



A TASTE OF TASTY UK

Sponsored recipe opportunities

June 2026

TASTY
UK

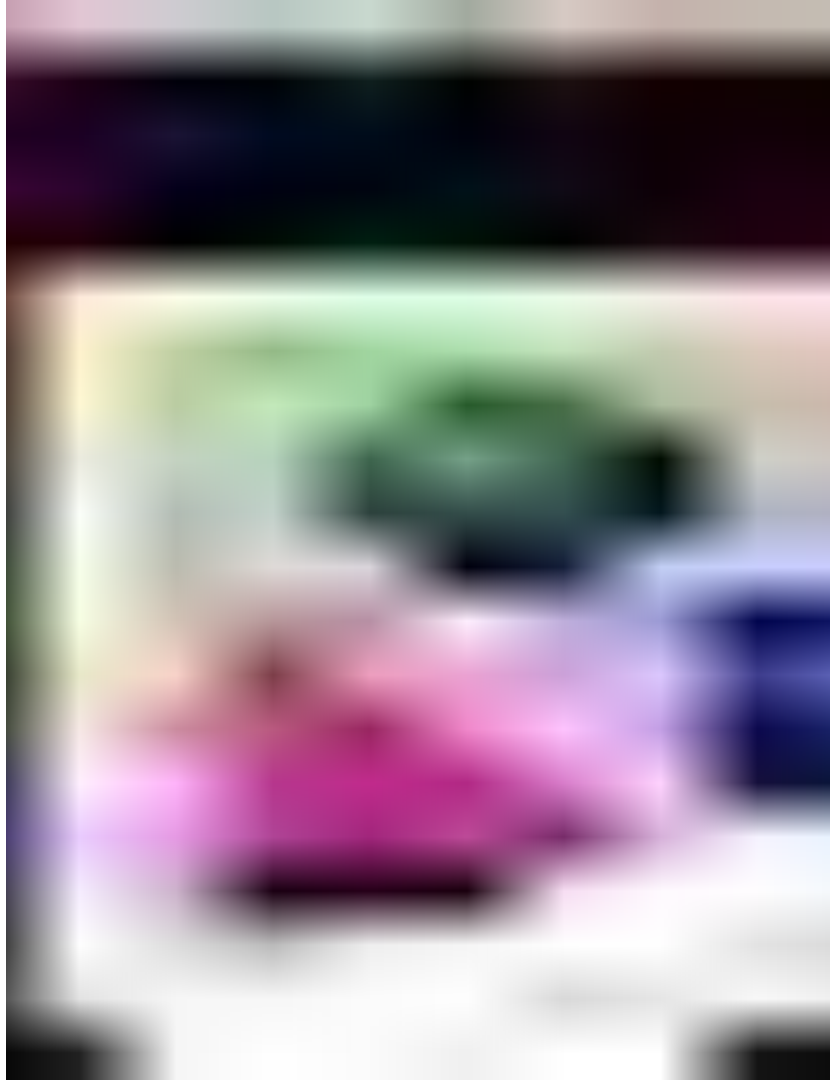
Client Logo

Tasty UK is...

The UK's most fun, informative, and diverse food publisher

Tasty UK delivers simple yet delicious recipes that anyone can cook at home

We reflect the diverse tastes and communities of modern Britain, and just like our recipes, our content is packed full of flavour, fun, and are made to be shared and enjoyed



The UK's biggest social food publisher

Our content is native to each platform, designed to maximise engagement where audiences spend their time

