us to confidently anticipate the meals and treats that will be sizzling hottest next year in American kitchens. For example, expect the popularity of homemade juices and smoothies to continue, plus grandma-style comfort food dishes for value-minded millennials. Korean dishes will intrigue home cooks, and the "kale halo" will continue to encourage more home cooks to prepare less common vegetables such as cauliflower, Brussels sprouts, and even eggplant. Read on to discover eight sweet and savory food trend insights for 2015.

INSIGHT #1 Fresh-Pressed, Please

When juice-centered beverage recipe views soar 213% in 12 months, there's no question a trend is whirring. Call it the Vitamix® or NUTRI-BULLET® effect. This surge in activity is likely also driven by home cooks' desire to improve their families' diets through increased consumption of fruits and vegetables. Three out of five (59%) home cooks consider 'lots of fresh fruits and vegetables' the most important attribute of a healthy recipe, which makes smoothies and juices a delicious and convenient tactic for achieving this goal.

A trend is whirring



Allrecipes' Fastest Trending Juice and Smoothie Recipes*

*Based on page views January 1 to November 30, 2014

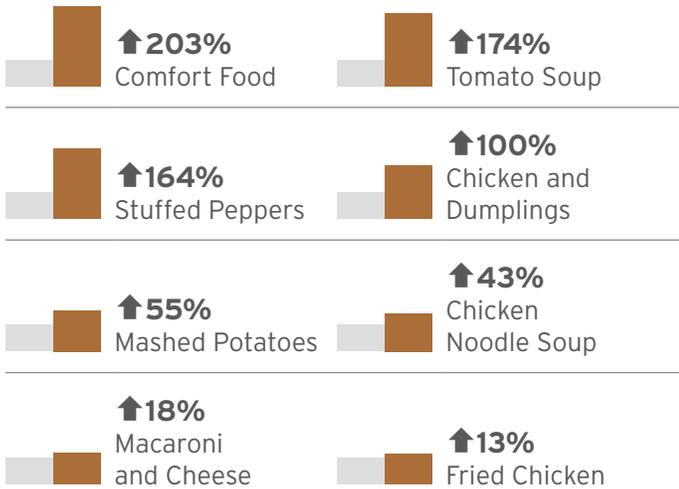
	Healthy Green Juice ↑ 248%		Gloomy Day Smoothie ↑ 137%		Kale and Banana Smoothie ↑ 120%		Purple Monstrosity Fruit Smoothie ↑ 90%
	Triple Threat Smoothie ↑ 84%		Strawberry Oatmeal Breakfast Smoothie ↑ 60%		B and L's Strawberry Smoothie ↑ 37%		Basic Fruit Smoothie ↑ 25%

INSIGHT #2 What's Old is New

Recipe View Growth (2013 - 2014)

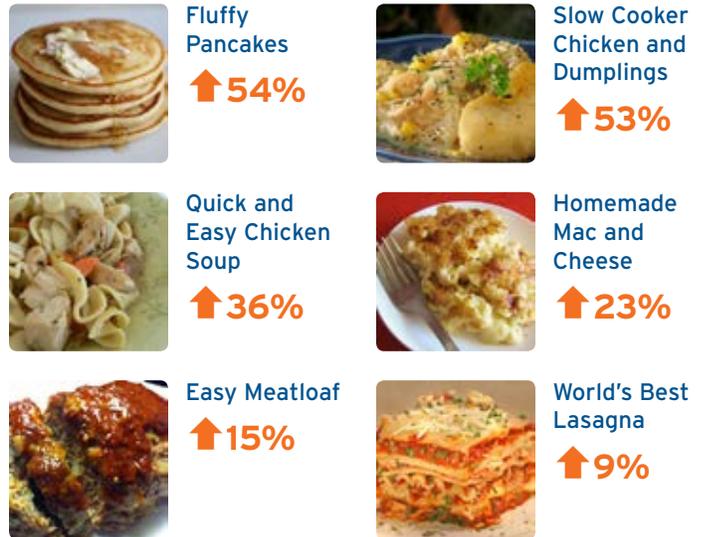


Grandma's specials, comfort food, nostalgic noshings. Call these dishes what you like, but favorites from past eras are all the rage with today's home cooks. Views of comfort foods such as chicken and dumplings, stuffed peppers, mashed potatoes, and chicken noodle soup rose significantly last year and are expected to continue their popularity in 2015. What's driving this trend? We suspect millennial parents have a strong appreciation for their grandmothers' ability to create satisfying, healthful home-cooked meals on a limited budget.



