

Yummly is a smart cooking app designed for YOU, personally! It uses AI to suggest recipes you'll love. The more you cook with Yummly, the more helpful it gets based on your tastes. Want to try vegetarian, keto, paleo, or low FODMAP? Set a diet as a preference and receive recipe recommendations for it. Have a food allergy? Yummly excludes recipes containing the ingredients you're allergic to.

POWERFUL FREE TOOLS:

AI-DRIVEN PERSONALIZED RECOMMENDATIONS

Like magic, Yummly learns from your favorite cuisines, saved recipes, diet needs, allergies, and personal food tastes to suggest recipes just for you. Tired of turkey or thyme? Simply update your preferences.

FROM 2 MILLION RECIPES TO ONE PERFECT MEAL — IN UNDER A MINUTE

Let Yummly do the heavy lifting for you! Our unique filters allow you to narrow your search by cooking time, course, cuisine, occasion, diet, allergy, nutrition, and more, so finding the perfect recipe is a snap!

REDUCE FOOD WASTE — SEARCH BY INGREDIENT

Browning bananas? Expiring beef? Just type the ingredients you need to use up into the search bar, and Yummly will recommend personalized recipes calling for them, which will save you money.

CREATE YOUR DIGITAL COOKBOOK

Saving your favorite recipes couldn't be easier. Browse Yummly's collection of 2M+ recipes and tap the Yum button to save the ones you like. Make meatless Monday more manageable — access your favorite recipes with ease.

SMART SHOPPING LIST

Shopping is easy when your grocery list is always at your fingertips. Add ingredients from any recipe with a click or tap, get suggestions based on your purchase history, then take your shopping list on the go or order groceries from local stores right from the app.* Your smart shopping list isn't limited to food, either — need toilet paper with your tiramisu? Yummly has that covered.

* Service available in select U.S. locations.

TAKE THE GUESSWORK OUT OF COOKING WITH THE YUMMLY SMART THERMOMETER

With convenient app-based cooking assistance, timers, and alerts, you can be confident in your cooking — even when you're multitasking (thermometer sold separately).

ADVANCED TOOLS FOR YUMMLY SUBSCRIBERS:

SMART MEAL PLANNING FOR YOUR BUSY LIFE!

Simplify mealtime with a mouth-watering selection of easy-to-follow recipes picked just for you, table-ready in 30 minutes or less. Shopping lists are created automatically, with optional grocery delivery to your door in available markets. Schedule the cooking sessions and meals on your integrated calendar so your plan is easy to stick to!

TURN ORDINARY INGREDIENTS INTO EXTRAORDINARY MEALS

Exclusive step-by-step recipes with video tutorials, timers, and other handy tools make cooking a breeze. With recipes designed for different cooks — from beginners to advanced, you'll learn from the best, one dish at a time.

INGREDIENT RECOGNITION USING YOUR CAMERA

Use your phone to scan ingredients you have on hand. Choose from a variety of suggested recipes you can make today.

App Store Description Testing

Goal: Increase number of iOS app downloads.

Hypothesis: Clearly explaining core product features and delineating between free and paid options will encourage more users to try the app.

Test: Compared month over month downloads with the old app store description (month 1) and the new app store description (month 2).

Result: App download conversion rate increased from 5.88% in month 1 to 6.24% in month 2.