

FOR IMMEDIATE RELEASE Contact: L. Daniel Hammond November 12, 2018 (615)599-8751 x101 dhammond@americanhometownmedia.com

JustAPinch.com Releases Data-Driven List of Top Thanksgiving Recipes

Analyzed Millions of Cloud-Based Recipe Boxes to Find Most Popular Thanksgiving Recipes

NASHVILLE, Tenn., Nov. 12, 2018/PRNewswire/ -- JustAPinch.com, using a proprietary algorithm and data from millions of cloud-based recipe boxes, researched the Christmas recipes most popular with America's home cooks. This is a list of the most saved, viewed, shared, rated and cooked Thanksgiving recipes leading into the 2018 holiday season.

You'll find turkey, desserts, and popular sides (mac and cheese, mashed potatoes, stuffing/dressing) recipes dominating the list. Trending recipes indicate creative and regional takes on traditional Thanksgiving meals are growing in popularity. Recipes like Southern baked mac and cheese, slow cooker turkey breast, and loaded mashed potato cakes all made the list. We expect this trend will continue through the 2018 holiday season.

Internet search traffic for recipes only highlights viewing trends, but when millions of home cooks directly engage with and ultimately save a recipe in their own personal recipe box, it demonstrates a purposeful intent to cook. This gives real insight into the recipes that are being viewed, shopped for, and actually cooked in these home kitchens, and these recipes are representative of the type of Thanksgiving recipes similarly being cooked across the country.

Here are JustAPinch.com's Most Popular Thanksgiving Recipes* from around the Internet:

- <u>2-Hour Turkey</u>
 - Recipe from home cook
- Special Occasion Baked Mashed Potatoes
 - Recipe from home cook
- Baked Turkey Legs Connie's
 - Recipe from home cook
- Southern Baked Mac and Cheese
 - Recipe from food blog Divas Can Cook



- <u>Cheesy Onion Casserole: Best Thanksgiving Side Dish Ever</u>
 - Recipe from food blog Instructables
- Pecan Pie Balls
 - Recipe from home cook
- Slow Cooker Turkey Breast
 - Recipe from food blog Southern Plate
- Mom's Perfect Thanksgiving Stuffing
 - Recipe from home cook
- Loaded Mashed Potatoes
 - Recipe from food blog Spend With Pennies
- Easy Giblet Gravy
 - Recipe from home cook
- Pumpkin Pecan Cobbler
 - Recipe from food blog Lauren's Latest

What's really being cooked by home cooks in 2018? Watch for future announcements and follow us on <u>Pinterest</u>, <u>Facebook</u>, <u>Instagram</u>, and <u>Twitter</u> as we provide quarterly updates, and regular monthly, seasonal, and holiday trending recipes saved and cooked by home cooks across the US.

*High-resolution photos (when available) upon request.

About:

Just A Pinch is #1 for Proven Recipes from Home Cooks

Just A Pinch Recipes is the largest and fastest-growing database of user-posted recipes... anywhere. Studies show that user-generated content (UGC) is considered more memorable, unique, authentic engaging, and relatable. That's true for JustAPinch.com which sees 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 own cloud-based recipe box. Founded in 2010, the site is the primary subsidiary of Nashville, TN-based American Hometown Media.