



Real Recipes from
Real Home Cooks

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JUST A PINCH RECIPES WINS PIXEL AWARDS FOR BEST ONLINE COMMUNITY
Social Network Wins for Category and People's Champ

(Franklin, Tenn.) -- Recipe and coupon social network Just A Pinch Recipes started the year on strong footing with two wins from the Pixel Awards, which honor websites who excel in web design and development. Just A Pinch was named Community Category winner by a panel of judges hailing from Yahoo!, Fox, Ticketmaster and others.

Beyond Category Winner, Just A Pinch also took home top honors in the People's Champ component of the competition. The deeply engaged Just A Pinch user base rallied via individual daily voting over four weeks to beat out all other websites.

These accolades are the fourteenth and fifteenth for the social network, which in just two years has become the largest database of user-posted recipes on the internet. Users call the site "Facebook for recipes" and spend upwards of 16 minutes per session with up to 20 percent visiting 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.

More information about Just A Pinch and its awards may be found at www.americanhometownmedia.com

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About

Just A Pinch Recipes (www.justapinch.com) is the largest and fastest-growing database of user-posted (UGC) recipes...anywhere. It's a true vertical social network with 40,000+ 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. Just A Pinch enjoys one of the most engaged user bases around food, recipes and coupons with users averaging 16 minutes per session and visiting 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. The site is a true digital hub for all of users' recipe and social interactions around cooking. Founded in 2010, the site is a subsidiary of Franklin, TN-based American Hometown Media.