



Real Recipes from
Real Home Cooks

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Contact: Annakate Tefft
(615) 599-8751 x107
annakate@justapinch.com

JUST A PINCH REACHES 100,000 RECIPE MILESTONE
Two-Year-Old Recipe Network Rockets to Largest User-Posted Database

Recipe and coupon network Just A Pinch Recipes announced this week that its recipe database, which is comprised of only recipes posted by users, topped the 100,000 mark. In just two years, real home cooks utilizing www.justapinch.com have created the largest and fastest growing database of user-posted recipes anywhere.

"In keeping a laser focus on the home cook by creating the first true vertical social network around food and coupons, we've struck a chord," notes Founder and CEO Dan Hammond. "This allowed us to reach this milestone in record time -- we have accomplished more in one year than what others have in a decade. Recipes are being posted by home cooks at a rate of 40,000 or more annually," says Hammond. "No online recipe site enjoys volume anywhere close to this level."

Hammond credits the rapid content growth in large part to the network's "stickiness." Users call the site the "Facebook of recipes" and spend upwards of 17 minutes per session with up to 50 percent visiting the site one to three times or more per day. That ranges from 5 to 8.5 hours on average per month, which rivals or even exceeds some of the largest horizontal social networks including Facebook, Pinterest and others.

It was home cook Michelle Mertz from Harrisburg, PA who submitted the milestone recipe. Her "Baked Beans, Aldine-Style," tipped the scales for the online network. "This is a very old and popular recipe from the Aldine Hotel in my hometown of Sunbury, PA. My mother got the recipe before the hotel closed and later shared it with me," says Mertz.

Just like Mertz, nearly half a million home cooks from across the country have shared recipes on www.justapinch.com, with millions of other home cooks visiting and printing these recipes for their own use. Beyond just sharing recipes, the site offers home cooks a chance to create and join in discussion groups, win cooking contests, chat live with friends, follow favorite cooks, share photos and videos, create cookbooks and grocery lists, and print coupons. The site has effectively re-created online the knowledge-sharing and camaraderie that has taken place among friends and families in home kitchens for centuries and transferred it to the digital space.

"Our secret sauce is that our celebrity is always the home cook. We don't rely on A-listers or other authorities to guide the content on our site. We keep the spotlight on our users at all times," notes Hammond.

Site enhancements for the network in the coming months include mobile apps, mobile-optimized site and increased social sharing capabilities.

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About www.justapinch.com:

Just A Pinch Recipes has become the largest collection of real recipes posted by real home cooks anywhere. Founded in 2010, the site is a true vertical social network around recipes and coupons. On the site, home cooks swap and discuss thousands of “family-tested-and-approved” recipes, chat live, share cooking tips, win cooking contests, earn blue ribbons, build custom cookbooks and grocery lists, and print coupons. The site is owned by Franklin, Tenn.-based American Hometown Media.