



Fact Sheet

Quick Facts

What: Website, finds recipes from across the web based on ingredients. Offers customized ingredient suggestions, kitchen management. Proprietary technology, innovative UI.



Why:

- Save money, save time!
- Do more home cooking, improve skills
- Use up seasonal or unusual ingredients
- Eat greener: less waste, less gasoline
- Better decisions at the grocery store
- Keep track of what's in your kitchen

Food Facts: (sources upon request)

- 10% of U.S. family budget is food
- 14% of grocery purchases go to waste
- Most still eat at home most nights
- 70% doing *more* home cooking in 2008
- 30m Google searches/mo for "recipe"

Partners: Supercook can promote ingredients, cookbooks, sites, kitchen products, and more. Technology/API partnerships also available.

"Brilliant."
- NY Post

"You'll save time, money, and gasoline."
- Woman's Day Magazine

"Turns recipe hunting from a painful chore to an enjoyable adventure"
- Mashable.com

What does Supercook do?

Supercook uses advanced technology to solve three big problems for home cooks: finding practical recipes, using up ingredients, and making smart decisions about what ingredients to buy. If other recipe sites are like digital cookbooks...

Supercook is like a digital personal chef who has read hundreds of cookbooks and knows your kitchen!

How do you use it?

You list your ingredients and Supercook will show matching recipes from across the web, starting with what you can make right now. Supercook also suggests ingredients that would enable the most *additional* recipes for your kitchen and search criteria. And, if you register for a free account, Supercook can save recipes and remember your ingredients to help manage your kitchen and coordinate with the family ("Honey, I saw we were out of milk on Supercook so I picked some up.")

How does Supercook compare with other recipe sites?

- **It complements them** -- just like Google does with ordinary web content. If you're already a fan of sites like Epicurious or Recipezaar, you may still end up on one of their recipes, but you've gotten to the *right* recipe *quicker*. And with Supercook you're also getting help with ingredient suggestions and with keeping track of what's in your kitchen.
- **Smart search, smart suggestions.** Supercook's proprietary technology can precisely read the ingredients off 3rd-party recipes and knows about common substitutions. This provides unparalleled recipe results. And Supercook dynamically calculates custom ingredient suggestions for your kitchen. Over 250,000 recipes have been indexed so far, and Supercook gets smarter with every recipe it discovers.
- **Innovative interface.** Supercook shows you not only what you can make right now but also other recipes requiring additional ingredients. Any such items are listed directly on the results so you can quickly scan recipes to decide what's practical. Supercook also let's you "emphasize" one or more items that you definitely want to use right now, or define exclusion items that you *never* want to use (i.e., for allergies or vegetarians).
- **Easy ingredient entry, easy kitchen management.** Features like auto-completion and clickable ingredient suggestion make listing ingredients a cinch. Listing lots of ingredients gives better recipe results, and it also makes Supercook a practical way to keep track of your kitchen. Our registered users list an average of 23 ingredients!

No site makes it as easy to enter ingredients and find recipes as Supercook!

For more about the company and team see <http://www.supercook.com/about.asp>

Use Supercook FREE at <http://www.supercook.com>. No registration required.
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