

thebarbariangroup



RESEARCH & FINDINGS FOR RECIPES
08/03/10

Our Strategic Goals

Recipes is the second most popular section of Kashi.com (after “Our Foods”) but isn’t keeping visitors past the first page. Let’s find ways to engage, sustain interest, and inspire users to share content with friends.

Use recipes to “Open the door”

Recipes offer an easy way for less involved and new users to engage with the brand, providing “basic” info that makes it easy to eat naturally.



Connect recipes to the Kashi products that they contain (and visa versa). This reinforces their connection while encouraging product trial.



Use photography to display recipes more visually. Executional examples include slideshows, thumbnail listings, etc.



Bundle recipes together editorially, to coincide with holidays and seasons.



Provide easy and intuitive ways for users to access the types of recipes they are seeking.

Encourage repeat involvement & participation

Recipes give more involved community members a reason to return by delivering fresh content and cross links that move them through the site.



Connect recipes to the Kashi products they contain (& visa versa). This reinforces their connection and offers pathways for user to augment their product knowledge.



Surface seasonal, fresh recipes that provide relevancy and give repeat users a reason to return.



Provide things to do from recipe pages that are relevant to the recipe contents. This can include links to Kashi products (info & buy) or nutrition-related articles (protein, fiber, etc.)

Integrate social interaction

Provide easy ways to share recipes and allow site visitors to become brand marketers. Give them the tools to share what they like, amplifying the message.



Build sharing into all the recipe pages via Facebook (link share, Like), Twitter, E-mail, etc.



Maintain an active presence on Facebook. Share seasonal recipes on Kashi's wall. Encourage your FB community to share their recipes, using Kashi ingredients.

Let's Get Inspired!

Now that we've covered our strategic goals let's comb the internet and see how others are getting it done. We're seeing this as a conversation-starter for developing how we'll re-shape recipes, and with each set of examples we'll make some recommendations about what we feel is right for Kashi.

Organizational Ideas

How have other sites organized their recipe content? What kind of taxonomy have they used, and how has search been designed?

Epicurious

Advanced Recipe Search

enter keyword:

all any word exact word

recipe category ?

Chef Recipe Epicurious TV Kid-Friendly Quick & Easy

dietary consideration ?

Healthy High Fiber Kosher Low Cal
 Low Carb Low Fat Low Sodium Low/No Sugar
 Raw Vegan Vegetarian Wheat/Gluten Free

cuisine **meal / course** **type of dish**

Martha Stewart

- EVERYDAY FOOD
- RECIPE FINDER
- MENUS
- GRILLING
- CUPCAKES
- QUICK RECIPES
- HOLIDAY RECIPES
- BAKING RECIPES
- LIGHT & HEALTHY
- BEVERAGES
- FAVORITES & COLLECTIONS
- COOKING SCHOOL
- COOKING 101
- GOOD THINGS
- COOKIE OF THE DAY
- COMFORT FOODS
- DINNER TONIGHT
- EVERYTHING THANKSGIVING
- HEALTHY RECIPES
- CHRISTMAS COOKIES
- BRUNCH RECIPES
- GREAT CAKE RECIPES
- SEASONAL PRODUCE RECIPE GUIDE
- COOKIE RECIPES

BBC Good Food

Search Good Food recipes

Refine your recipe search

-
-
-
-
-
-
-
-
-
-

Chow

FIND A RECIPE

BROWSE BY:	Ingredient	Course	Cuisine	Tag
	Alcohol (135)	Beef (302)	Cheese (996)	Chocolate (383)
	Apples (317)	Chicken (764)	Chicken (764)	Cilantro (234)
	Beans (400)	Cheese (996)	Chocolate (383)	Egg (1380)
	Cilantro (234)	Chocolate (383)	Cilantro (234)	Fish (361)
	Egg (1380)	Cheese (996)	Chocolate (383)	Fruit (462)
	Fish (361)	Chicken (764)	Chocolate (383)	Miso (17)
	Fruit (462)	Chicken (764)	Chocolate (383)	Nuts (291)
	Miso (17)	Chicken (764)	Chocolate (383)	Parsley (406)
	Nuts (291)	Chicken (764)	Chocolate (383)	Pasta (323)
	Parsley (406)	Chicken (764)	Chocolate (383)	Pork (343)
	Pasta (323)	Chicken (764)	Chocolate (383)	Potatoes (521)
	Pork (343)	Chicken (764)	Chocolate (383)	Rice (469)
	Potatoes (521)	Chicken (764)	Chocolate (383)	Shellfish (24)
	Rice (469)	Chicken (764)	Chocolate (383)	Spinach (148)
	Shellfish (24)	Chicken (764)	Chocolate (383)	Vegetables (697)
	Spinach (148)	Chicken (764)	Chocolate (383)	
	Vegetables (697)	Chicken (764)	Chocolate (383)	

Saveur

SEARCH RECIPES & MORE

or

BROWSE RECIPES

-
-
-

Search & Categories

We found that most sites paired free text search with the ability to find recipes by category. Search was always available, from every page. Some sites also offered an “advanced search” page which allowed users more options to filter their results.

Popular recipe categories were:

- Ingredients
- Type of course
- Type of cuisine

For Kashi we recommend having both a free text search box and the ability to filter by category.

Stacy's Snacks

The screenshot shows a recipe page for 'Original Hummus'. On the left, there is a 'RECIPE FINDER' section with a 'CATEGORY' dropdown menu containing options like Salsa, Classic Dips, Hearty Dips, Dessert, Appetizers, and Pioneer Woman. Below this is a 'BY PRODUCT' section with a 'Choose a Product' dropdown. The main content area features the recipe title 'Original Hummus', a 'Print' button, and navigation links for 'Description', 'Ingredients', and 'Directions'. The ingredients list includes: 1 can garbanzo beans, drained and rinsed; 1 garlic clove; juice of 1 lemon; 1 tablespoon tahini; Extra Virgin olive oil; and salt to taste. A 'Back to Recipes' link is at the bottom.

Stonyfield Farm

The screenshot shows a recipe page for 'blueberry waffles' on the Stonyfield Farm website. The page has a green header with the 'Meg's kitchen' logo and navigation tabs for Breads, Breakfasts, Main Dishes, Smoothies, Desserts, Salads & Sides, and Soups. A search bar is located in the top right. The recipe title 'blueberry waffles' is prominently displayed with a small image of the waffles. Below the title is a short description: 'You can either make these crispy golden waffles with the blueberries in the batter or as garnish along with whipped cream. Yum!' and 'makes: 8 waffles'. The page is divided into 'Ingredients' and 'Directions' sections. The ingredients list includes: 2 cups all-purpose flour, 1 teaspoon salt, 4 teaspoons baking powder, 2 tablespoons sugar, 2 eggs, room temperature, 1 1/2 cups Stonyfield lowfat plain yogurt, 1 cup blueberries, and 1/2 stick of butter, melted. The directions section provides step-by-step instructions for mixing and cooking the waffles.

