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New York, Oct 31, 2018 (Issuewire.com) - My Great Recipes, the mobile app, and website that helps its users discover, save and share cooking content, launches a new app with a cutting-edge user experience, advanced personalization, more original recipes, and an ad-free premium subscription. The app targets the Millennial and Generation X demographic group aged between 22 and 55 with over 145 MM individuals, almost 50% of the US population.

Today, the app has over 5,000 high-quality recipes with step by step photos and 30,000 aggregated recipes from popular food blogs, which have been chosen from the web using an algorithm that ranks them based on quality.

"With the latest app release, My Great Recipes has taken a big step towards our goal to help users discover, save and share great recipes in a seamless and highly personalized app user experience, leveraging the latest technology and mobile trends!"

The new premium subscription will give users an ad-free experience and the ability to save an unlimited number of recipes. It offers a 30 day free trial period, after which it will cost \$1.99 for a monthly, or \$19.99 for a yearly subscription. In the future, users will get even more personalized experience, access to specially curated collections, personalized meal plans and nutritional information. And, with the growth of online grocery shopping and local food delivery models, My Great Recipes will be also launching partnerships that will enable users to order ingredients directly from their shopping lists within the app.

My Great Recipes revenue model is driven by in-app advertising and converting free users to premium subscription users. The plan is to accelerate growth in the fall of 2018.

Visit this Link for More Information: www.mygreatrecipes.com

Media Contact

Martin Tonneson

info@mygreatrecipes.com

New York City, New York, U.S.A

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