



The Mr. Food Test Kitchen Partners with ShoptoCook®

In an effort to continually expand consumer engagement and to help grocers increase sales, ShoptoCook®, teamed up with the Mr. Food Test Kitchen through its supermarket in-store kiosk program and grocer's website content management system. The goal is to bring more quick and easy recipes and videos from a trusted source to shoppers at the point of purchase.

Frank Beurskens, CEO of ShoptoCook® states, "The Mr. Food Test Kitchen content on our in-store kiosks is the most popular and clicked on content by consumers. The brand seems to resonate very well with consumers and that is critical to our long term growth". Besides offering recipes and video, the kiosk allows consumers to print recipes, create grocery lists based on selected recipes, print coupons, and access special offers with their loyalty shopping cards. To date you can find these kiosks in supermarkets across the country including Schnucks, Kroger, IGA, and many more.

Howard Rosenthal, COO and on-air personality for the Mr. Food Test Kitchen shared that, "Our company loves this partnership since it allows us to help shoppers at the point of purchase. On top of that, Frank and his team at ShoptoCook® have an uncanny ability to always be ahead of the technology curve in the supermarket industry, and that makes this partnership even more exciting to us."



Frank Beurskens, CEO of ShoptoCook®, shakes hands with Howard Rosenthal as they kick off the partnership

To find out more about ShoptoCook® [click here](#).