



## **BigOven.com Expands Rapidly Growing Social Network About Food**

*New, Free "Groups" Feature Lets Anyone Create and/or Participate in Their Own Specialized Recipe Swap and Food Chat.*

Seattle, WA, January 11, 2008 --(PR.com)-- [BigOven.com](http://www.bigoven.com), a rapidly growing social network about food with 70,000+ registered members around the world, announced the immediate availability of "Recipe Groups", a free service which lets cooks easily join or create conversations around any food or nutrition topic they'd like.

Simply visit [www.bigoven.com](http://www.bigoven.com) and click on "Community" to join one of the dozens of already-available discussion topics ranging from "Asian Flavors" to "Diabetics" to "Weight Watchers"\* or to create your own.

"Food is an inherently social topic. Our 70,000+ registered members from around the world are constantly sharing tips, recipes and techniques related to dozens of food topics. With BigOven groups, you can zero in on your own areas of interest, whether it's Cooking with Kids, Food Photography, Party Planning, Low Carb Cooking, or more" said Steve Murch, Head Chef and CEO of BigOven.com.

Recipes can be posted for free and tagged with keywords, such as flavor, difficulty level, or cuisine. Cooks can create their own free 'Try Soon' Queue for their custom chef page, which is an always-available, running list of recipes that helps get cooks "unstuck" and inspired for dinner. Members can share recipes and photos, and optionally subscribe to discussion topics via email. BigOven.com members can contribute recipes to one or more group, and link recipes together in meaningful ways, for example, to show what salads might go with a particular main course, or what leftovers of a given recipe might make. 160,000+ recipes are already on BigOven.com with hundreds more being added every week. All of this, and much more is available for free at [www.bigoven.com](http://www.bigoven.com).

The optional BigOven for Windows recipe software (\$29.95; free 30-day trial download) is an award-winning, full-featured program offering grocery list and meal plan creation as well as nutritional analysis. It just won "Best Cooking Software, 2008" in an independent, head-to-head roundup of ten competing recipe management programs by TopTenReviews.com. The founder, Steve Murch, has over three decades of experience in the personal computing industry, including executive-level experience at both Microsoft Corporation and Expedia, Inc.

### **About BigOven.com**

BigOven.com is a rapidly-growing social network about food, with over 160,000+ recipes and 70,000+ members from around the world. Cooks can post recipes, photos, videos, and tips in an easy online archive, and search recipes in a variety of ways. First released in 2004, BigOven.com serves over 2 million pageviews each month, up more than four-fold over last year.

\*Weight Watchers is a registered trademark of Weight Watchers International. BigOven.com has no affiliation with Weight Watchers, Inc.



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