



**Special Fork**  
What to Cook Now!

For: Special Fork  
Contact: Sandy Hu. 415.626.1765  
[Sandy.hu@specialfork.com](mailto:Sandy.hu@specialfork.com)

## Special Fork FAQs

### **Q: What is Special Fork?**

**A:** Special Fork is a free mobile recipe site designed for everyday cooking, accessible on the 60+ million smartphones (iPhones, Blackberry and Android phones) in the U.S. All recipes take no more than 30 minutes of prep time (cooking time is extra) and they are professionally developed and vetted. The goal is to help consumers no matter where they are – at the supermarket, on the way home from work on a commuter bus or train – find a recipe they can make for dinner that night, even at the last minute.

### **Q: How do consumers access Special Fork?**

**A:** Consumers simply open the web browser of their smartphone and go to [www.specialfork.com](http://www.specialfork.com).

### **Q: Is Special Fork only for smartphones?**

**A:** While the mobile site was designed to be the on-the-go solution to what's for dinner, a conventional site is also available for laptops and PCs. When the consumer goes to [www.specialfork.com](http://www.specialfork.com), the server will deliver the appropriate site – mobile or conventional – by recognizing whether the consumer is using a smartphone or regular computer. The site can also be accessed on the iPad.

### **Q: How is Special Fork different from other recipe websites?**

**A:** Special Fork is the only site with a laser focus on the needs of the everyday cook who is compelled to make dinner Monday through Thursday. Special Fork not only delivers everything necessary to make a last-minute dinnertime decision – quick, easy, professionally developed recipes plus selection and storage information for produce, meats and grocery items not found on other sites – we also understand and acknowledge the consumer's time constraints. Innovative features like a profile page where consumers can register their preferences (I don't eat fish, I don't eat chicken, etc.), the ability to search by lifestyle segments (busy mommy/daddy, cooking newbie, cooking for one or two) and a search engine that will first search the recipes the user has expressed an interest in trying from their recipe box, enable consumers to find a recipe customized to their tastes and lifestyle in 60 seconds from start to finish.

Special Fork capitalizes on the properties and functionality of smartphones – it is not merely a conventional website made to fit a smaller screen. Special Fork also integrates all information so recipes saved in a recipe box on a Blackberry, will be viewable on the iPad or Android phone, and on the consumer's home or office computer. These are unique attributes of Special Fork.

### **Q: Is Special Fork just a recipe database?**

**A:** It is that, and more. Recipes are a roadmap to help consumers make the meal. But Special Fork also wants to inspire and educate about cooking at the same time. Special Fork posts blogs Monday through Friday with more tips and help to support the user. On Mondays, Special Fork co-founder Sandy Hu blogs about “**Inside Special Fork.**” On Tuesdays, Katie Barreira, test kitchen associate at Every Day with Rachael Ray magazine, blogs for “**Cooking Newbies.**” On Wednesdays, Lori Powell, current food director of Prevention, former food director of Real Simple, and a veteran of Ladies’

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Home Journal, Gourmet and Martha Stewart Living, blogs about “**One or Two Bites**,” for singles and couples who are cooking smaller meals. On Thursdays, Andrew Hunter, former VP of Culinary Development for Wolfgang Puck and owner of Culinary Craft, a culinary development company, and his wife Marilyn, who juggles the roles of wife, mother of two and partner in the family business, take turns writing about cooking for kids and the “**Family Table**.” Each expert is a voice for Special Fork reaching a specific segment of the Special Fork target audience. The last day of the workweek is devoted to “**Video Fridays**,” featuring a video demo of a simple recipe from the Special Fork recipe database.

### **Q: Where do your recipes come from?**

**A:** All of our recipes are professionally developed and come from commodity boards, celebrity chefs (tested) and cookbook publishers. We are currently working with over 70 content providers.

### **Q: How do you select recipes?**

**A:** Recipes are vetted by our Special Fork Food Editors. They look for recipes that are well-written, can be prepped in 30 minutes or less, have a flavorful combination of ingredients, use sound cooking methods, and are likely to appeal to our target audience. The food editors do not test the recipes, but screen by reading them. They are encouraged to reject any recipes that do not meet all the criteria.

### **Q: Who are your Food Editors?**

**A:** All Special Fork Food Editors have strong food backgrounds and many have had years of experience in food editorial, having held senior food positions at publications such as Better Homes and Gardens, Good Housekeeping, Sunset, Ebony, Country Living and Southern Living, among others. Others are professional chefs who have demonstrated skill in recipe writing (not an attribute shared by most chefs) and understand the everyday consumer.

### **Q: How many recipes do you have?**

**A:** Currently, the database has over 1,000 recipes and it will continue to grow. Our goal is not to provide consumers with an overwhelming number of arbitrary recipes that a keyword search for “beef” or “pork” might produce, when they least have time to sort through them – instead, we are focused on providing a smaller number of recipes that, when filtered through our personalization screens, deliver customized recipes that are exactly right for the tastes and needs of the user.

### **Q: Who are the people behind Special Fork?**

**A:** Special Fork’s CEO and co-founder is David Hu, an experienced marketer who worked in the mobile industry and in high-tech companies. He is an avid novice cook.

Co-founder and VP of Content and Communications Sandy Hu, David’s mom, is a former newspaper and magazine food editor, freelance food writer, and creator of one of the first food Web sites in 1995, recipe.com. She worked for many years at Ketchum, a top-ten global PR agency where she was SVP, Associate Director of Ketchum’s Global Food & Nutrition Practice and Director of the acclaimed Ketchum Food Center, the agency’s test kitchen and culinary center.

Special Fork was designed and developed by Brick Design, [www.bricksf.com](http://www.bricksf.com), a multidisciplinary firm located in San Francisco and specializing in graphic, interactive and environmental design.

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**Q: What does Special Fork mean?**

**A:** When he liked the evening's meal, Chris Hu, Sandy's son and David's younger brother, just six or seven years old at the time, began a quiet ritual of going to the kitchen and swapping his dinner fork for the one mismatched fork in the utensil drawer. This fork came to be called, "Special Fork," because it signified a special dinner. The appearance of Special Fork at the dining table was the ultimate compliment to mom or dad, whoever rushed home from work first, and managed to cook the meal that night.

Chris continued to express his approval of meals through Special Fork until he went off to college, and to this day, Special Fork is tucked in a box with his boyhood treasures.

The Special Fork mobile recipe website is dedicated to helping everyday consumers who are facing the same daunting dinner challenges these many decades later, to make Special Fork meals, every night. It expresses the company's deep commitment to family dining and the nourishing value of the simple, home-cooked meal.

**Q: Where did the idea for Special Fork come from?**

**A:** In her many years working with food clients, Sandy Hu was troubled by recurring research that showed consumers are stressed about what to cook, have little time and have few ideas and skills. Having pioneered the award-winning recipe.com in 1995, she has understood first-hand the power of harnessing technology to help consumers. The ubiquity of the smartphone (cell phones with Internet connectivity) enables Special Fork to solve the consumer's most pressing need in the time and place they want the information – in the supermarket, where they are stymied trying to decide what to buy, or in transit as they try to make a cooking decision the hour before they have to start dinner. The technology and entrepreneurial acumen of Special Fork co-founder and CEO David Hu whose career has been in the mobile and high-tech space, has enabled the duo to build this ground-breaking new tool.

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