Search & Categories

Several product sites with recipe content limited categories to those only relevant to their products.

Because some recipes do not contain Kashi products we don't recommend going this route. We do recommend making it easy to discover recipes that use specific products (and calling out products used in recipes) as a way to reinforce the connection between Kashi food to everyday eating.

Rice Krispies

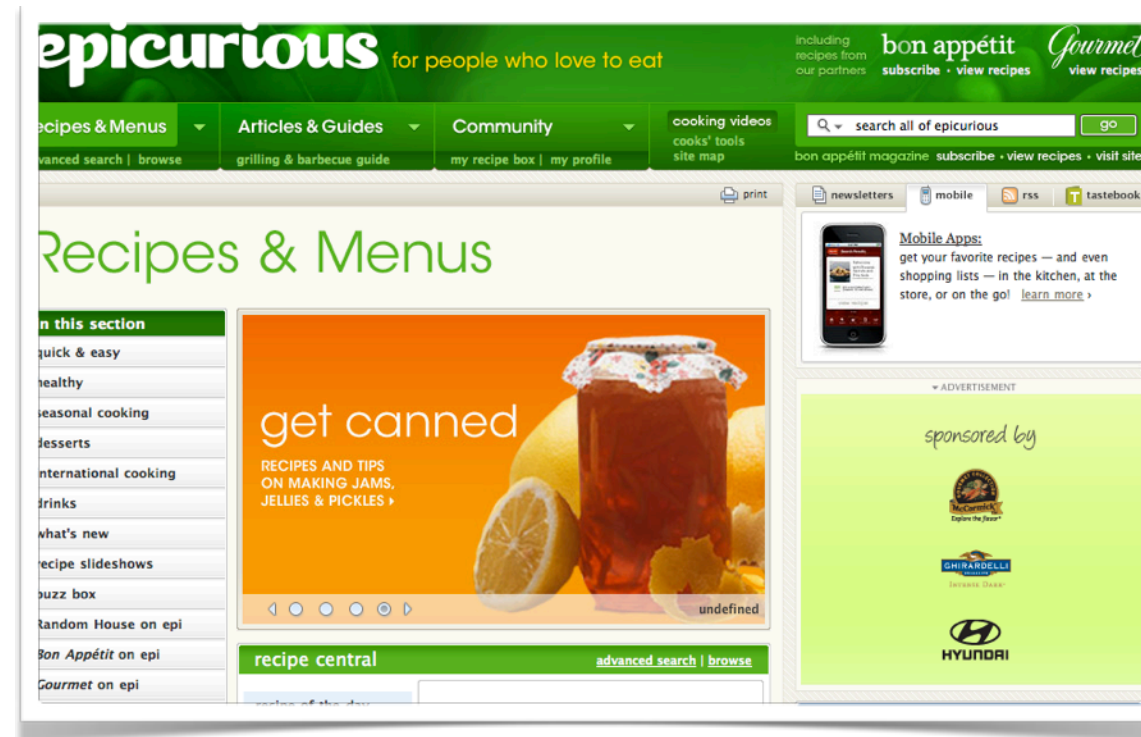
The screenshot shows a recipe page for 'FUNNY FACES' on the Rice Krispies website. The page has a blue and yellow color scheme. At the top, there are buttons for 'Print this recipe' and 'Share with others'. The main image shows several rice krispie treats decorated to look like faces. To the right, there is a 'The Spoonful™' promotional box with the text: 'Recipe ideas delivered right to your inbox. Sign up to receive fun and tasty recipes that you and your kids can make together.' and a 'Sign up now' button. Below this is a 'Popular Searches' dropdown menu with options like kids, peanut butter bars, scotcheroos, party, treat, and games. At the bottom, there is a 'These Are Tasty, Too' section with links to 'Gold Medal Sundae' and 'Birthday Fun Cup Treats™'. The recipe details show 'Total Time: 40 minutes', 'Servings: 12', and a 'Mom Rating' of five hearts.

TCHO Chocolate

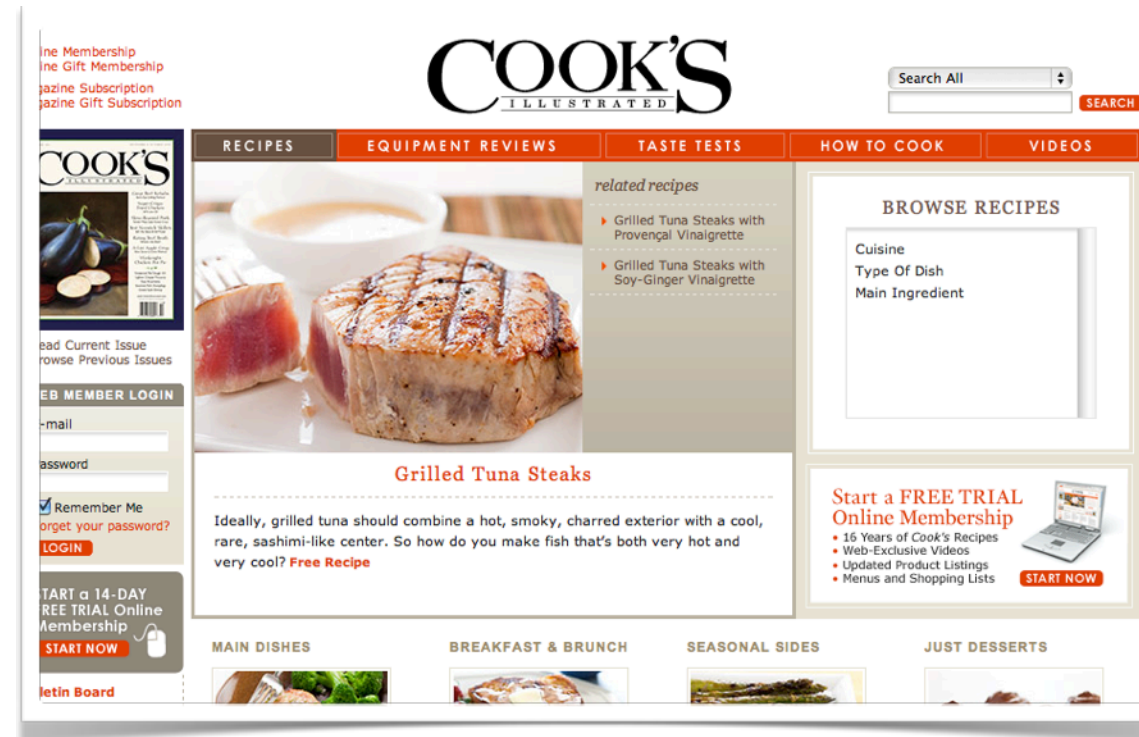
The screenshot shows a recipe page for 'Chocolate Nib Crinkle Cookies' on the TCHO Chocolate website. The page has a clean, white layout with blue accents. At the top, there are navigation links for 'Our Chocolate', 'Back Story', 'Tasters Circle', and 'Recipes'. The recipe title 'Recipes: Chocolate Nib Crinkle Cookies' is centered, with a note '(recipe direct from highly-acclaimed chef Elizabeth Falkner)'. To the right, there is a 'Click here for printable version' link. The page is divided into 'Ingredients' and 'Preparation' sections. The ingredients list includes: 12 oz. TCHO chocolate (flavor of your choice), 2 oz. butter, 3 ea. eggs, 4 oz. sugar, 1.5 oz. almond meal, 1 oz. TCHO Roasted Cacao Nibs "Citrus", 3.2 oz. flour, 3/4 t. baking powder, 1/4 t. Kosher salt, 1 t. whiskey, and 7 oz. powdered sugar, sifted. The preparation section provides step-by-step instructions for melting the chocolate, whisking the egg mixture, and baking the cookies. On the right side, there are two product images with their prices: 'Roasted Cacao Nibs Citrus' for \$6.00 and 'TCHOPro Baking Drops 68%' for \$7.99. A 'ShareThis' button is located at the bottom left of the recipe content.