Allrecipes' Fastest Trending 'Comfort Food' Recipes*

*Based on page views January 1 to November 30, 2014



INSIGHT #3 Dump Cake Revival

There's no ignoring the popularity of a cake style when views to its recipe collection **soar 617% year-over-year**. A simple cake concept that originated in the 1970s (or 1940s, according to some sources), this cake—or cobbler variation—is made using boxed cake mixes and canned fruit. Requiring minimal assembly, it's perfect for busy and/or beginning cooks, e.g., millennials. What variations will 2015 bring?

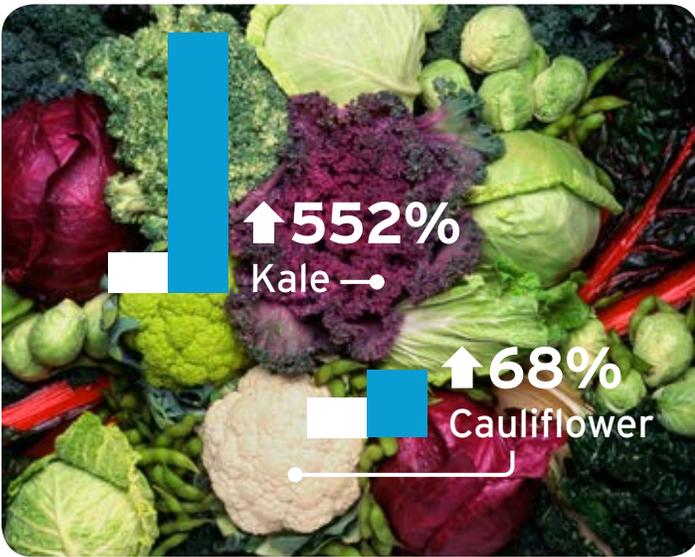


Allrecipes' Fastest Trending Dump Cake Recipes*

*Based on page views January 1 to November 30, 2014

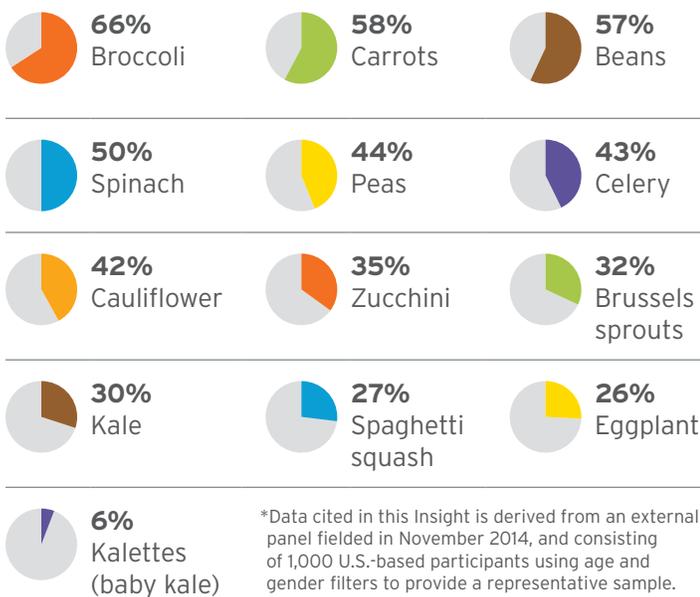


INSIGHT #4 Cruciferous Charisma



Eighty-nine percent of respondents in Allrecipes' 2013 Healthy Eating Survey said they were trying to get more vegetables into their diet—and not just carrots and celery. Once outcasts or rarely eaten, oddball vegetables from the cruciferous family are mainstream like never before, an appeal likely to continue. In the past year, Allrecipes' views for kale recipes rose a mammoth 552% year-over-year, and 68% for cauliflower.

Which of these vegetables have you eaten more of this year than last?*



*Data cited in this Insight is derived from an external panel fielded in November 2014, and consisting of 1,000 U.S.-based participants using age and gender filters to provide a representative sample. Respondents were between ages 18 and 55, and included only households with children (42%).

Allrecipes' Fastest Trending Veggie Recipes*



*Based on page views January 1 to November 30, 2014

INSIGHT #5 Cookie Cupcakes, Meatloaf Muffins



Playing with food will take a three-dimensional turn in 2015. Perhaps influenced by the plethora of 'smashups' in recent years and millennial DIY interests, inventive home cooks use a variety of cookware to make time-tested dishes more interesting and fun. Plenty of passion behind this trend, as some recipe names indicate!

