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What's Cookin' allows people to input the ingredients they have right now in their kitchen and see all the possible recipes lie ahead! It then redirects the person utilizing this website to the original source of the recipe. What's Cookin' is based out of San Francisco, and is a fairly new business. While only having 10 employees right now, they've already started to stir up some buzz around their company, as San Francisco is full of fast-paced individuals who could benefit from this amazing service. No longer will these individuals need to spend so much time searching for recipes on the internet just to find they are missing some key ingredients.

What's Cookin' will one day have users from every corner of the world, but since they're such a new business, they are starting out in the fairly small geographic region of the Bay Area of California, where What's Cookin' currently lives. This is an area with particular need for quicker meal times while feeling fulfilled in their cooking options.