Recipes currently does this with the product pulldown menu at the top but we'd like to make this more visually prominent.

Epicurious



Cook's Illustrated



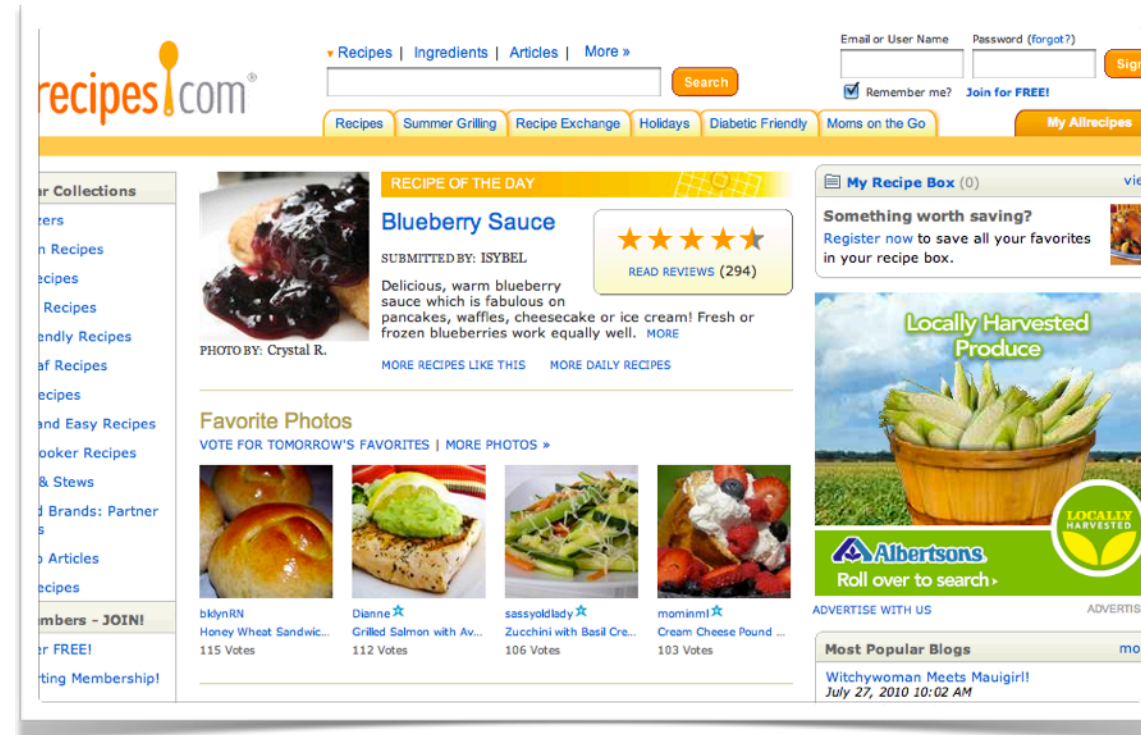
Placement of Search & Category Lists

Almost all best-of-breed recipe sites placed their search options at the top of the page.

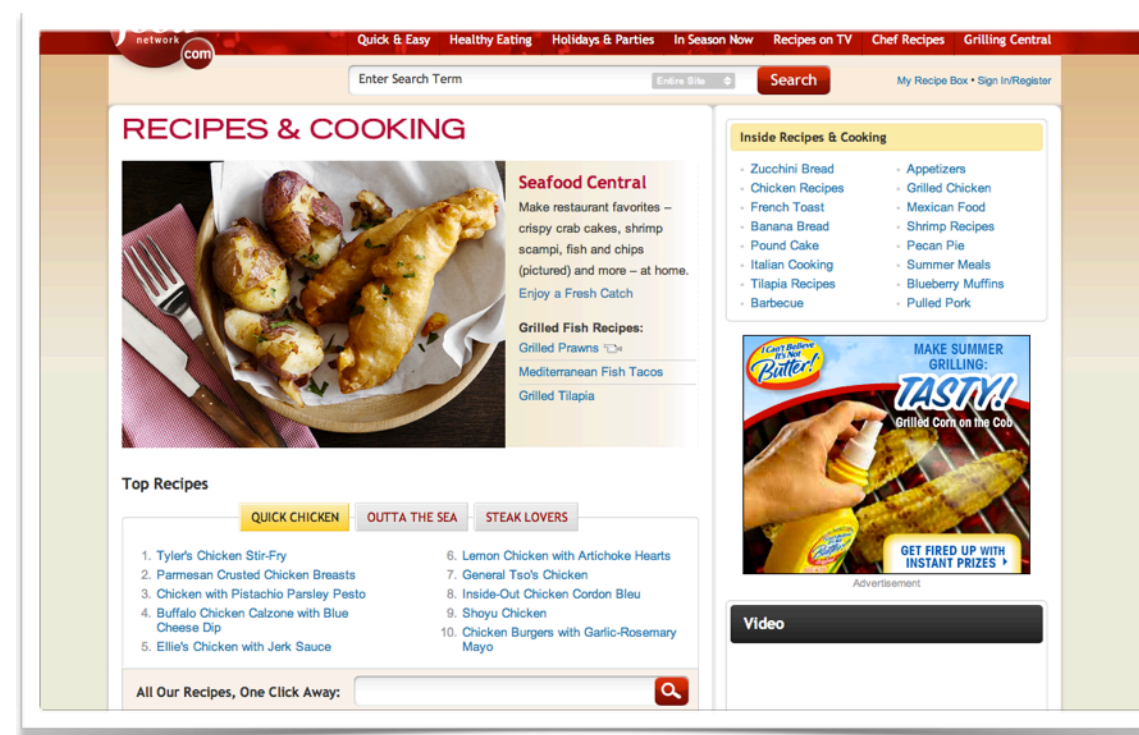
Categories were generally found listed along the left side.