32m

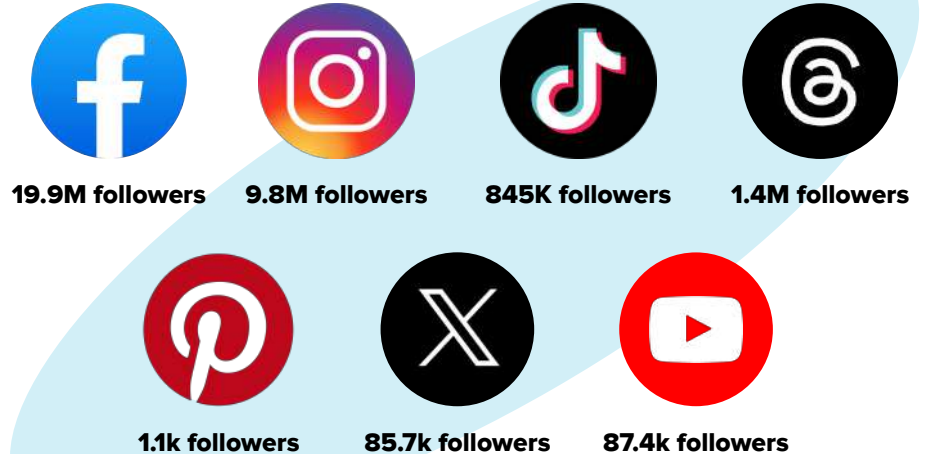
followers across our social platforms

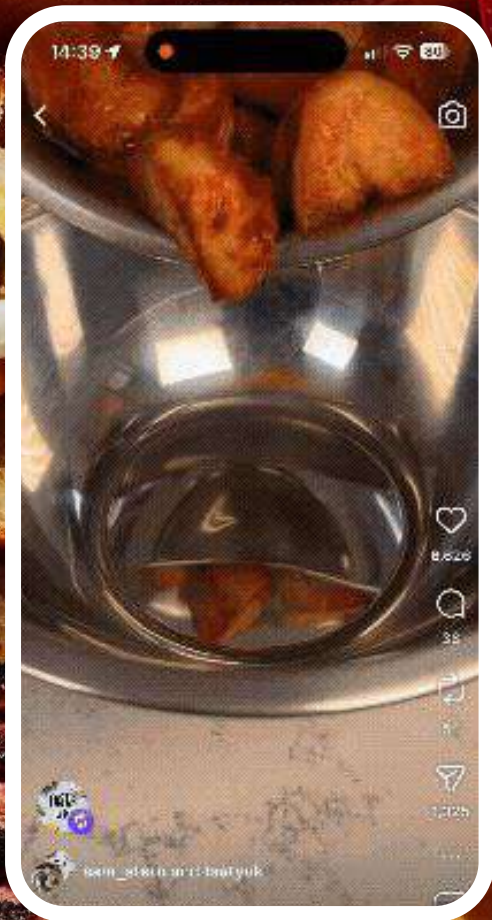
140m

average monthly video views

50%

are between the ages of 18 and 34





Reaching the next generation of foodies

We create content that delights UK based 18 to 34 year olds, who are largely pre-family food lovers and have-a-go home chefs

