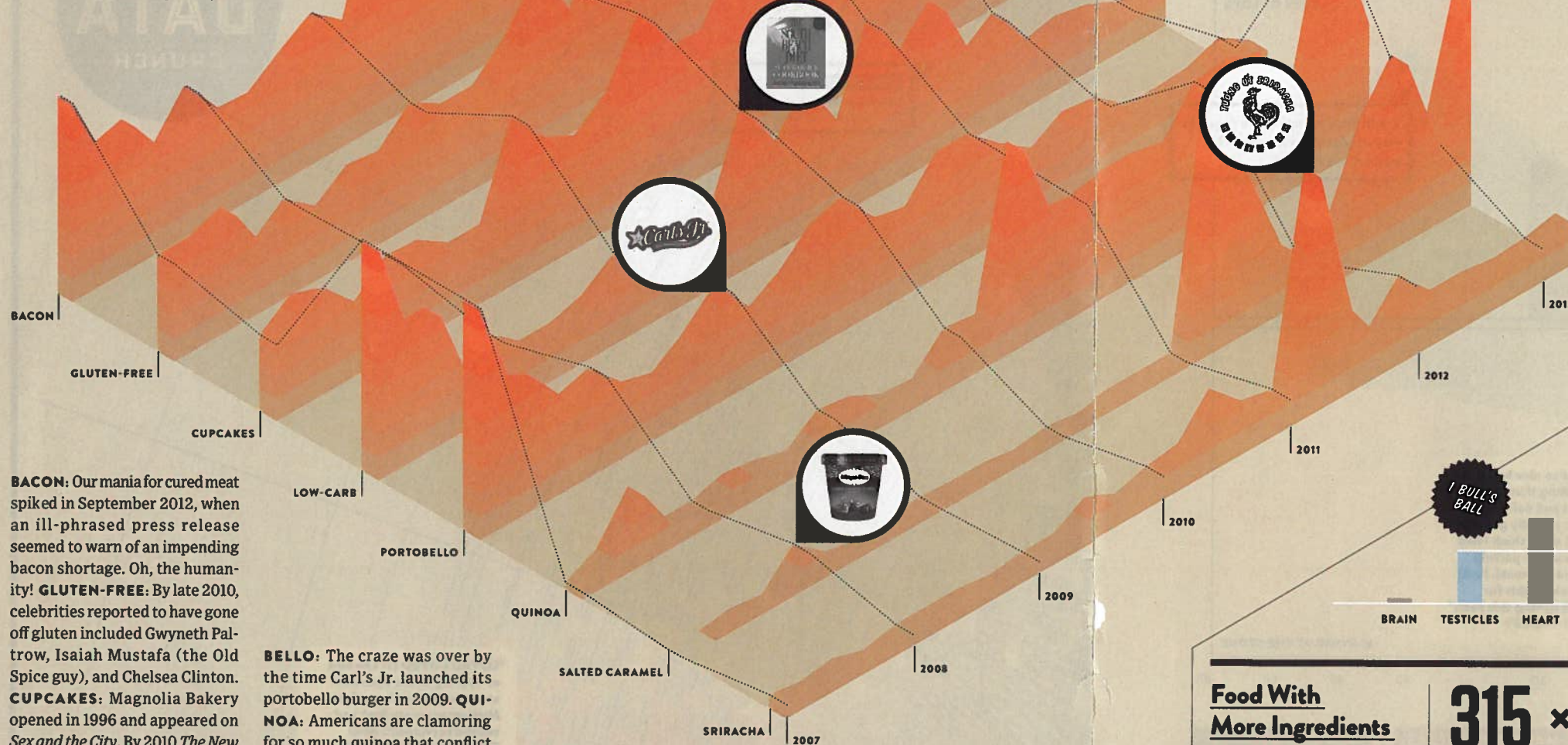


FOOD FADS

EATERS ARE FICKLE: YESTERDAY'S CUPCAKE IS TODAY'S CRONUT. HERE'S AN OFFICIAL CHRONOLOGY OF FOOD VOLATILITY.

Flavors of the Month

We tracked the rise and fall of trendy edibles by calculating the percentage of reviews they got in a given quarter.