We recommend placing the search at the top of the page, either where it currently sits or at the top of the right column.

All Recipes



Food Network



Editorial Content

We found that many of the most popular recipe sites presented their content editorially, according to time of year.

Epicurious



Cooking Light

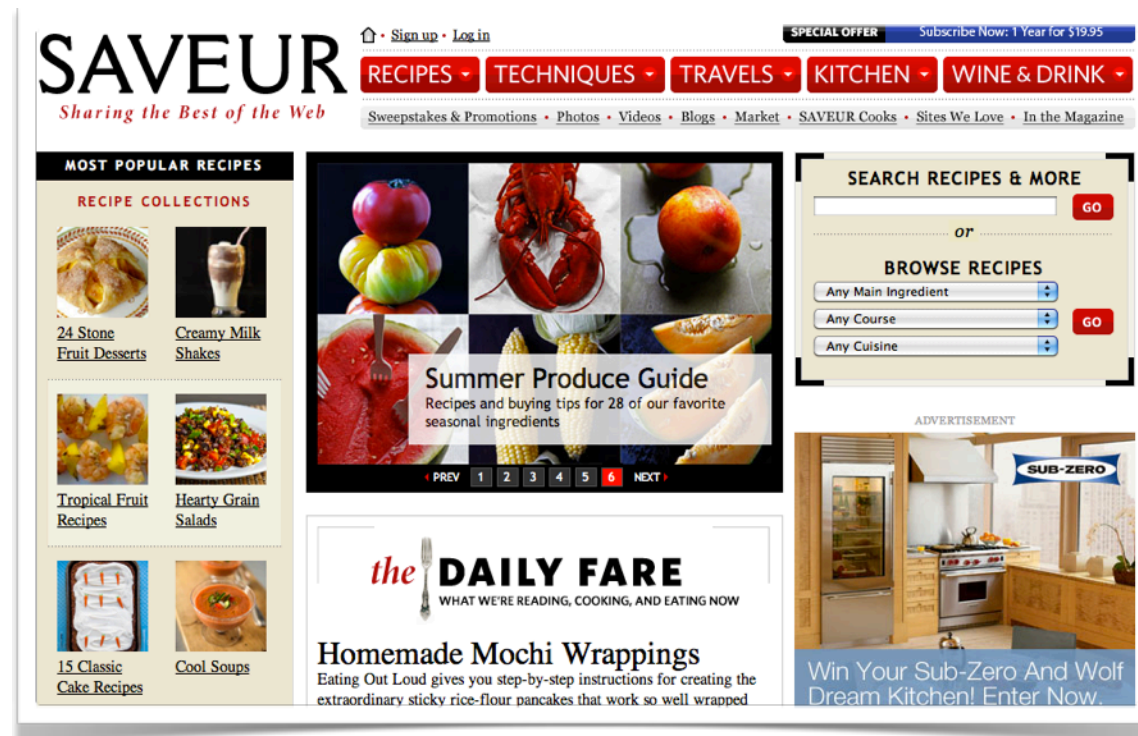


Featured Content on the Homepage

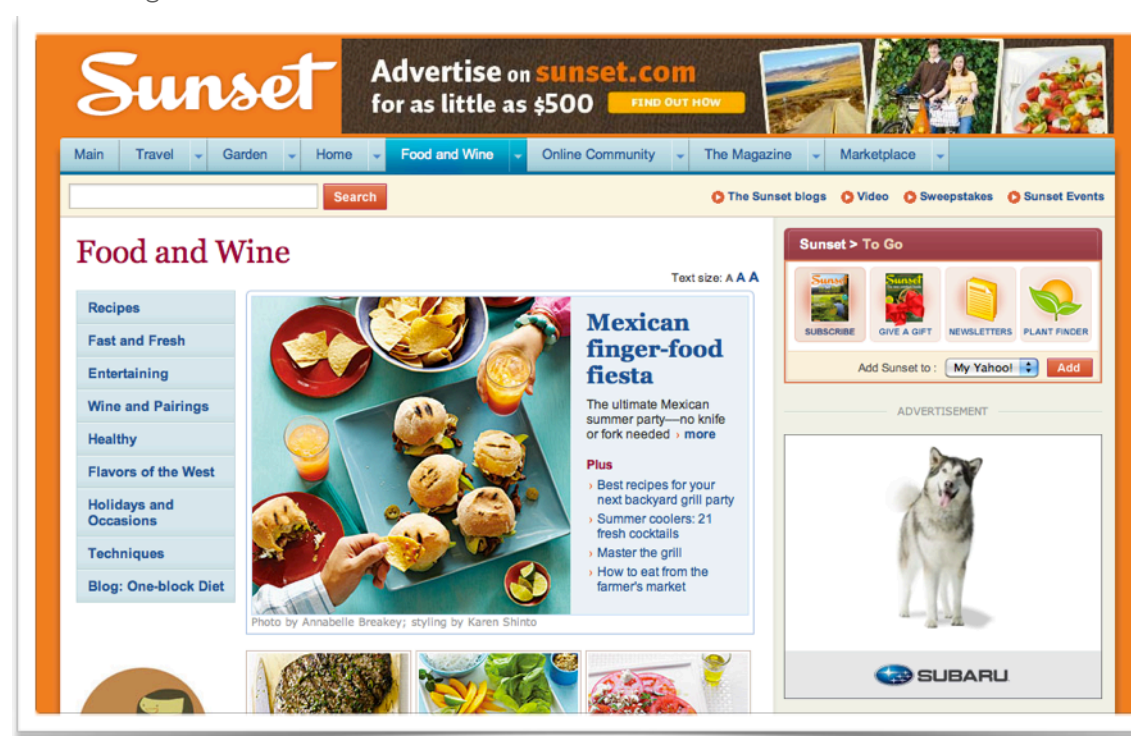
Many sites used a slideshow to feature their seasonal recipes. The use of graphic headline text and bold photography were popular design choices.

