

**Tuesday 16<sup>th</sup> February**  
**For Immediate Release**



## **BRITONS LOOK TO THE FLIPSIDE FOR A PANCAKE DAY WITH A DIFFERENCE**

Britons are whipping the beat back into their pancakes this year and are flocking online to find the some of the more unusual culinary concoctions for this year's Pancake Day. Allrecipes.co.uk – one of the UK and Ireland's top foodie social media site – has discovered that as well as searching for more conventional recipes, such as [Traditional Pancakes with Sugar and Lemon](#) and [Blueberry Pancakes](#), British home-cooks are quite literally livening up their search for the perfect pancake, with [Courgette Pancakes](#) and [Beer Pancakes](#) being two of the of the more unusual recipes searched for on the site.

These recent findings by Allrecipes.co.uk prove that despite being an age-old tradition, Pancake Day is still a popular event in the British culinary calendar.

In February of 2009, Diana Moutsopoulos, the online editor of Allrecipes.co.uk, noticed a huge surge in the number of people searching for 'pancake' online: "Last year, amazingly, 'pancake' was the third most searched term on Google.co.uk relating to cooking and recipes. I expect Allrecipes' page views to be even more amazing this year due to increased site traffic and the fact that there are over 100 pancake recipes from home cooks to choose from."

### **SOME OF ALLRECIPES.CO.UK'S MORE UNUSUAL PANCAKE RECIPES:**

- For those with a serious sweet tooth: [Chunky Monkey Pancakes](#)
- In case it's too cold to go to the pub: [Beer Pancakes](#)
- An international twist: [Korean Pancakes \(Pajeon\)](#)
- Pancakes for people who don't want to eat pancakes: [Dairy and Gluten Free Pancakes](#)
- A Caribbean favourite with a unique ingredient: [Johnnycakes](#)

-ends-

## NOTES TO EDITORS:

The top ten most popular pancake recipes on Allrecipes.co.uk are:

1. Claire's crepes

<http://allrecipes.co.uk/recipe/1249/claire-s-cr-pes.aspx>

2. Fast and easy pancakes

<http://allrecipes.co.uk/recipe/1454/fast-and-easy-pancakes.aspx>

3. Pancakes for Pancake Tuesday

<http://allrecipes.co.uk/recipe/6830/pancakes-for-pancake-tuesday.aspx>

4. Blueberry pancakes

<http://allrecipes.co.uk/recipe/308/blueberry-pancakes.aspx>

5. Banana pancakes

<http://allrecipes.co.uk/recipe/888/banana-pancakes.aspx>

6. Old fashioned pancakes

<http://allrecipes.co.uk/recipe/6234/old-fashioned-pancakes.aspx>

7. Authentic potato pancakes

<http://allrecipes.co.uk/recipe/6639/authentic-potato-pancakes.aspx>

8. Traditional pancakes with sugar and lemon

<http://allrecipes.co.uk/recipe/6815/traditional-pancakes-with-sugar-and-lemon.aspx>

9. American pancakes with sauteed apples

<http://allrecipes.co.uk/recipe/6402/american-pancakes-with-sauteed-apples.aspx>

10. Rua's drop scones

<http://allrecipes.co.uk/recipe/6694/rua-s-drop-scones.aspx>

- For additional information, please visit [www.allrecipes.co.uk](http://www.allrecipes.co.uk).
- High resolution images may be available. Contact Colman Getty
- Recipes may be available for syndication. Contact Colman Getty
- Allrecipes.co.uk offers UK and Irish cooks of all skill levels a dynamic community and resource where they can discover and share food ideas through user-generated recipes, reviews, photos, tweaks and profiles.
- A top food site for home cooks in the UK, the interactive site provides thousands of trusted recipes, everyday and special occasion meal solutions, practical cooking tips and food advice.
- One of 13 international sites launched in the past year by Allrecipes.com, the world's number one food site with more than 365 million annual visits, Allrecipes.co.uk joins localised versions for Australia/NZ, Germany, France, China, Japan, the Netherlands, Southeast Asia, Brazil, Mexico, Russia and India.

- Allrecipes.co.uk and Allrecipes.com are part of The Reader's Digest Association, Inc.
- Reader's Digest, a force in the UK marketplace for more than 60 years, is a renowned publisher of books, magazines, music collections and video. *Reader's Digest* magazine is the world's most widely read magazine, published in 50 editions in 21 languages

For more information about Allrecipes.co.uk or Reader's Digest please contact

Nazneen Nawaz or Kirsten Dennis at Colman Getty

T 020 7631 2666

**[nazneen@colmangetty.co.uk](mailto:nazneen@colmangetty.co.uk) / [kirsten@colmangetty.co.uk](mailto:kirsten@colmangetty.co.uk)**