

# Where *Taste* Is *Made*





# Tastemade is Where Taste is Made

Good taste is shaped by a combination of the familiar and the unexpected—just like Tastemade.

The juxtaposition of the functional with the sublime, the aspirational with the attainable, the travel-worn with the trending.

Where [community](#) is made. Where [bucket lists](#) are made. Where [heart-racing adventures](#) are made.

Tastemade. **Where Taste is Made.**





# Why Tastemade?



AUDIENCE



ECOSYSTEM



AGILITY



QUALITY

STREAMING. SOCIAL. NEWSLETTER.

# Our Community of *Doers*

MONTHLY STREAMING VIEWERS

**13M+**

MONTHLY MINUTES WATCHED

**700M+**

MONTHLY SOCIAL ENGAGEMENTS

**300K+**

SOCIAL FOLLOWERS

**167M+**

NEWSLETTER SUBSCRIBERS

**450K+**



REACH YOUR CURRENT AND FUTURE CUSTOMER

# The *Doer* Audience

**70%**  
A18-44

**40%**  
Live In Top 10 DMAS

**30%**  
Identify as Hispanic

**35%**  
Non-white

**50/50**  
Male/Female

**58%+**  
Have children in the HH

**63%**  
Buy on quality vs. price

**54%**  
Homeowners



Tastemade's audience is **44% more likely to purchase products advertised on streaming and social media**



Tastemade audience is **17% more likely to be the person that people come to for advice before buying new things**



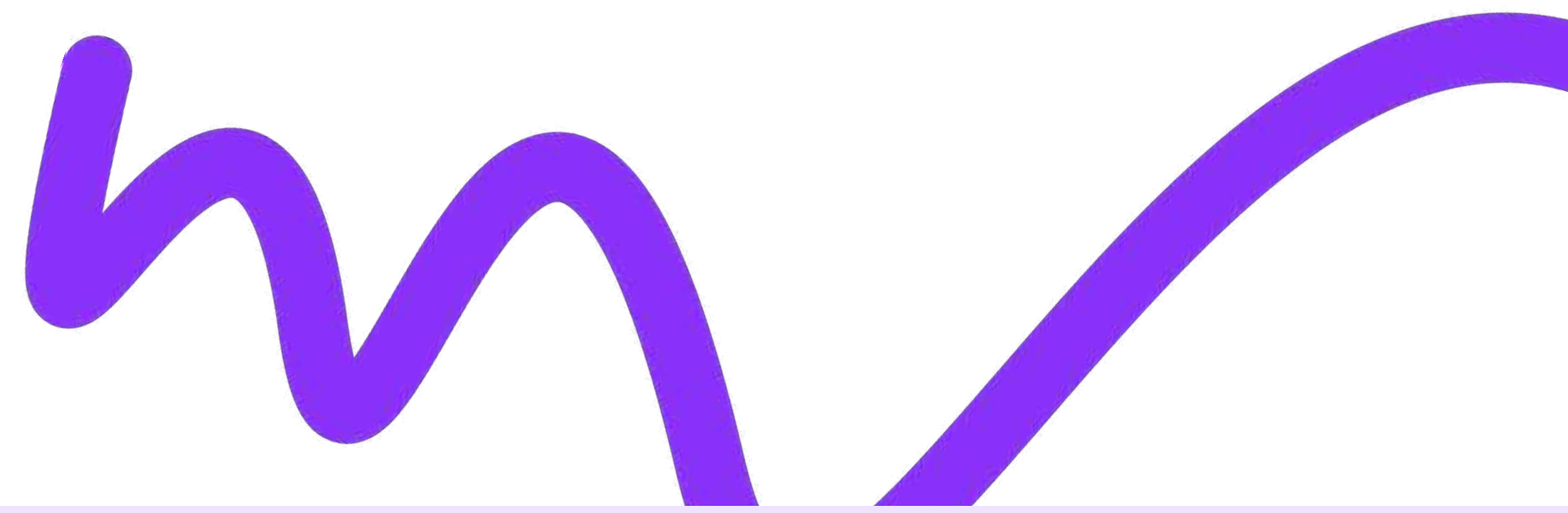
**77%** of Tastemade's audience **cook meals frequently**



