



Yummly

Designing the connected kitchen

SERVICES

STRATEGY

UX

VISUAL DESIGN

BRANDING

DEVELOPMENT

VIDEO PRODUCTION

RESULTS

4 WEBBY AWARDS

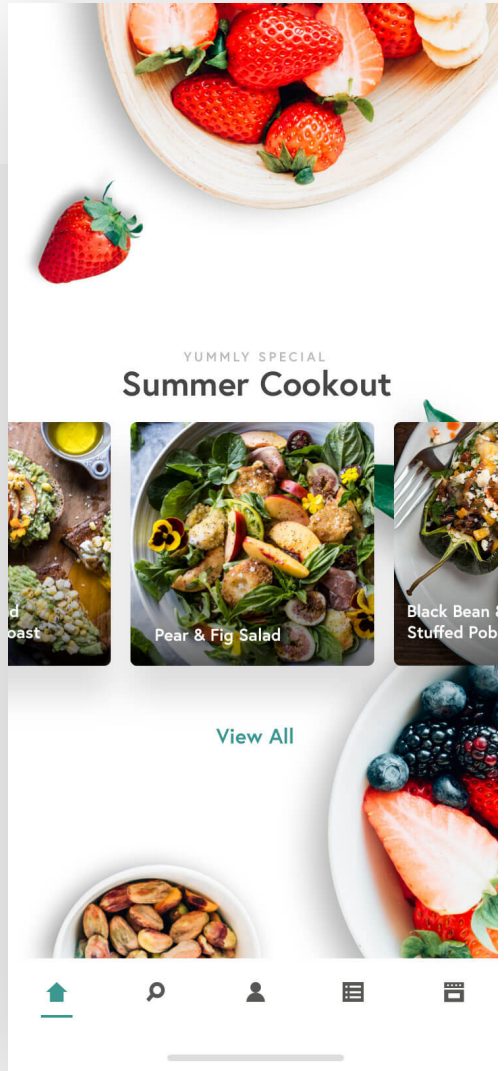
2 DAVEY AWARDS

2 W3 AWARDS

ACQUISITION BY WHIRLPOOL

Designing a personalized connected kitchen platform that spans multiple digital tools and products.

Since 2013, ANML has played an instrumental role in the design and user experience of Yummly's digital products helping the company grow from 5 million users to 50 million users leading to the acquisition by Whirlpool, a global appliance giant. ANML played key roles in defining the Yummly brand through our product work including, iOS, Android, Apple TV, Apple Watch, as well as creating a step-by-step cooking interface that connects to your kitchen appliances.





Party Starters

Style out your next Summer party with these ten delicious finger food recipes.



10
RECIPES

[View All 10](#)





Melissa's Feed

Articles

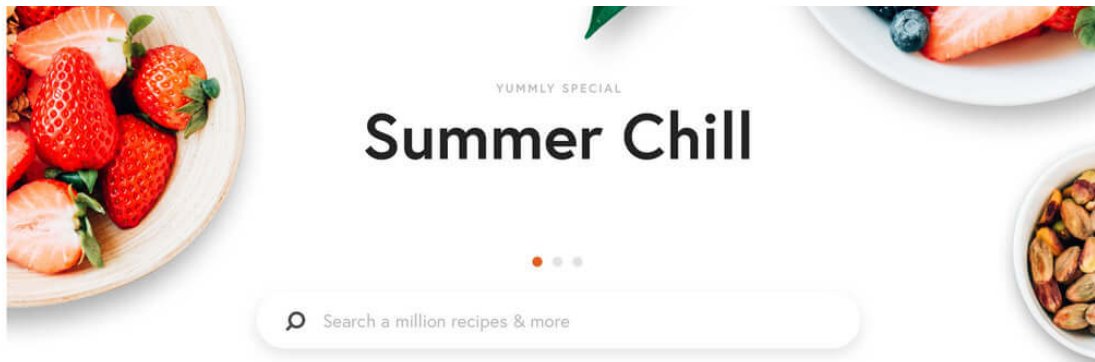
Plan & Shop

SAVED RECIPES

+ NEW COLLECTION

- All Yums
- Salads
- Pizza
- Soups
- Mediterranean...

... MORE




YUMMLY SPECIAL

Summer Chill

Search a million recipes & more

New



Scan ingredients to use what you have

Scan the ingredients you have at home and we'll suggest personalized recipes to use them.

