IN JUNE?! 
ALREADY?!

Back-to-school, back-to-the-kitchen insights in June? Yes. We’re beating the traditional calendar with this advance exploration of trends and behaviors linked to the annual fall ritual of families regrouping to meet school and scheduling demands. Analyzing family-focused households’ recipe views and search term behaviors from the past nine months provides a head start towards understanding potential shifts one might expect to see this fall for their grocery shopping and cooking habits—for meals prepared at home, as well as those enjoyed on the go. With this framework, this issue of the Allrecipes Measuring Cup Trend Report tells the data stories behind the food trends nourishing and satisfying the next generation.

INSIGHT #1 Snacks and Sales Speak Loudest to Back-to-School Grocery Shoppers

With the arrival of the “back-to-school season” come shorter days and longer to-do lists. When asked how this shift may impact their grocery shopping habits, many parents say they are more likely to purchase groceries in bulk, seek out savings offers, pack their pantries, and stock up their freezers to help save precious time and money. Convenience, ready-to-eat snack items, and frozen foods also mean back-to-school shopping carts are extra full.

How do your grocery shopping habits change during the back-to-school season, if at all?

- More snack items: 66%
- More bulk buying: 41%
- More deals / more coupons: 37%
- More on-the-go solutions: 37%
- More frequent grocery store trips: 31%
- Reset and restock my kitchen: 26%
- More healthy items: 23%
- More frozen food items: 13%
INSIGHT #2  Golden Goal: Advance Meal Planning and Prep

Juggling is a given for today’s families managing hectic schedules, especially when it comes to meal planning and preparation. Meredith research reveals parents crave the time savings that comes from planning and preparing weekly meals in advance; 45% of parents say they are preparing more meals ahead of time. Add the challenges of scheduling meals the whole family can eat together, dealing with picky eaters, plus health-related food considerations (Ex. cutting out sugar/sodium-loaded foods, and offering enough protein to ensure brain power), and the obstacles are extensive. With the planning and prep ahead objective, quick-and-easy recipes with healthful ingredients, recipes using on-sale ingredients, and dishes providing their family with variety and new flavors, all have the most appeal.

Allrecipes’ Fastest-Growing Make-Ahead Dinners

- **Beef Stroganoff for Instant Pot®**
  - 629 made it
  - 154 reviews

- **Melinda’s Porcupine Meatballs**
  - 427 made it
  - 147 reviews

- **Zoodle Lasagna**
  - 259 made it
  - 25 reviews

- **Easy Macaroni Tuna Casserole**
  - 221 made it
  - 58 reviews

- **Instant Pot® Mac and Cheese with Ham and Peas**
  - 51 made it
  - 11 reviews

- **Vegan Potato Soup**
  - 41 made it
  - 15 reviews

- **Abuela’s Picadillo**
  - 35 made it
  - 7 reviews

- **Turkey Meatloaf Muffins**
  - 25 made it
  - 7 reviews
**INSIGHT #3**  BIG on Breakfast!

Eating homemade breakfasts is on the rise, half of parents (52%) surveyed in the Allrecipes 2017 Healthy Eating survey said their families are eating breakfast more often now compared with a year ago. The most popular breakfasts? Views of recipes for easy-to-make classics such as French toast (+29% YoY), oatmeal (+22% YoY), scrambled eggs (+12% YoY), and pancakes (+6% YoY) topped the charts in September 2017. The fastest-moving recipes aligned with trending dietary and lifestyle choices.

### Allrecipes’ Most Popular Breakfast Recipes
- **Good Old-Fashioned Pancakes**
  - ★★★★★
  - 21K made it
  - 9,960 reviews
- **Basic Crêpes**
  - ★★★★★
  - 6K made it
  - 2,356 reviews
- **French Toast**
  - ★★★★★
  - 4K made it
  - 1,071 reviews
- **Waffles**
  - ★★★★★
  - 9K made it
  - 2,989 reviews

### Allrecipes’ Fastest-Trending Breakfast Recipes
- **Quick Almond Flour Pancakes**
  - ★★★★★
  - 421 made it
  - 135 reviews
- **Vegan Pancakes**
  - ★★★★★
  - 1K made it
  - 604 reviews
- **Bird’s Nest Breakfast Cups**
  - ★★★★
  - 1K made it
  - 92 reviews
- **Overnight Chai Oatmeal**
  - ★★★
  - 63 made it
  - 15 reviews

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Percentage of Online Cooks Eating Breakfast More Often Today Compared with a Year Ago

- **Millennials**: 56%
- **GenX**: 47%
- **Boomers**: 33%
- **Parents**: 51%
**INSIGHT #4** Homemade Muffins Are Best

Fall is prime-time for home-baked muffins with the increased demand most likely fueled by parents seeking grab-and-go, make-ahead breakfast solutions. In September and October last year, views of muffin recipes surged 50% compared with off-peak months with the most activity centered on muffin recipes making use of seasonal fruit and whole grains.

