

Dragon's Den video recipe site launches iPhone App

Submitted by: Look and Taste

Wednesday, 13 May 2009

Top video recipe website Lookandtaste.com, which was featured on last seasons BBC hit show Dragon's Den, has launched it's iPhone App to over 77 countries worldwide on the itunes Appstore.

Lookandtaste.com, named by top UK tech magazine T3 as one of the top 10 most useful web services alongside the likes of gmail, flickr and the BBC iPlayer, today launched their video recipes onto the iPhone.

The lookandtaste.com (<http://www.lookandtaste.com>) iPhone application allows users to view over 300 video recipes and over 300 food glossary videos on their phone, on the move. The application will constantly update offering the user an ever increasing video cookbook on their phone with plans to eventually have over 1,000 recipes available on the popular iPhone. Seasonal recipes will be added at different times throughout the year making this application one of the most agile and useful on the market.

The iPhone application (available here (<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=311468548&mt=8>)) will be priced at \$9.99 on the app store and Lookandtaste.com have also launched a free version of their application (available here (<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=311471004&mt=8>)), with 20 of their most popular video recipes available for viewing, called Lookandtaste Lite.

Niall Harbison, chef and MD at lookandtaste.com, said "We're hoping that with this iPhone app and the newly re-launched site we'll be able to show the Dragon's up for having passed on a great investment".

The iPhone Appstore has just surpassed the 1 billion downloads landmark and Lookandtaste hope to capture the foodie portion of the iPhone app market with their innovative new application.

Sean Fee, CEO of Lookandtaste, said "The Lookandtaste iPhone App is something we've been working on for a while and we really feel our product provides a perfect example of how useful the iPhone can be, and with the appstore we have a great platform to get our videos out to more foodies".

-ends-

notes to editors:

Look and Taste is a foodie site featuring cook-along videos from our masterchef Niall Harbison. There are over 300 video recipes on the site, which are constantly being added to.

For press enquiries, please email Sean Fee at sean.fee@lookandtaste.com or call +353 15 111 257 or mobile +353 86 177 4346