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Press Release

Cooking spoon in one hand, smartphone in the other one?

43% of Internet users in the Czech Republic attend culinary websites with recipes. Due to mobile culinary applications more and more people prepare food literally with smartphones in their hands.

These are some of the results from the current study DIGITAL CULINARY 2014 conducted by MindBridge Consulting Company and IRCenter, describing how new technologies – websites, social media and mobile solutions affect cooking and eating habits.

Not so long ago we saw in the Internet a funny video presenting a tablet used as a breadboard for cutting vegetables and being washed in a dishwasher. The fact that computer technology quickly finds a really firm place in many of our kitchens during cooking (either directly in the cooking process or figuratively in search of recipes), is currently known by anyone.



<http://www.youtube.com/watch?v=cHofgmFL1k>

*"Of course, sharing handwritten and transcribed cookbooks and recipes from our grandmothers and mothers still frequently works as a giving heritage of the family silver. However, the share of people using modern technology in the planning stage or direct food preparation at home is already highly visible and their number will certainly grow significantly in the future. To advertise food products and products related to cooking and catering a great opportunity to efficiently mix and spice the media mix opens up," says **Tomáš Kravka**, executive director of MindBridge Consulting.*

Attendance of the most famous culinary websites is on the order of 0.5 - 2 mil. visits per month. 43% of the Czech internet population over 18 years find inspiration for their cooking on culinary websites. There are not just very specialized culinary websites, but also web forums, social networks - Facebook fanpages, culinary blogs, and recipes on YouTube and even the mobile applications that supplement or replace the classic book or family handwritten cookbook.

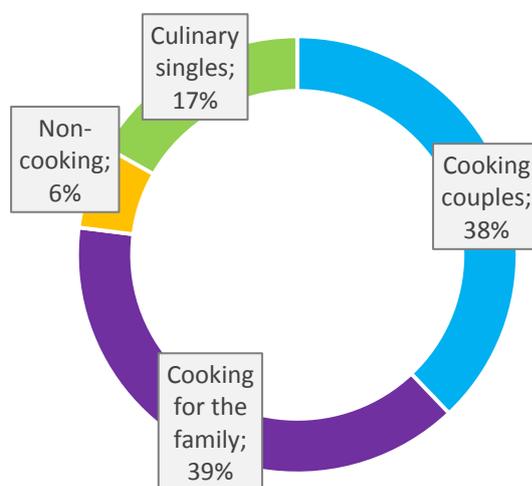
There is obviously an influence of TV on the usage of social networking both when looking for recipes and during cooking itself. The television and celebrity involved in the culinary TV programs are the inspiration for cooking and recipe sources for 22% of Czech internet population. The number of fans on the fan page Zdeněk Pohlreich or Ano, šéfe! reach the number of about 300 000 (each page).

The most visited culinary website is vareni.cz with nearly 2 mil. visits per month.

ranking	TOP 3 culinary webs	est. Nr. Of web visits per month
1.	vareni.cz	1 900 000
2.	recepty.cz	1 400 000
3.	toprecepty.cz	1 400 000

(for TOP 10 webs see study DIGITAL CULINARY 2014)

Men are generally closer to modern technology. Will more men find then the way to cooking? The study describes the Internet population in four segments, depending on the attitude to cooking, recipes, modern technology and the use of social networks.



Furthermore, the study answers the following questions:

- How often, who and with whom cooks at home?
- How often, who and with whom like eating in a restaurant?
- Relation to cooking and eating.
- The importance of particular meals during day and duration of the preparation and consumption.
- The popularity of the national cuisines (13).
- Frequency of looking for recipes.
- Reasons for looking for recipes.
- What are the sources the recipes are drawn from?

- Knowledge and usage of culinary blogs, websites, mobile applications, YouTube videos, etc.
- Opportunities to use mobile applications "in the kitchen".
- Reasons for not using mobile applications "in the kitchen".

The Study DIGITAL CULINARY

MindBridge presents a study DIGITAL CULINARY together with its Polish partner agency IRCenter.com, which carried out the similar study in Poland. The project consists of primary research n = 1000 CAWI / CASI interviews realized in 08/2014 and of secondary data - a detailed analysis of social networks and the overall environment of the internet in cooking, eating and recipes enriched with Google Trends data.

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About MindBridge Consulting

The company MindBridge Consulting provides services in marketing research and consultancy in the Czech Republic and abroad, specializing in

- Customer Satisfaction
- Quality of Service
- Communication
- Data Mining
- Optimization of products and services
- Modelling market development
- Management of distribution channels
- Feasibility Study

About IRCenter

IRCenter provides intelligence in digital, social and mobile marketing activities. On the basis of data on consumer's behavior gathered with scanning technologies and reaching consumers in their natural environment, we deliver insights and knowledge necessary to create and evaluate brands' activities in new media technologies.