Muffins made with kid-friendly fruit—think blueberries and bananas—proved especially popular in September. The recipe for To-Die-For Blueberry Muffins jumped 16% in September compared with other months, while Banana Oat Muffins soared 66% in the same month. And what kid doesn’t love pumpkin, another must-have autumn ingredient.

**Monthly Traffic Volume for Muffin Recipes**

<table>
<thead>
<tr>
<th>Month</th>
<th>Traffic Volume</th>
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<tbody>
<tr>
<td>Jan-17</td>
<td>10K</td>
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<td>Feb-17</td>
<td>15K</td>
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<tr>
<td>Nov-17</td>
<td>60K</td>
</tr>
<tr>
<td>Dec-17</td>
<td>65K</td>
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</tbody>
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**Allrecipes’ Fastest-Trending Muffin Recipes**

- **To Die for Blueberry Muffins**
  - 19K made it
  - 9,124 reviews

- **Banana Crumb Muffins**
  - 16K made it
  - 9,839 reviews

- **Banana Oat Muffins**
  - 2K made it
  - 1,068 reviews

- **Pumpkin Cream Cheese Muffins**
  - 988 made it
  - 643 reviews

- **Easy Apple Cinnamon Muffins**
  - 854 made it
  - 513 reviews

- **Vegan Banana Muffins**
  - 473 made it, 155 reviews

- **October Oatmeal Pumpkin Muffins**
  - 303 made it
  - 123 reviews

- **Whole Wheat Pumpkin-Applesauce Muffins**
  - 261 made it
  - 169 reviews
INSIGHT #5  It’s A Snack Attack!

Interest in homemade family-friendly snack foods grew +39% YoY, driven by health-minded parents seeking alternatives to store-bought snacks. Busy families are also opting to snack through meals more often as an alternative to eating full meals. Many of the fastest trending snacks have Asian and Mediterranean flavors, or fit the profile of gluten-free diets.

Allrecipes’ Fastest-Growing Snack Recipes

- **Vietnamese Fresh Spring Rolls**
  - 4.5 stars
  - 832 made it
  - 456 reviews

- **Best Egg Rolls**
  - 4 stars
  - 854 made it
  - 488 reviews

- **Simple Deviled Eggs**
  - 5 stars
  - 591 made it
  - 167 reviews

- **Real Hummus**
  - 4 stars
  - 1K made it
  - 787 reviews

- **Filipino Lumpia**
  - 4 stars
  - 626 made it
  - 337 reviews

- **No-Bake Energy Bites**
  - 5 stars
  - 2K made it
  - 313 reviews

- **Almond Flour Banana Bread**
  - 4 stars
  - 213 made it
  - 56 reviews

- **Playgroup Granola Bars**
  - 4 stars
  - 2K made it
  - 1,392 reviews
Insight #6  Fry-Day Fun Day

Interest in air fryers is on the rise among family-focused and health-minded home cooks. The attraction is the appliance’s promise—and delivery—of preparing crisp fries, chicken, fish fillets, and tater tots with a lower degree of fat, mess, and odor when compared with traditional stove-top frying methods. During the first six months of 2018, searches for the term “air fryer recipes” appeared frequently among Allrecipes' top 10 fastest-growing search terms.
INSIGHT #7  Beef on a Roll

Hip and happening! It doesn’t get much better than ground beef, especially when used in family-friendly and pocketbook-friendly meatloaf and Sloppy Joes. During the school year kick-off period, recipes calling for ground beef (the most-used form of beef) rose +4% in 2017. Around the dinner table, meatloaf (+23%), vegetables such as peppers and cabbage stuffed with a ground beef filling (+31%), and ground beef recipes prepared in convenient pressure cookers or multi-cookers (+32%) all rose, with many of these recipes reaching their highest traffic levels for the year in October. (Expanding their appeal, ground beef recipes are super easy to adapt with ground turkey, ground lamb, and sausage.)