We recommend having a slideshow on the recipes landing page to allow groups of recipes to be presented seasonally.

Saveur



Sunset Magazine



NYTimes

101

Summer Express: Simple Meals Ready in 10 Minutes or Less



ONE MAKE SIX-MINUTE EGGS: SIMMER GENTLY, RUN UNDER COLD WATER UNTIL COOL, THEN PEEL. SERVE OVER STEAMED ASPARAGUS. **TWO** TOSS A CUP OF CHOPPED MIXED HERBS WITH A FEW TABLESPOONS OF OLIVE OIL IN A HOT PAN. SERVE OVER



ANGEL-HAIR PASTA, DILUTING THE SAUCE IF NECESSARY WITH PASTA COOKING WATER. **THREE** CUT



EIGHT SEA SCALLOPS INTO FOUR HORIZONTAL SLICES EACH. ARRANGE ON PLATES. SPRINKLE WITH CRUSHED CHILIES; SERVE AFTER FIVE

LIME JUICE, SALT AND MINUTES. **FOUR** OPEN A

CAN OF WHITE



BEANS AND MIX WITH

OLIVE OIL, SALT,

SMALL OR CHOPPED SHRIMP, MINCED GARLIC AND THYME



LEAVES IN A PAN. COOK, STIRRING,

UNTIL THE SHRIMP ARE DONE; GARNISH WITH MORE OLIVE OIL.

FIVE PUT THREE POUNDS OF WASHED MUSSELS IN A POT WITH HALF A CUP OF WHITE WINE, GARLIC CLOVES, BASIL LEAVES

AND CHOPPED TOMATOES. STEAM SERVE WITH BAGUETTE. **SIX** HEAT IN A SKILLET. DREDGE SOLE OR FLOUR AND FRY UNTIL CRISP, A SIDE. SERVE ON SLICED BREAD



UNTIL MUSSELS OPEN. A QUARTER-INCH OF OIL FLOUNDER FILLETS IN ABOUT TWO MINUTES WITH LETTUCE AND

Eating Well

RECIPE SLIDESHOWS



Delicious Meals in 3 Steps



Healthy Family Dinners



Grab and Go Breakfasts



Summer Favorites Made Healthier

Kraft Recipes

The screenshot shows the Kraft Recipes website interface. At the top, there's a navigation bar with links for home, delicious ideas, promotions, contact us, kraft products, kraftstore, and food&family. Below that is a search bar and a 'mykraftfoods' section with links for welcome, sign-in, sign-up, and my recipe box. The main content area features a large 'delicious ideas for july' banner with a 'potluck salad recipes' article. To the right, there's a '5 stories this month' section with thumbnails for 'more than kabobs', 'a bonanza of burger recipes', 'peak season: blueberries', 'potluck salad recipes', and 'honey-maid honey grahams'.

Grouping Related Content Together

Many sites group recipes together according to theme. Right now a lot of them are offering summer menus, everything from drinks to desserts.

As we did with the protein initiative, grouping recipes by theme is a smart way to package them for the user. Not only does it allow more than one recipe to be delivered, but these groups can then be cross-linked, from the Kashi homepage, product pages or natural learning articles.

Jamie Oliver



a collection of seasonal british fruit and vegetables

print this page

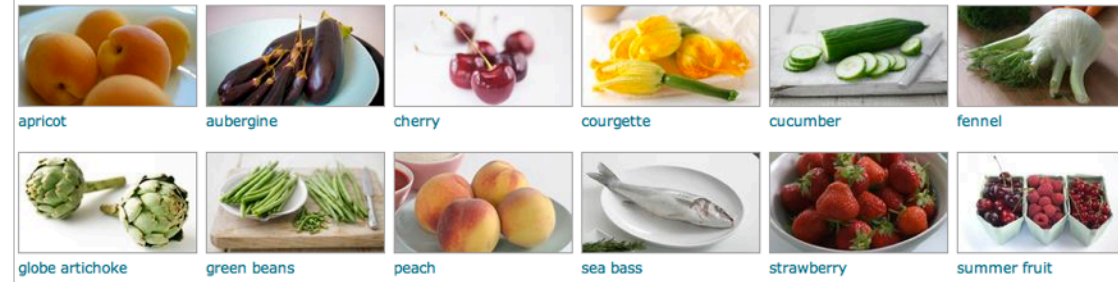
There are many good reasons to buy food that is in season. Most importantly it means that the food has not travelled long distances to get to you and it also ensures that your food is as fresh as it could be. Here is a simple calendar to refer to if you are in the UK. For more info on seasonality see [this article](#) from Eat seasonably.

★ = in season

food	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
apple												★
apricot					★	★	★	★	★			
asparagus					★	★						
aubergine						★	★	★	★	★		
basil							★	★				
beetroot							★	★	★	★	★	★
blackberry									★	★		
blueberry							★	★				
broad beans						★	★	★	★			

BBC Recipes

Cooking with...



BBC Recipes

Fennel recipes and information



There are three main types of this aromatic plant. Bitter and sweet fennel are both used as herbs. They have pale green, celery-like stems, bright green, feathery foliage and greenish-brown seeds, all of which have a strong aniseed flavour that particularly complements fish. Florence fennel, also called finocchio or Italian fennel, is eaten as a vegetable and has a broad, bulbous base with a mild aniseed flavour.

Recipes using fennel

- Main course
- Light meals & snacks
- Starters & nibbles
- Side dishes
- Desserts
- Afternoon tea
- Other

Thyme and black pepper steak with sunblush tomato, olive and fennel salad

Rice Krispies

hmallows

Share Your Memories

Why use Kellogg's® Rice Krispies®?

As the first crisped rice cereal, Kellogg's® Rice Krispies® has been bringing families together in the kitchen for over 80 years.

To experience the timeless flavor, make your Rice Krispies Treats® squares with the original Rice Krispies® brand cereal.

