



Holiday Parties on the Horizon

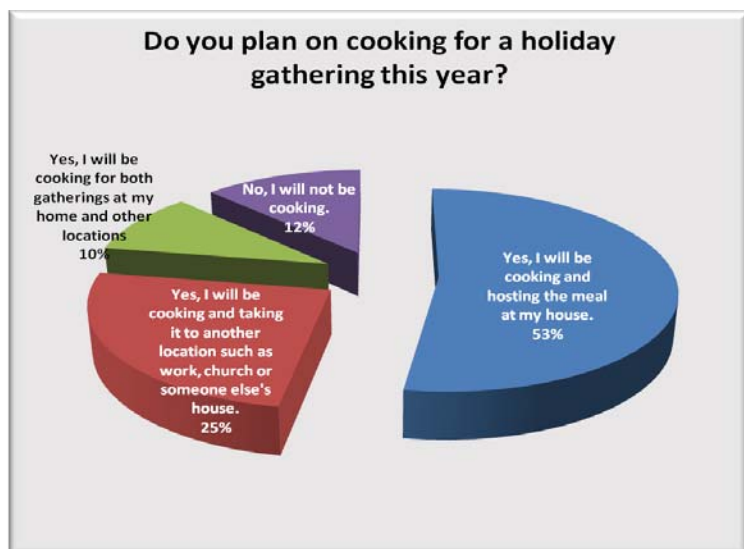
According to Allrecipes' 2010 Holiday Survey, Thanksgiving and December celebrations are about family, food and fun. Survey results suggest consumers have become more comfortable with the state of the economy and as a result are reviving traditions such as large holiday meals, sharing food gifts and holiday baking. Overall interest in saving money over the holidays is down an average of 42 percent across the 14 categories for Thanksgiving and 23 percent for the same 14 categories for the winter holidays.

87% of consumers surveyed anticipate spending the same or more money this year (vs. 2009) on holiday meals and baking; 76% of consumers anticipate spending the same or more on food gifts.

While spending might be up, consumers will still be very focused on stretching their holiday food dollars. Top tactics used to reduce costs will be purchasing sale items (71%), preparing dishes from scratch (66%) and purchasing items with coupons (52%).

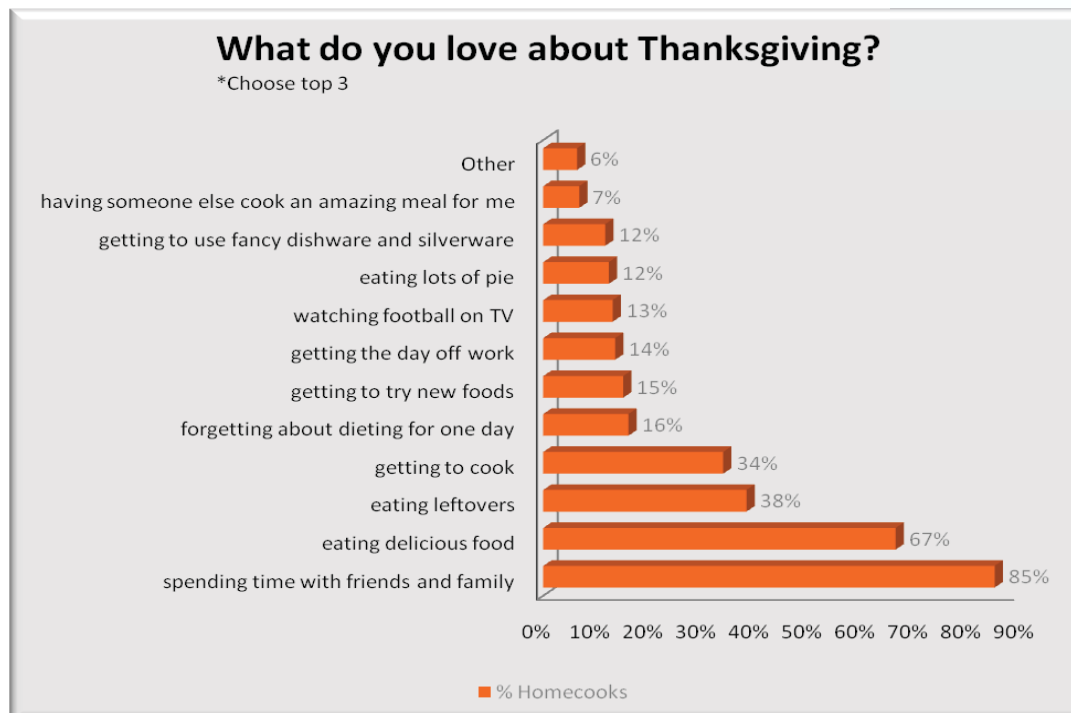
Additional stats from the 2010 Holiday Survey:

- America is divided over what makes the perfect stuffing. Women are partial to simple stuffing (just onions, butter, bread and celery) whereas guys like their stuffing savory (with ingredients like sausage). Younger cooks think stuffing is best cooked in a separate dish, whereas cooks 55 and older like their stuffing cooked inside the bird.
- The #1 most challenging part of preparing a Thanksgiving meal is getting all the dishes ready at the same time
- 82% of cooks will be seeking recipes for new holiday dishes this year. Top sources for new recipes are recipe websites (90%) and past favorites (76%). Cooks are most open to trying new side dishes (83%) and dessert (78%) recipes and most likely to stick with traditional favorites for main dishes (only 26% are open to trying new recipes). The top criteria when seeking new holiday recipes are peer ratings and reviews (75%).



What do you LOVE MOST about Thanksgiving?

- Both genders cited food and friends as their top two favorite things about Thanksgiving
- Not surprisingly, men are two and a half times more likely to cite watching football as a favorite Thanksgiving activity (28% vs. 11%)
- Women are twice as likely to cite getting to use fancy china and silverware (13% vs. 5%)
- The Northeast has the greatest number of pie lovers
- The Northwest is most excited about trying new foods (25%)
- Southerners are most excited about giving up on dieting for one day
- Midwesterners are most excited about eating delicious food (72%)



America's Choice Thanksgiving Menu

Do home cooks see the holidays as a time to experiment with new dishes, or do they want tried and true, traditional recipes this time of year? Allrecipes' 2010 Holiday Survey show home cooks are willing to experiment over the holidays—82% will seek out and use new recipes for Thanksgiving, and 92% will seek out and use new recipes for the winter holidays. To choose this year's featured Thanksgiving Menu on Allrecipes.com, we let our community decide. There is both a mix of traditional favorites and interesting twists on traditional recipes. Allrecipes.com 2010 America's Choice Menu is below (based on votes of 2,000 cooks):

- **Appetizer** – [Feta Cheese Foldovers](#)
- **Turkey** – [A Simply Perfect Roast Turkey](#)
- **Stuffing** – [Awesome Sausage, Apple and Cranberry Stuffing](#)
- **Cranberry Sauce** – [Oranged Cranberry Sauce](#)
- **Side** – [Yummy Sweet Potato Casserole](#)
- **Green Beans** – [Campbell's® Green Bean Casserole](#)
- **Potatoes** – [Best Mashed Potatoes](#)
- **Gravy** – [Savory Turkey Gravy](#)
- **Pie** – [Homemade Fresh Pumpkin Pie](#)

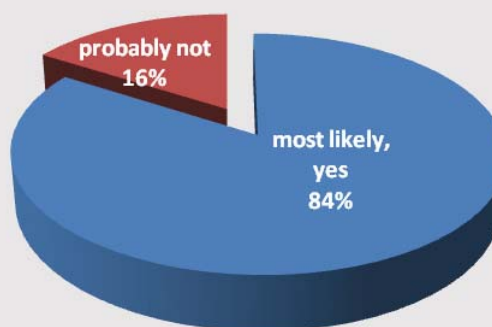
Holiday Cookie Extravaganza!

According to Allrecipes' 2010 Holiday Survey, home cooks' top two favorite things about the winter holidays are decorating the house and baking cookies.