[Download the App](#)

Popular Recipes

that meet your taste and health preferences

[See All](#)



GUIDED Yummly

Caprese Hummus Flatbread Pizza

★★★★★



PRO Tim Foley

Classic Filled Apple Pie with Lattice Top

★★★★★



Smitten Kitchen

Korean Spicy Fried Chicken Burger

★★★★★



Homemade Kitchen

Quick And Easy Japanese Style Cucumber Rolls

★★★★★

Popular Articles

[See All](#)



Our Favorite Sandwiches That You've Never Heard Of

Whether you follow a low-carb, no-carb, or just a plain old omnivore diet, cooking



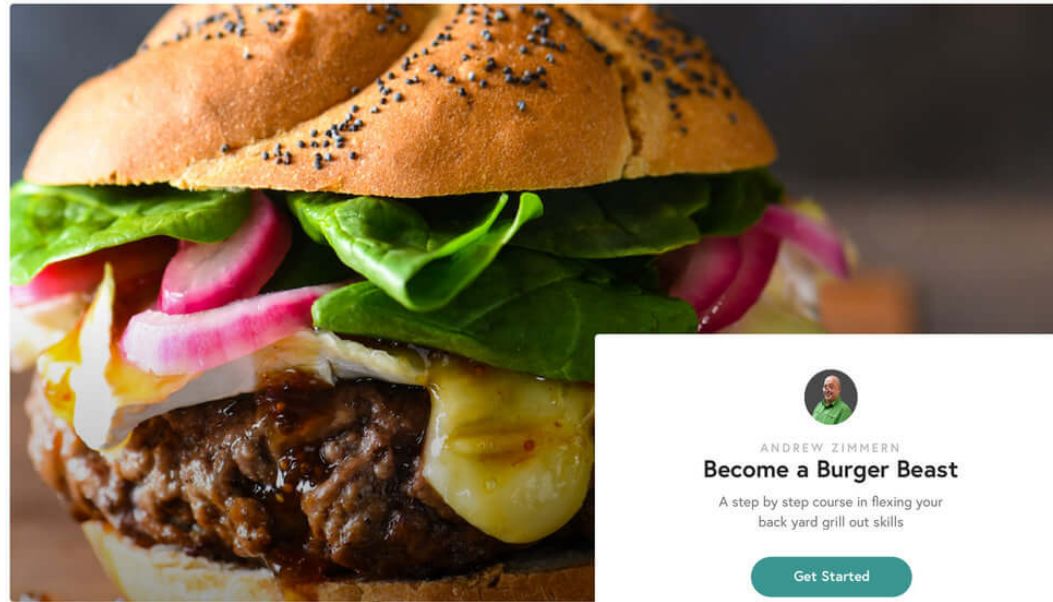
What to Eat Now: December

To close out the year, sturdy workhorses such as turnips, celery, and Romanesco sit alongside our favorite holiday fruits...



New Year, New You... Blender Edition

Whether you're starting a new diet or looking to reduce your sugar intake, your healthy-eating aspiration are in reach.



ANDREW ZIMMERN

Become a Burger Beast

A step by step course in flexing your back yard grill out skills

[Get Started](#)

Party Starters

To boost your chances of having a prosperous 2020, we put together a list of recipes for a lucky year.



10 RECIPES

[View All 20](#)

Just For You



Homemade Kitchen
Butternut Squash and Turmeric Soup



Homemade Kitchen
Margherita Pizza With Basil Pesto and Mozzarella



Homemade Kitchen
Korean Spicy Fried Chicken Burger



Popular Videos

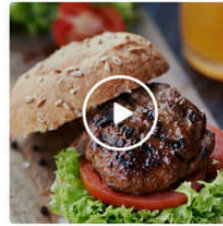
[See All](#)



