



Real Recipes from
Real Home Cooks

FOR IMMEDIATE RELEASE

September 11, 2014

Contact: Meaghan Hickey
(615) 599-8751 x119
meaghan@justapinch.com

JUST A PINCH RECIPES LAUNCHES RESPONSIVE DESIGNED WEBSITE

Site Now Accessible Anywhere, at Anytime on Any Device

(Nashville, Tenn.) -- Recipe and coupon social network Just A Pinch Recipes (www.justapinch.com) announces the launch of a new responsive design enabling users to easily access nearly all content from a tablet or smartphone.

"Statistics show that our users are accessing Justapinch.com from tablets and smartphones more than ever before," says CEO Dan Hammond. "We've now implemented a responsive design that optimizes the user experience based on their device."

The new design allows members to easily access nearly all the content available on a personal computer. Additional enhancements include easier to read fonts/design, chatting capabilities on tablets/smartphones, a simplified recipe box and more.

The site continues to see growth in its database of "user-posted" recipes - already the largest and fastest growing in the industry. With the new responsive design, this database will only continue to grow. "Previously, it was an arduous task to post a recipe from a tablet and you could not post one at all from a smartphone," says Hammond. "Now, members can take a picture of that night's dinner and easily post the photo and recipe to Just A Pinch."

Just A Pinch's statistics already showcase the deep site engagement of members which has held steady at around 16 minutes per session, visiting one to three times per day. With the newly optimized site, Hammond expects engagement to increase even more.

In 2013, Just A Pinch saw tremendous growth in unique visitors and crossed the one million registered users mark. With the launch of this new design, Just A Pinch expects to match - or even exceed - last year's growth leading into the important holiday season.

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

###

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 80,000+ 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).