- For women, making holiday cookies is about showing how much they care, for men, making holiday cookies is about the nostalgia they feel for the holiday cookies they had as children
- Tradition drives holiday cookie baking. 60% of holiday bakers say past favorites are most important when choosing holiday cookie recipes.
- More than half of cooks (52%) plan to give food gifts this holiday season. Top food gifts include baked goods (90%), fudge (35%) and canned foods (22%).
- The holidays are about giving thanks and giving back. 72% of home cooks believe it's important for children to have special holiday-related memories like decorating cookies or Christmas trees.



Will you bake holiday cookies this year?



EAT STREET | The Monthly Search Term Trends of Q4: October marks the beginning of a rise in comfort food while November brings in the entertaining season and December heats up the oven for baking. Below are the top 10 search terms by category for the three upcoming months.*

October

- 1 Chicken
- 2 Chili
- 3 Apple Crisp
- 4 Pumpkin
- 5 Meatloaf
- 6 Pork Chops
- 7 Apple Pie
- 8 Beef Stew
- 9 Soup
- 10 Pumpkin Seeds

November

- 1 Sweet Potato Casserole
- 2 Pumpkin Pie
- 3 Green Bean Casserole
- 4 Chicken
- 5 Apple Pie
- 6 Stuffing
- 7 Pecan Pie
- 8 Cookies
- 9 Mashed Potatoes
- 10 Sweet Potatoes

December

- 1 Christmas Cookies
- 2 Sugar Cookies
- 3 Fudge
- 4 Cookies
- 5 Chicken
- 6 Breakfast Casserole
- 7 Chili
- 8 Cheesecake
- 9 Chocolate Chip Cookies
- 10 Meatballs

*Based on data from Q4 2009

Back to School

September means back to school and a return to the age-old school lunch battle—sack lunches vs. hot lunches. With the growing concern of childhood obesity, and the emphasis on Michelle Obama's Let's Move initiative, the spotlight on kids' lunches was even more prominent this year.

Sack lunches are still the most commonly prepared and eaten lunch at school. According to a study by Allrecipes.com, 34% of parents said they choose sack lunches because they are healthier. But this year parents anticipate their children will be purchasing school lunches 38% more than last year! So why aren't parents preparing sack lunches for their kids?

Because of the 3 C's: cost, convenience and creativity! Of the people who choose school lunch:

- 29% of parents do so because it is more cost effective
- 65% of parents do so because it is more convenient
- 49% of parents run out of ideas on what to pack in their child's lunch by Wednesday, so turn to school lunches

Healthy Back to School Meal Choices

This September, home cooks made smarter choices for back to school lunches and dinners. Top recipes from Allrecipes' Back to School collection include:

- [Chicken Quesadillas](#)
- [Baked Coconut Shrimp](#)
- [Sarah's Applesauce](#)
- [Sloppy Joes](#)
- [Spinach Lentil Soup](#)
- [Garden Fresh Tomato Soup](#)
- [Hummus](#)
- [Broiled Tilapia Parmesan](#)
- [Slow Cooker Chicken Pot Pie Stew](#)
- [Baked Honey Mustard Chicken](#)



What Sizzled or Fizzled in Q3

Q3 Movers and Shakers – Monitoring terms that are rising and falling quickly can help alert you to early trends before they become mainstream.

Sizzling – (search terms moving UP 20 places or more y/y) – Cupcakes moved up 160 places, Vegan moved up 140 places, Lemonade moved up 117 places and Zucchini moved up 102 places.

In the Deep Freeze – (search terms moving DOWN 20 places or more y/y) – Spinach Dip moved down 97 places, Rhubarb fell 78 places, Summer Squash moved down 54 places and Halibut fell 51 places.



About Allrecipes.com

Allrecipes, the world's largest food site, receives 435 million annual visits from home cooks who discover and share food experiences through recipes, reviews, photos, profiles, and blog posts. For 14 years, the Seattle-based 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 has 16 international sites around the world providing insights into the kitchens and cooking passions of home cooks everywhere. Allrecipes is part of Food & Entertaining @ RDA, a division of The Reader's Digest Association, Inc. For additional information regarding Allrecipes, please visit www.allrecipes.com.