→ Where to buy

new Rice Krispies Jumbo Multi Cereal, I didn't think the original could be improved upon, but I fell in love with the new Rice Krispies cereal. Well. Thanks for a lifetime of good memories, Kelloggs. Sincerely, G. Philadelphia PA

Traci, PA

Relevant Educational Content

Many sites, as well as offering delicious and nutritional recipes, also provided information about healthy eating and eating local, seasonal foods.

We think there's an opportunity here to create recipe pages that feel uniquely Kashi by leveraging Kashi's knowledge, perspective, and personality.

The connection between recipes and living a healthy & natural lifestyle seems like an appropriate one to make for Kashi and we recommend bringing in relevant content from places like natural learning as much as possible. We should also consider partnering with a 3rd party site like Locavore which allow the user to see what's in season locally.

An example of ownable content would be Kashi's "natural foods definitions," which could be presented in a fun, infographic-type of way in the right sidebar area.

Recipe Page Layouts

We found several nice examples of layouts on recipe pages.

BBC Food

The screenshot shows the BBC Food website interface. At the top is the BBC logo and navigation links (Home, News, Sport, Weather, iPlayer, TV, Radio, More...). Below is the 'FOOD Recipes' header with a search bar. The main content area features the recipe 'Real guacamole' by 'The Hairy Bikers'. It includes a 'Quick recipe finder' with a search box and filters for 'Quick & Easy' and 'Vegetarian'. A 'Maybe you'd prefer...' section lists related recipes like 'Guacamole with butter beans' and 'Californian guacamole'. The recipe itself has a 'Preparation time' of less than 30 mins and 'Cooking time' of no cooking required. It features a large image of the guacamole and a list of ingredients including mild chillies, coriander, tomatoes, salt, onion, water, lime juice, and avocados. A 'Preparation method' section follows with two steps. On the left, there are utility links like 'Print this recipe', 'Shopping list', and 'Send to a mobile'. A 'On this page' section highlights 'Ingredients' and 'Preparation method'.

Epicurious

The screenshot shows the Epicurious website interface for a recipe titled 'Curried Red Lentil Kohlrabi, and Couscous Salad'. The page has a clean, organized layout. At the top, there are utility links for 'print', 'e-mail', and 'font size'. The recipe title is prominent, followed by the source 'Bon Appétit | August 2010' and 'by the Bon Appétit Test Kitchen'. A 'save to recipe box' and 'save to shopping list' button are visible. The recipe includes a photo of the dish, a 'yield' of 8 servings, and 'active time' of 35 minutes. A 'user rating' section shows a 3.5-star rating. The 'ingredients' section is clearly separated from the 'preparation' section. The ingredients list includes white wine vinegar, sweet curry powder, garlic, olive oil, red lentils, kohlrabi, plain couscous, green onions, baby spinach, and fresh mint. The preparation instructions are detailed, starting with whisking the dressing and then cooking the lentils and kohlrabi. A 'print a shopping list for this recipe' button is located at the bottom of the ingredients section. On the right side, there are additional resources like 'food dictionary' and 'cooking videos'.

Clean and Thoughtful Layouts

There is something to be said for a well laid-out page. We found several examples of sites which presented recipe content in simple and thoughtful ways.

Page elements to consider are:

- Recipe title and photo
- Instructions
- Sharing and other tools
- Related content
- Ingredients
- Nutrition information


We recommend pulling the main image out of the content column (so text no longer wraps around it) and align it to the left side of the page. We also recommend creating more separation between instructions, ingredients and nutritional information to ease readability.

Martha Stewart

Grilled Corn on the Cob

1 Rating (See All) | 5 Comments (See All)

SAVE
RATE
PRINT
EMAIL
FACEBOOK - SHARE THIS



Take advantage of sweet summer corn with this classic American side dish.

Prep: 15 minutes
Total: 25 minutes

Ingredients NEW! ADD TO SHOPPING LIST

Serves 4

- 4 ears of corn
- Oil, for grates
- 1 tablespoon butter, cut into 4 pats
- Coarse salt and ground pepper
- Chili powder or paprika

Directions

1. Peel back husks, leaving them attached at the base of the ear. Remove and discard silk; pull husks back over corn. Place ears in a large bowl or pot; cover with cold water. Let soak 10 minutes.
2. Preheat grill to high; lightly oil grates. Drain corn. Arrange ears on grill. Cover and cook, turning occasionally, using tongs, until husks are slightly charred and corn is tender, 15 to 20 minutes. Remove ears

Bon Appetit

BON APPETIT / RECIPES & MENUS / QUICK RECIPES

PRINT
EMAIL
RSS
FACEBOOK
TWITTER
A-
A
A+


RECIPES & MENUS / recipes

Curried Red Lentil, Kohlrabi, and Couscous Salad

Kohlrabi, a bulbous vegetable with thin stems attached, is a member of the cabbage family. Both green and purple varieties are available. The flavor is a mix of turnip, celery root, and radish. Like other vegetables in the cabbage family, kohlrabi is rich in antioxidants.

8 MAIN-COURSE SERVINGS
PREP: 35M TOTAL: 45M

Recipe by the Bon Appetit Test Kitchen
Photograph by Patricia Heal
August 2010



RELATED LINKS

- Quick Recipes for August
- Mediterranean Favorites Slideshow
- More Fast, Easy, Fresh recipes

INGREDIENTS

1/2 cup white wine vinegar
1 1/2 tablespoons sweet curry powder
2 garlic cloves, pressed
2/3 cup extra-virgin olive oil
1 16-ounce package red lentils (about 2 1/4 cups)
3 large kohlrabi (about 1 1/4 to 1 1/2 pounds); leaves stemmed, thinly sliced; bulb peeled, cut into 1/3-inch dice (about 3 cups)
1 cup plain couscous (about 6 ounces)
1 cup chopped green onions
1 5- to 6-ounce package baby spinach
1/2 cup chopped fresh mint

PREPARATION

Whisk white wine vinegar, curry powder, and pressed garlic in medium bowl to blend. Gradually whisk in olive oil. Season dressing to taste with salt and freshly ground pepper.

Cook lentils and kohlrabi leaves in heavy large saucepan of boiling salted water until lentils are barely tender but not too soft, about 6 minutes. Drain; rinse under cold water to

Clean and Thoughtful Layouts

There is something to be said for a well laid-out page. We found several examples of sites which presented recipe content in simple and thoughtful ways.

Page elements to consider are:

- Recipe title and photo
- Instructions
- Sharing and other tools
- Related content
- Ingredients
- Nutrition information

We recommend pulling the main image out of the content column (so text no longer wraps around it) and align it to the left side of the page. We also recommend creating more separation between instructions, ingredients and nutritional information to ease readability.