Allrecipes’ Most Popular Main Dishes Using Ground Beef

- **Easy Meatloaf** ★★★★★
  - 14K made it
  - 4,679 reviews

- **Sloppy Joes II** ★★★★★
  - 10K made it
  - 4,861 reviews

- **Baked Ziti I** ★★★★★
  - 10K made it
  - 5,588 reviews

- **Meatball Nirvana** ★★★★★
  - 7K made it
  - 2,602 reviews

- **Shepherd's Pie VI** ★★★★★
  - 4K made it
  - 2,041 reviews

- **Stuffed Peppers** ★★★★★
  - 3K made it
  - 1,110 reviews

- **Spaghetti Sauce with Ground Beef** ★★★★★
  - 3K made it
  - 693 reviews

- **The Best Meatballs** ★★★★★
  - 2K made it
  - 985 reviews

INSIGHT #8  Carbs Comeback

Carbs are making a comeback—with potatoes reaping much of the reward. Last fall, demand for recipes starring baked potatoes (+35% YoY), potatoes au gratin (+24% YoY), and scalloped potatoes (+4% YoY) all experienced robust growth. Other carbs earning attention from home cooks were whole grains and gluten-free dishes featuring quinoa and bulgur wheat.

Allrecipes’ Fastest-Trending “Good Carb” Recipes

- **Broccoli Quiche with Mashed Potato Crust** ★★★★★
  - 360 made it
  - 166 reviews

- **Roasted New Red Potatoes** ★★★★★
  - 2K made it
  - 774 reviews

- **Chef John’s Potato Roses** ★★★★★
  - 107 made it
  - 35 reviews

- **Roasted Sweet Potato Quinoa Salad** ★★★★★
  - 264 made it
  - 29 reviews

- **Oven Roasted Parmesan Potatoes** ★★★★★
  - 1K made it
  - 265 reviews

- **Slow Cooker Baked Potatoes** ★★★★★
  - 374 made it
  - 173 reviews

- **Quinoa Tabbouleh** ★★★★★
  - 1K made it
  - 642 reviews

- **Bulgur Wheat with Dried Cranberries** ★★★★★
  - 68 made it
  - 56 reviews
INSIGHT #9  Top of the Class

Whether driven by the need for cost-savings, an appetite for healthier food options, or cravings for greater independence, cooking among college students appears to be on the rise. Total views of Allrecipes' “campus cooking” recipes rose 8% YoY in 2017. The top-performing dishes all required minimal ingredients and may be prepared in dorm rooms with user-friendly, plug-in appliances such as toaster ovens, panini presses, microwaves, egg cookers, and hot pots.

Monthly Traffic Volume for Campus Cooking Recipes

Allrecipes’ Most Popular “Campus Cooking” Recipes in 2017

(Breakfast)        (Lunch/Dinner)

Vegan Pancakes ★★★★★
1K made it
604 reviews

Simple Summer Smoothie ★★★★★
84 made it
32 reviews

Perfect Baked Potato ★★★★★
1K made it
543 reviews

Delicious Egg Salad for Sandwiches ★★★★★
3K made it
1,030 reviews

Avocado Toast (Vegan) ★★★★★
140 made it
47 reviews

Scrambled Eggs in a Mug ★★★★
16 made it
7 reviews

Grilled Cheese Sandwich ★★★★★
962 made it
558 reviews

Rich Pasta for Poor Kitchen ★★★★★
141 made it
112 reviews

One Bowl Chocolate Cake III ★★★★★
6K made it
2,571 reviews

Vegan Chocolate Cake ★★★★★
1K made it
693 reviews

Vegan Brownies ★★★
1K made it
890 reviews

Easy Microwave Chocolate Cake ★★★★
271 made it
189 reviews

(Desserts)
Methodology
Data cited in this Measuring Cup is captured from web analytics based on billions of visits to Allrecipes.com, Allrecipes Dinner Spinner, and Allrecipes Alexa Skill during the 2017 August to October back-to-school season, along with results from the Meredith Food Research Team’s proprietary surveys.

About Allrecipes
Allrecipes, the world’s largest food-focused social network, receives more than 1.5 billion visits annually from home cooks who inspire and inform cooking through shared recipes, photos, reviews, collections, profiles, and videos. Since its launch in 1997, the Seattle-based digital food brand has served as a dynamic, indispensable resource for cooks of all skill levels seeking trusted recipes, entertaining ideas, everyday and holiday meal solutions, and cooking instruction. Allrecipes is a global, multi-platform brand with 19 sites, three mobile apps, and 15 eBooks serving 23 countries in 12 languages. Allrecipes magazine, recognized by MIN as the 2013 Magazine Launch of the year, boasts a readership of 7.6 million cooks.

About Meredith Corporation
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