Allrecipes' Most Popular Food Twists



Donut Muffins
★★★★★
1553 reviews



Chocolate Chip Cookie Dough + Cupcake = The BEST Cupcake. Ever.
★★★★★
977 reviews



Amazing Muffin Cups
★★★★★
177 reviews



Cheesecake Cupcakes
★★★★★
119 reviews



Meatloaf Muffins
★★★★★
111 reviews



Blue Cheese, Spinach Meat Loaf Muffins
★★★★★
139 reviews



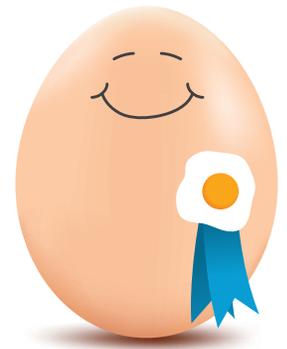
Waffle Sandwich with Cheese, Spinach and Mustard
★★★★★
1 review



Chicken and Waffles
★★★★★
34 reviews

INSIGHT #6 Egg Enthusiasm

Eggs are reported to be having their highest consumption level since 2007, and all signs say they will continue to win popularity contests in the coming year. Allrecipes views for egg salad recipes soared 122% year over year, while deviled eggs—a nostalgic throw-back and a budget-friendly snack at home as well as at restaurants—rose 68%. Affordable, versatile, and quick to cook, they're a favorite with Paleo people as a protein source, as well as with busy families who appreciate convenience and versatility. Add low cost balanced by nutritional value and eggs will be a winner in 2015.



Allrecipes' Fastest Trending Egg Recipes*

*Based on page views January 1 to November 30, 2014



Paleo Omelet Muffins
↑599%



Omelet in a Bag
↑337%



Baked Omelet Roll
↑166%



Delicious Egg Salad for Sandwiches
↑105%



Scrambled Egg Muffins
↑59%



Hash Brown and Egg Casserole
↑37%



Easy Broccoli Quiche
↑26%



Bacon-Cheddar Deviled Eggs
↑9%

INSIGHT #7 Korean: the New Asian Food Favorite

Korean cuisine is on the rise! Views to this Asian cuisine recipe collection rose 211% in the past year and show no signs of slowing. Meat-centric Korean dishes are easy to prepare, full of sweet, spicy flavor and just enough different from Chinese, Thai, and Vietnamese cuisines to appeal to home cooks seeking a new ethnic cooking experience. Korean food fans may also want to check out Allrecipes' Korean site—Allrecipes.kr—another resource with authentic recipes ready to be translated to English.



↑211%
Korean Cuisine

Allrecipes' Fastest Trending Korean Recipes*

*Based on page views January 1 to November 30, 2014



Yummy Korean Glass Noodles
↑125%



Chap Chee Noodles
↑45%



Beef Bulgogi
↑33%



Authentic Korean Bulgogi
↑27%



Awesome Korean Steak
↑10%



Vegetarian Bibimbap
↑9%



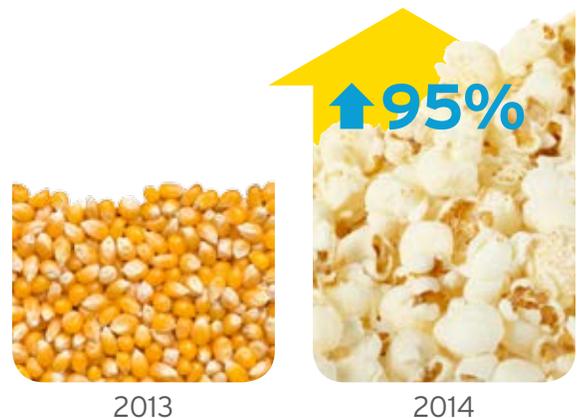
Kalbi (Korean BBQ Short Ribs)
↑8%



Korean Spicy Marinated Pork (Dae Ji Bool Gogi)
↑6%

INSIGHT #8 Snacks 24/7

Snacking is now a global food trend with 79% of consumers saying they snack at home (Nielsen, 2014). It's a trend Allrecipes also sees: views to our popcorn recipes jumped 95% in the past year. Sweet—think popcorn balls and popcorn candy—or savory, popcorn leads as the snack of choice most likely because of its affordable crunch. We suspect some of the popularity may also be due to home cooks seeking gluten-free snacks for parties and treats.



Allrecipes' Fastest Trending Snack Recipes

*Based on page views January 1 to November 30, 2014



Baked Tortilla Chips
↑25%



Microwave Popcorn
↑23%



Potato Chips
↑19%



Kettle Corn
↑3%



Methodology

Data cited in this Measuring Cup Trend Report is derived from reviews of search terms and ingredient taxonomy of Allrecipes' 2014 site data using Omniture and Hitwise data based on an average of 100 million monthly visits from home cooks.

About Allrecipes

Allrecipes, the world's largest food-focused social community, receives more a billion visits annually from family-focused women who connect and inspire one another through photos, reviews, videos and blog posts. 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, everyday 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. In November 2013, Allrecipes magazine launched nationwide, and an *Allrecipes* cooking segment premiered on Meredith's *The Better Show*.

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.

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