

# Hubert Burda Media

## Das Kochrezept



*Daskochrezept.de* combines the journalist aspiration of Germany's leading food magazines with opportunities to interact with users who love to cook. The portal provides both novice and ambitious cooks and bakers with useful information and the chance to chat with other people interested in cooking.

**Links:** [daskochrezept.de](https://daskochrezept.de), [Das Kochrezept on Facebook](#) and [Instagram](#)



**Johannes Träschütz**  
Head of Product Management

As Head of Product Management at *BurdaHome*, Johannes Träschütz leads the digital food team with the brands *DasKochrezept.de*, *Einfachbacken.de*, *Meine-Familie-und-ich.de* and *SlowlyVeggie.de*.

## **Facts**

**Division** BurdaHome

**Managing director** Frank-Jörg Ohlhorst

**Responsible** Johannes Traschütz

**Headquarters** Munich

**Published since** 2008 (Burda)

**Reach** 0.74 million unique users (AGOF df 2016/V)

**Senior brand manager** Sabine Mecklenburg

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