

American Hometown Media Begins Aggressive Growth Strategy With Launch of CuratorCrowd™ & Recipe Box Plugin™



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NASHVILLE, Tenn., April 10, 2019 /PRNewswire/ -- As part of its growth strategy, [American Hometown Media](#) (AHM), a digital media and food technology company, is launching the [CuratorCrowd™ Traffic & Engagement Platform](#) built specifically to help food blogs and websites increase traffic and revenue. The first product from CuratorCrowd™ is the Recipe Box Plugin™, a powerful new cloud-based recipe storage solution for food publisher and blogger websites that increases user engagement and strengthens the relationships between publishers and visitors. The Recipe Box Plugin™ creates an onsite central hub for saved recipes from around the web. This proven technology is based on 8 years of development and already powers over 2 million online recipe boxes with more than 24 million saved recipes from over 24,000 different food sites and blogs. Now, for the first-time, AHM is making this technology available to other websites and blogs.

"After perfecting the platform for cloud-based recipe storage, we want to share it with other food publishers," said Dan Hammond, CEO of American Hometown Media. "This technology has been instrumental to our growth, is easy for site visitors to use, and is very scalable. We decided to provide other food blogs and sites access to this technology because enhancing visitor UX and engagement raises all ships. What's good for the industry is good for us."

The Recipe Box Plugin™ is free to publishers, websites, and food bloggers, and can be easily installed in minutes. A simple registration is all that's required for visitors to utilize the Recipe Box, which also helps publishers and bloggers build their email lists. The Recipe Box Plugin™ drives repeat traffic to participating sites from visitors returning to access their saved recipes.

Once saved to the Recipe Box, recipes are easily searchable and users can create collections (folders) to better manage and organize recipes. They can also easily filter recipes by source/website.

Over the next year AHM will continue to roll out new products in the CuratorCrowd™ platform including a food specific trending content recipe exchange, a syndicated content engine, and Recipe Box TV™, which channels and monetizes video content into popular OTT channels to build brand awareness and revenue. Future enhancements anticipated for the Recipe Box include ecommerce and shoppable recipes as those solutions mature.

About [American Hometown Media \(AHM\)](#)

AHM is the parent company to Just A Pinch Recipes ([JustAPinch.com](#)), one of the largest non-major media owned food sites and is the largest repository of user-posted recipes on the internet, the Just A Pinch Food Group, a Premium Publisher Group (PPG) for a select group of food-only bloggers, and the AHM Ad Management Platform which delivers programmatic monetization of websites for a wide range of verticals including food, lifestyle, tech, and beauty.

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