Sharing & Community

Today, almost every page on the internet can be shared in some way. We'll show some great examples of how other sites incorporate sharing, and how community-focussed modules create feelings of activity & momentum.

Stonyfield Farm

blueberry waffles

You can either make these crispy golden waffles with the blueberries in the batter or as garnish along with whipped cream. Yum!

makes: 8 waffles

Ingredients

2 cups all-purpose flour
1 teaspoon salt
4 teaspoons baking powder
2 tablespoon sugar
2 eggs, room temperature
1 1/2 cups Stonyfield lowfat yogurt
1 cup blueberries
1/2 stick of butter, melted

Share with Friends

Email Facebook Twitter Google Buzz

Blogger MySpace Digg
AIM Share Stumbleupon Live

Search for services View All

What are your friends sharing? Sign In

waffles until they are golden and crisp (about 3-5 minutes). Serve immediately.

Print this recipe
Share this recipe

0; Calories
g; Cholesterol
ates 32g;

Epicurious

add your own note

Like Be the first of your friends to like this. 1 retweet

see all 1 reviews & comments > find out more...
write your own see nutritional analysis

more like this... see all >

RELATED RECIPES new COOKING VIDEOS

Watch cooking videos about everything from basic techniques to celebrity kitchen tours

Serious Eats

Share: Facebook Twitter StumbleUpon Like

Grilling: Keftedes

Posted by Joshua Bousel, July 23, 2010 at 6:00 PM

Chow

PUBLISH A RECIPE SAVE TO MY CHOW EMAIL PRINT SHARE

Chipotle Corn Soup

Like Be the first of your friends to like this.

SHARE TOOLS CLOSE

Facebook Twitter
Digg Stumble Upon
Reddit More Tools

Active: 25 mins
Makes: 4 servings (5 cups)
MORE RECIPES LIKE THIS

By Christine Gallary

There's no better way to celebrate summer than with this silky, cream-free corn soup. Smoky chipotles help balance the sweet corn for a satisfying

On GameFACE

TAGS

simple, chipotle, corn soup, corn kernel, onion, satisfying, entertaining, salt, scallions, cob, sa

RECIPES

Gluten Free Corn
Sweet Corn with S
Mixed Berry Sher

STORIES/BLOGS

CHOW.com Ingre
Overheard on the
Love, Devotion, a

Sharing Everywhere

Sharing was built into all of the recipe pages we came across and most offered different ways to share.

The most common ways to share are:

- Facebook
- Twitter
- E-mail

We recommend adding the ability to share on every recipe page via Facebook, Twitter and E-mail.

Food 52

RIGHT NOW IN RECIPES

- 3 PEOPLE** 3 people are viewing [Simple Summer Peach Cake](#)
- 2 PEOPLE** 2 people are viewing [Lemony Cream Cheese Pancakes with Blueberries](#)
- 2 PEOPLE** 2 people are viewing [Summer Squash Couscous with Sultanas, Pistachios and Mint](#)
- 2 PEOPLE** 2 people are viewing [LambBalls \(named, while giggling, by my two boys\)](#)

LATEST COMMENTS

"Mm, coconut milk!"
- from [ETinDC](#) about [Suya Swordfish](#)

"Love the sound of this."
- from [Sagegreen](#) about [Pear n' Sage Beef Burgers](#)

101 Cookbooks

YOUR SHOTS

Many of you have been taking amazing photos inspired by your 101 Cookbooks cooking adventures I set up a page to highlight your shots [here](#).



Serious Eats

Recently in Talk: Cooking and Baking

- mixing bread dough without a stand mixer? [8 comments](#)
- What to do with cocoa powder? [15 comments](#)
- Cleaning/washing/rendering fat for making lard or suet? [4 comments](#)
- Mochi ice cream balls [3 comments](#)
- chewy graham cracker type crust [4 comments](#)
- What's for dinner tonight?

All Recipes

Top Searches

- [chicken](#)
- [pasta salad](#)
- [zucchini](#)
- [pancakes](#)
- [banana bread](#)

Bon Appetit

Most Commented

- Win a Cookbook: Frankies Spuntino Kitchen Companion & Cooking Manual (1113 comments)
- Win a Cookbook: The French Women Don't Get Fat Cookbook (629 comments)
- Win a Cookbook: Recipes from an Italian Summer (1458 comments)
- Win a Cookbook: Seasonal Fruit Desserts (65 comments)
- What To Do When There's A Fly in Your Soup (14 comments)
- Win a Cookbook: Andrew Swallow's (871 comments)

Epicurious

user rating

100% would make it again

 user rating: **3 forks**

[rate this recipe](#)

[review this recipe](#)

Community Involvement

Many of these sites had active community involvement, even ones without user-generated content. Members were able to comment, recommend, share and save content.

Some sites display the amount of community activity, which brings a sense of life and real-time to the page.

Although we have community rating and commenting on our recipe pages we recommend moving it out of the right-hand column so that it's placed with the recipe it relates to.

As the recipes see more community activity we recommend revisiting this issue of revealing this activity, in ways like listing "top searches" and "most commented."

Some Other Things

Here are some other things we wanted to make a note of.

BBC Recipes

Real guacamole
By The Hairy Bikers
From The Hairy Bikers
2 recommendation

Preparation time: less than 30 mins
Cooking time: no cooking required

On this page

- Ingredients
- Preparation method

Food Network

Ingredients

- 2 pounds asparagus, tough ends trimmed, cut into 1-inch pieces
- 2 tablespoons chili powder
- 1/2 teaspoon garlic powder
- 1/2 teaspoon salt, divided
- 1 pound tilapia, Pacific
- 2 tablespoons extra-virgin olive oil
- 3 tablespoons lemon juice

Directions

Bring 1 inch of water to a boil in a steamer basket, place tilapia in steamer basket, steam until tender-crisp, about 4 minutes. Transfer to a large plate, spreading out to cool.

Add To My Recipe Box

Add To:

Or Create New Folder:

Please limit to 20 characters

Or Do Not Add

Epicurious

cooks' tools [see all >](#)

- Food Dictionary
- Shopping List
- Mobile Apps

Shopping list
Real guacamole by The Hairy Bikers

This shopping list includes the following ingredients:

Fruit and vegetables

- bunch coriander, chopped
- 1 onion, finely chopped
- 1/2 lime, juice only
- 3 ripe avocados

Cooking ingredients

- salt, to taste
- 4 mild chillies, finely chopped
- 2 tomatoes, finely chopped
- 1-2 tbsp water

[Back to recipe](#)

MY RECIPE BOX

All My Recipes

1 - 1 of 1 Sort by:

1. **Chili-Rubbed Tilapia with Asparagus and Lemon**
Recipe courtesy EatingWell.com

Cook Time	Difficulty	Saved
20 min	--	8-2-2010

User Tools

Some sites provided ways to help the user capture and store her recipes.