Homemade Kitchen
Puff Pastry Pizza with Pesto Rosso, and Fresh Mozzarella



Homemade Kitchen
Strawberries and Cream Overnight Oatmeal

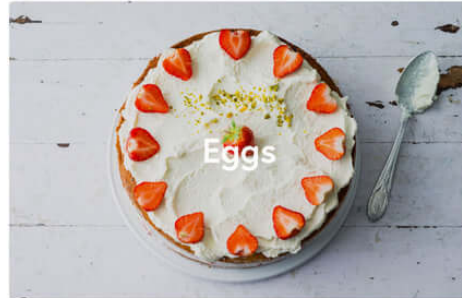


Homemade Kitchen
Korean Spicy Fried Chicken Burger




Homemade Kitchen
Quick And Easy Japanese Style Cucumber Rolls

Trending Ingredients in August




YUMMLY PRO


New Chefs on Yummly



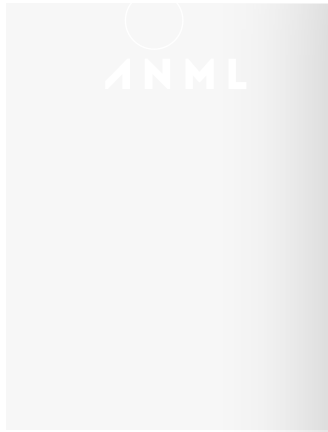
Andrew Zimmern



Carla Hall



Richard Blais

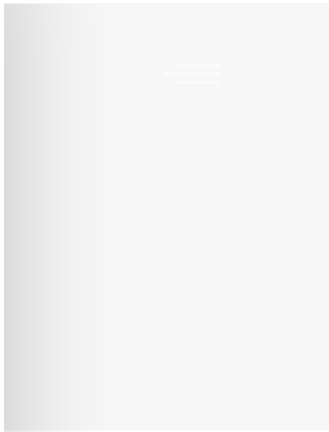


The TV personality, chef, and writer uses his encyclopedic knowledge of world cuisine...

Carla brings her signature blend of French technique, Southern upbringing, and...

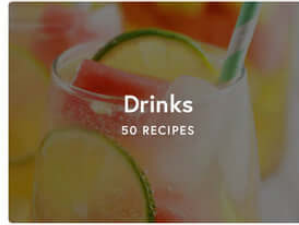
A regular on the Food Network, Chef Blais is known for reinventing classic...

[See All Yummly Chefs](#)



Collections

[See All](#)



Cooking with the pros

Creating a simple to use step-by-step interface, our audience is able to cook alongside pro chefs in the comfort of their own kitchen and at their own pace. We focused on creating an interface that allows written instructions, ingredient lists, and step-by-step video

content to live side-by-side, making it easier than ever before to cook at home.



Debra Hall

is former co-
and author...

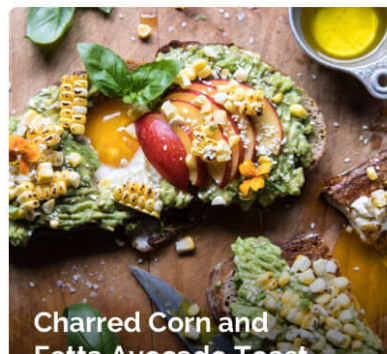


YUMMLY EXCLUSIVE

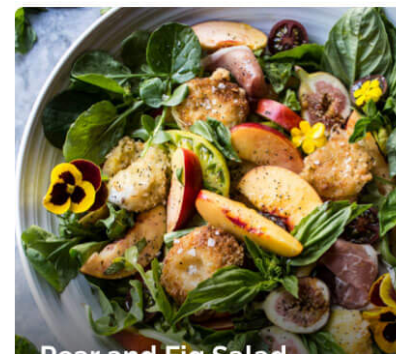
Andrew Zimmern

A four-time James Beard Award
TV personality, chef, writer and

Yummly Exclusives



Charred Corn and
Feta Avocado Toast



Pear and Fig Salad

Reimagining the food journey

ANML helps support the design of digital tools that help people manage and optimize their work flows in the kitchen. From ingredient food recognition, inventory management, and meal planning, ANML has been involved with key features that continue to improve the connected food journey.





Agnostic design system

With a universal design language we were able to adapt to numerous platforms. Working closely with the Yummly team, with guidance from apple, we extended our designs to the Apple watch and Apple TV - allowing Yummly to be showcased as one of the first apps on these new platforms.

27M

REGISTERED USERS

1

EDITORS CHOICE ON APPLE & ANDROID

4.8

APP STAR RATING

FROM OUR PARTNERS

"I have worked with ANML for many years. The team is incredibly talented, easy to work with, and fun to collaborate with. We owe much of our acclaimed app success and visual language to the hard working team at ANML. They are truly, the best of the best."

Brian Witlin, CEO
Yummly