



Real Recipes from
Real Home Cooks

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JUST A PINCH RECIPES EXPERIENCES METEORIC TRAFFIC IN 2013

Social Food Network Sees Four Times Growth

(Nashville, Tenn.) -- Recipe and coupon social network Just A Pinch Recipes (www.justapinch.com) reports that the website experienced unprecedented growth in 2013. Recent metrics show Just A Pinch monthly unique visitors grew to over 10 million by December 2013. That equates to a 400% increase in unique visitors from the 2.5 monthly unique visitor average in January 2013.

What's more, Just A Pinch crossed the one million registered users mark. This milestone was achieved in half the time it took the couple of leading food sites, all of which are over 15 years in operation. The increase in membership and unique visitors enabled the site to achieve profitability during the last quarter of the year, now in only its 3rd year of operation.

Throughout 2013, the site saw continued growth in its database of "user-posted" recipes - the largest and fastest growing in the industry. This, coupled with an optimized mobile solution that drew increased visitors and usage, has helped to make 2013 a memorable year for the site.

"Our unparalleled growth is directly related to the site's content," says CEO Dan Hammond. "Members want real recipes and connections with other real home cooks. That's exactly what Just A Pinch delivers for them. And with our ever increasing growth trajectory and early stage opportunity for profitability, our future has never looked brighter."

Just A Pinch's statistics showcase the deep site engagement of members which held steady at 16 minutes per session, visiting one to three times per day. That range continues to match or exceed some of the largest horizontal social networks such as Facebook and Pinterest.

More information about Just A Pinch can be found at www.americanhometownmedia.com

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About www.justapinch.com:

Just A Pinch Recipes is the largest and fastest-growing database of user-posted (UGC) recipes...anywhere. It's a true vertical social network with 40,000+ home cook recipes posted annually and 20,000+ recipes saved daily through Pinch It! functionality that allows users to save recipes from virtually anywhere online to their digital recipe boxes. The site is a true digital hub for all of users' recipe and social interactions around cooking. Founded in 2010, the site is the primary subsidiary of Nashville, TN-based [American Hometown Media](http://www.americanhometownmedia.com).