BBC gave a link to view the ingredients list for every recipe, available without signing up for an account.

The Food Network was one of many sites that offered a way for users to save, organize and share their recipes.

Epicurious created a separate module just for tools & apps.

We recommend allowing the user to view a printable ingredient/shopping list and creating a way to view the "natural foods" dictionary that Bethany is currently developing.

Food 52


1/8 cup finely chopped shallot
 1 tablespoon unsalted butter
 1/2 tablespoon olive oil
 2 tablespoons coarsley chopped fresh tarragon

- Mash softened butter and mustard until smooth. Chill.
- Season fish on both sides with salt and pepper.
- Preheat oven to 400 degrees F.
- In a small saucepan, combine vermouth and shallot. Over high heat, bring to a boil and reduce to about 1/4 cup, about 5 minutes. Turn the heat down to very low and add the mustard butter, a tablespoon at a time, whisking after each addition until butter is incorporated. Keep sauce warm.
- Heat an oven-proof pan to medium-high. Add 1 tablespoon butter and olive oil. Place fish in pan and cook until nicely browned on the bottom, about 1 1/2 to 2 minutes. Carefully flip fish and place pan in the oven. Roast the fish for about 10 minutes, or until done.
- Stir the chopped tarragon into the sauce. Spoon sauce over warm plate. Lay fish on top of sauce. Serve with lemon wedges. Enjoy!

COMMENTS (2) [Add yours](#)


my son the chef
6 DAYS AGO
Hi, Whole Foods has harpoon-caught swordfish which, they explained, is sweeter than swordfish caught other ways. And it is! The combination of your sauce and method with this fish is unbelievably delicious, even in this heat. Thank you so much. I encourage anyone who likes swordfish to try harpoon-caught.

mrsIarkin
5 DAYS AGO



Hot Smoked Salmon, Soba and Asian Greens Salad

FROM OUR SHOP:



Pimentón de la Vera Dulce from Despaña, \$3.75

TAGS

Rice Krispies

1 package (10 oz., about 40) regular marshmallows

OR

4 cups miniature marshmallows

Food coloring (optional)

6 cups **Kellogg's® Rice Krispies®** cereal

OR

6 cups **Kellogg's® Cocoa Krispies®** cereal

Canned frosting or decorating gel

Assorted candies

→ Why use Kellogg's® Rice Krispies®?

Directions.

- In large saucepan melt butter over low heat. Add

Why use Kellogg's® Rice Krispies®?

As the first crisped rice cereal, Kellogg's® Rice Krispies® has been bringing families together in the kitchen for over 80 years.

To experience the timeless flavor, make your Rice Krispies Treats® squares with the original Rice Krispies® brand cereal.

→ Where to buy

new Rice Krispies Jumbo Multi Grain cereal, I didn't think the original could be improved upon, but I fell in love with the new Rice Krispies cereal as well. Thanks for a lifetime of good

TCHO Chocolate

[TCHOcocolate Espresso Cookies](#) ▶

[TCHO Turtle Brownies](#) ▶

[TCHO Crème Brûlée French Toast](#) ▶

[TCHO Cappuccino Cheesecake](#) ▶

[Bison Steaks With TCHO Cocoa Nib Sauce](#) ▶

[TCHOcocolate Chunk Squares](#) ▶

[TCHOcocolate Flourless Cake](#) ▶

[TCHOcocolate Gelato](#) ▶

[Chocolate Gingerbread with Nibs Whipped Cream](#) ▶

[TCHOcocolate Gateau](#) ▶

Chocolate Nib Crinkle Cookies ▶

[TCHOcocolate Chip](#)

Recipes: Chocolate Nib Crinkle Cookies

(recipe direct from highly-acclaimed chef Elizabeth Falkner)

Ingredients


- 12 oz. TCHO chocolate (flavor of your choice)
- 2 oz. butter
- 3 ea. eggs
- 4 oz. sugar
- 1.5 oz. almond meal
- 1 oz. **TCHO Roasted Cacao Nibs "Citrus"**
- 3.2 oz. flour
- 3/4 t. baking powder
- 1/4 t. Kosher salt
- 1 t. whiskey
- 7 oz. powdered sugar, sifted

Preparation


Melt chocolate and butter together. Whisk eggs and sugar together. Combine almond meal, cacao nibs, flour, baking powder, and salt together in separate bowl. Whisk egg mixture into melted chocolate. Fold in dry ingredients and whiskey. Chill for 6 hours or more. Scoop or roll in 1" balls and roll in powdered sugar. Bake in 325 degree oven for 8-10 minutes. Cool completely.

[ShareThis](#)

[Click here for printable version](#)



Roasted Cacao Nibs Citrus
\$6.00
[BUY](#) [MORE](#)



TCHO Pro Baking Drops 68%
\$7.99

Links to Products

Here are some examples of product callouts from recipe pages.

We recommend visually calling out any Kashi product that was used in the recipe and linking to both buy and info pages. We also recommend linking to related recipes from product pages through a recipe sidebar module that we'd design.

*Okay, Let's Summarize Our
Recommendations*

Search & Categories

For Kashi we recommend having both a free text search box and the ability to filter by category.

Placement of Search

We recommend placing the search at the top of the page, either where it currently sits or at the top of the right column.

Featured Content on Homepage

We recommend having a slideshow on the recipes landing page to allow groups of recipes to be presented seasonally.

Grouping Related Content

We recommend grouping recipes together and presenting them editorially and in tandem with brand initiatives.

Educational Content

We recommend bringing in relevant content from places like natural learning as much as possible.

Recipe Page Layout

We recommend aligning the main image to the top left of the page. Create more separation between instructions, ingredients and nutritional information to ease readability.

Community Ratings & Comments

We recommend moving it out of the right-hand column so that it's placed with the recipe it relates to.

User Tools

We recommend allowing the user to view a printable ingredient/shopping list and creating a way to view the "natural foods" dictionary.

Links to Products

Visually call out Kashi products with links to both buy and info pages. Link to related recipes from product pages through recipe sidebar modules.

thebarbariangroup



Thank You