BACON: Our mania for cured meat spiked in September 2012, when an ill-phrased press release seemed to warn of an impending bacon shortage. Oh, the humanity! **GLUTEN-FREE:** By late 2010, celebrities reported to have gone off gluten included Gwyneth Paltrow, Isaiah Mustafa (the Old Spice guy), and Chelsea Clinton. **CUPCAKES:** Magnolia Bakery opened in 1996 and appeared on *Sex and the City*. By 2010 *The New York Times* was declaring pie to be the new cupcake, but we knew better: Nothing beats a tiny cake. **LOW-CARB:** The Atkins and South Beach diets were fading in 2008, but two years later both were back with new books. **PORTO-**

BELLO: The craze was over by the time Carl's Jr. launched its portobello burger in 2009. **QUINOA:** Americans are clamoring for so much quinoa that conflict has broken out over land to grow it in Bolivia and Peru. **SALTED CARAMEL:** Häagen-Dazs and Starbucks hopped on the bandwagon in 2008, but home cooks took longer to grasp sea salt's potential. **SRIRACHA:** Thirty

years after Huy Fong Foods started producing its hot sauce in California, it's gone mainstream, showing up on Bruegger's bagels, Subway sandwiches, and the International Space Station.

"I am not a superfan of spicy, but the sriracha gave it just enough punch. I will definitely be making this again."
—EBond, Pomegranate, Sriracha and Mint Chicken Wings

Is It Really Better With Bacon? Almost Always.



BY THE NUMBERS

NOW THIS IS BIG DATA—A LOOK AT THE MASSIVE AMOUNT OF GRUB CONTAINED IN FOOD NETWORK'S ONLINE RECIPES.

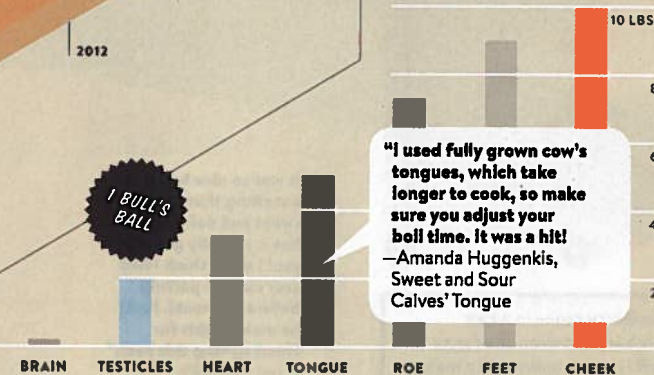
TOTAL NUMBER OF CUPCAKE RECIPES

26 WITH SEA SALT!

362

Gross Anatomy

It's not all flanks and breasts—here are the less common sources of protein on the site.



Recipes for Disaster

COOKS BEWARE!

Reviews for these love-'em-or-hate-'em recipes had the highest standard deviations (σ).

Dry-Rubbed Rib Eye Anne Burrell

1 $\sigma = 1.74$ 5

Slow-Cooker Chocolate Candy Trisha Yearwood

1 $\sigma = 1.73$ 5

Late-Night Bacon Rachael Ray*

1 $\sigma = 1.73$ 5

Gingered Brown Rice Tyler Florence

1 $\sigma = 1.71$ 5

Teriyaki Chicken With Warm Ginger-Carrot Slaw Rachael Ray

1 $\sigma = 1.70$ 5

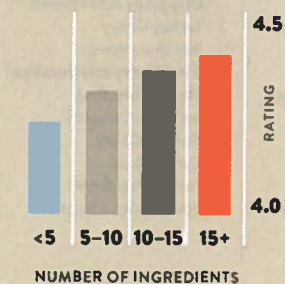
*READ THE REVIEWS

8 Tons of Protein

What's for dinner? We tallied the top three proteins mentioned in every recipe on the site and figured out the weight of all that meat.

Pork 4,677 lbs.
Beef 4,989 lbs.
Chicken .. 6,258 lbs.

Food With More Ingredients Gets Better Ratings



76,972

TOTAL NUMBER OF INGREDIENTS ON FOODNETWORK.COM

$315 \times 593 \times 10.125 = 860$

BOXES OF SPAGHETTI USED ON THE SITE STRANDS PER BOX INCHES PER STRAND LEANING TOWERS OF PISA BY HEIGHT

HOW MUCH SAFFRON IS USED ON THE SITE?

$378.6 \text{ TBSP.} = 23.66 \text{ CUPS} = \$2,300$

NUMBER OF WAYS TO GRILL A STEAK

280



E.G.: SKEWERED ON A KEBAB, IN BACON DRIPPINGS IN A DUTCH OVEN, DRY-RUBBED WITH CHILI AND COFFEE

NUMBER OF WAYS TO ROAST A CHICKEN

264



E.G.: ON A BEER CAN, MARINATED IN BUTTERMILK, HOISIN-GLAZED

NUMBER OF WAYS TO FRY A PORK CHOP

22



E.G.: DEEP-FRIED IN OLIVE OIL, CHOPPED INTO NUGGETS, CHICKEN-FRIED