70%

are female

96%

are the main food shopper in their household

95%

have cooked a Tasty UK recipe

90%

say we have improved their cooking skills

80%

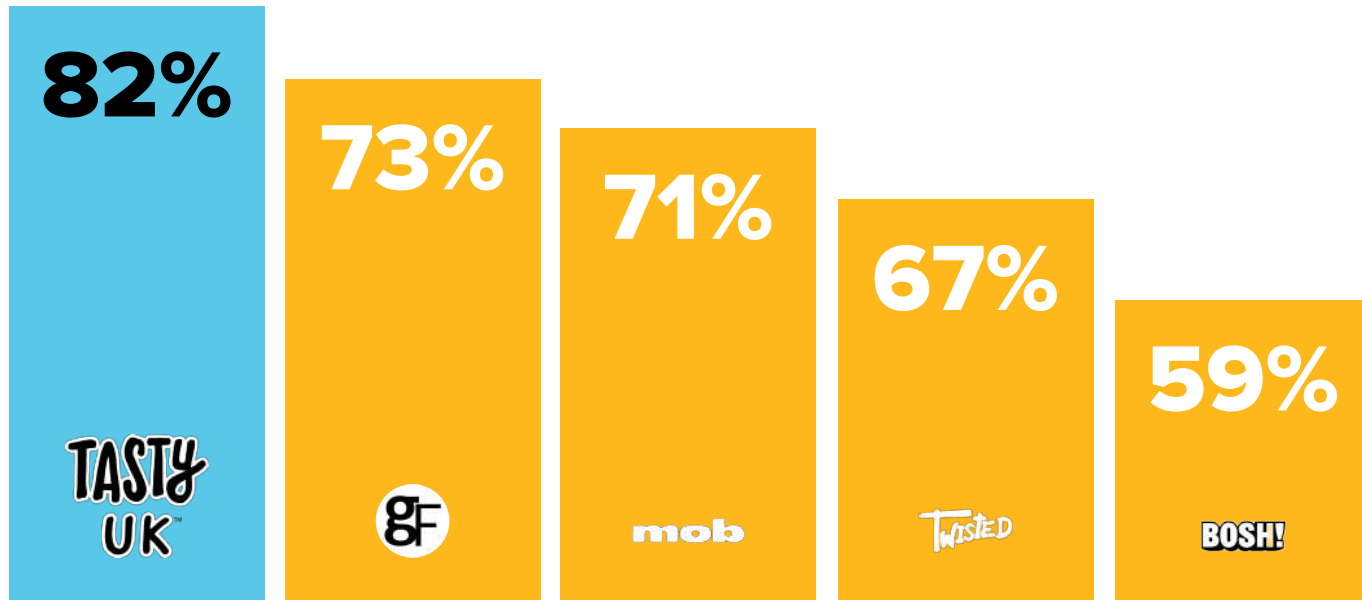
say we help them make purchase decisions

95%

use the exact ingredients featured within our recipes

Social media's most trusted sous-chef

Consumers agree that we are the number one brand for opening their eyes to new flavours and ingredients



Meet the two key creators of Tasty UK...



Lirim Gula

Meat enthusiast, sandwich guy, Tasty UK chef

Growing up in his dad's West London restaurant, Lirim's passion for food runs deep

Inspired by chef Francis Mallmann, he's a fire-loving meat enthusiast dedicated to helping home cooks create simple yet bold dishes

His dream meal is a Kosovan Fli, a layered crepe-like dish baked over open flames



Homam Ayaso

**The Gastronom
A Chef, world Traveler,
Head of Tasty UK**

Homam's international upbringing sparked his twin passions for food and travel, believing a place's culture is best understood through its dishes

He's been hooked on cooking since baking his first cake with his mum at age four. A fan of fusion cuisine, he loves blending cultures together

...and the next generation of social talents

Audiences scroll past ads. They stop for creators they trust.

The Guest Creator Programme puts your brand in the hands of the food creators Britain trusts most. These are the faces of Tasty UK.

That access opens territory no brand can reach alone:

Kitchen Utensils & Appliances
Outdoor Cooking & Travel
Health & Nutrition
Hosting & Date Nights
Fitness & Sport
Cleaning & Organising

And it lands you with the audiences brands fight hardest to win: GenZ, students, and home hosts.



Sami Ramadan
Gen-Z, experimental chef



Val Moore
Mindfulness through cooking



Mana
Vegan persian recipes



Emily
Creative Recipes



Karen Law
East Asian recipes



Flavour Fellas
Fun and energized



Emma Wills
Desserts and bakes



James Holdsworth
Seasonal cooking



Camille Vidal
Alcohol free mixes



David Atherton
Bake-Off Winner, LGBTQ+



Dan Bui
Global mixes and meals



Bettina
Plant Based, sustainability

The opportunity

Your brand as the key ingredient

At Tasty UK we offer a whole host of bespoke brand collaborations and partnerships at scale. But if you want to just have a taste and try before you buy, then this is the dish for you

Our suggested serving

#1: 1x Tasty UK recipe

Published in Feed with your brand/product as the hero

#2: 1x Tasty UK creator

One of the Tasty UK team will deliver your brand to the audience in their inimitable style

#3: 1x Branded recipe caption

Once the audience are bought in they can click straight through to your page

#4: 1x Instagram Story

Finding our hungry audience wherever they are



YOUR INVESTMENT

€14k

organic posting package

OR

€20k

additional 2.5m paid media impressions

OR

€33k

2 videos and additional 6m paid media impressions



THANK YOU

Let's cook up success together

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