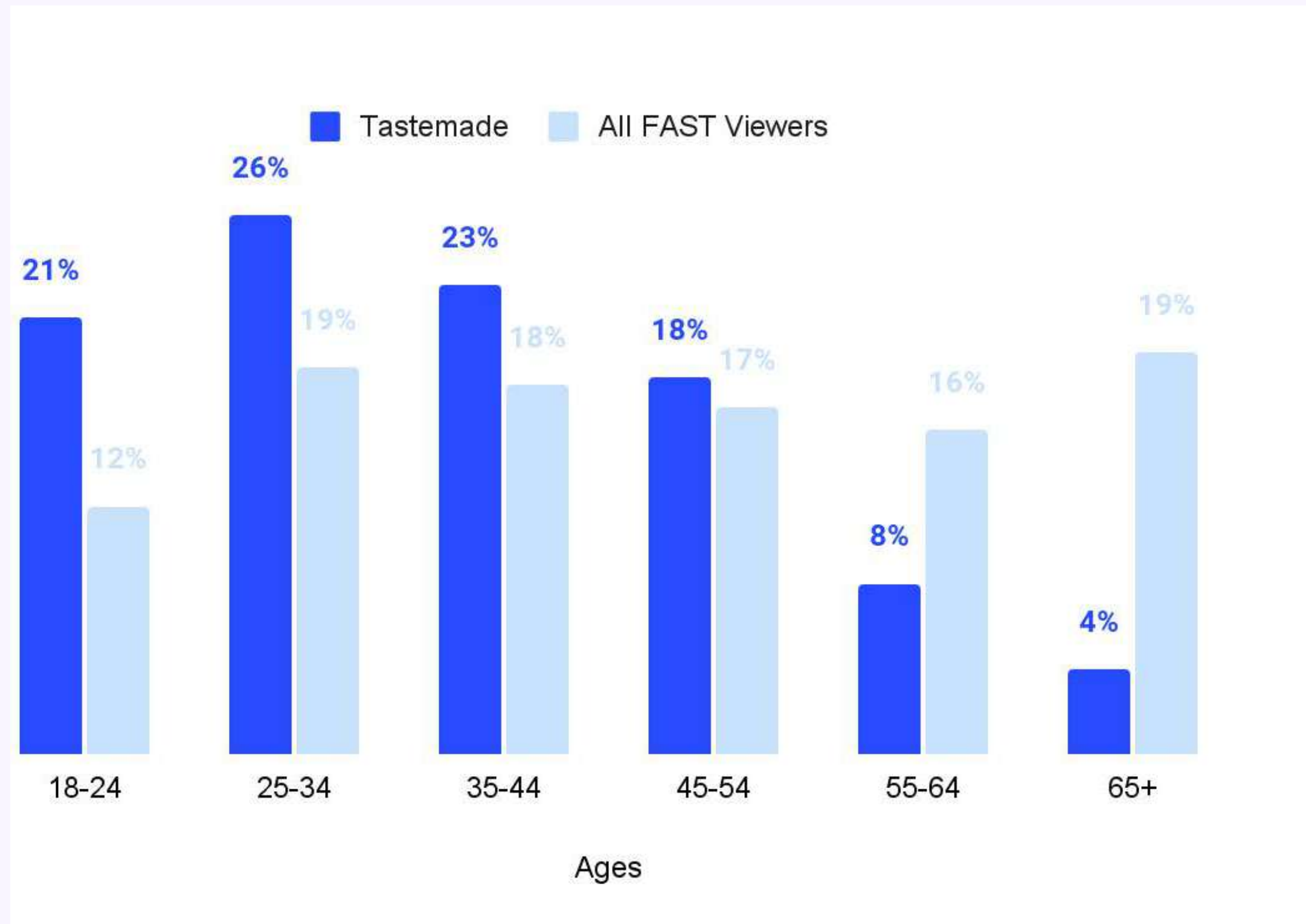
**74%** of Tastemade's audience are **looking for new ideas to improve their home**

STREAMING DESIGNED WITH DOERS IN MIND

# Doers Do FAST Differently



## Younger Audiences Love Tastemade



Source: MRI-Simmons



**36**  
Median Viewer Age

**35%**  
Multicultural

**11**  
Years younger than  
US population

**+22%**  
Higher than  
US population

**13**  
Years younger than  
linear TV viewers

**+10%**  
Higher than  
linear TV viewers

Source: MRI-Simmons

REACHING DOERS ON EVERY SCREEN AND EVERY PLATFORM

# Our Omni-Channel Ecosystem





**TASTEMADE**  
Award Winning Lifestyle  
Programming Built for  
Streamers



# Tastemade Streaming



**300+**  
hours of new, first-  
run programming  
yearly

**A Modern Voice**  
featuring more diverse talent,  
recipes, destinations, and  
home designs

**The #1**  
most Distributed Lifestyle  
Channels

**Unique Ad Opportunities**  
designed to help brands connect with  
hard-to-reach audiences

# Programming Slate

## QUARTERLY PREMIERE HIGHLIGHTS

Q1



Wild Game Kitchen  
[Watch trailer](#)



The History of Home



Deliciously Entertaining  
[Watch trailer](#)

Q2



From Scratch  
[Watch trailer](#)



Kitchen Glow Up



Worth the Hype  
[Watch trailer](#)

Q3



All Up In My Grill  
[Watch trailer](#)



Grill Week  
Seasonal Stunt



Pizza Week  
Seasonal Stunt

## EVERGREEN FAN FAVORITES



Baking the Holidays  
[Watch trailer](#)



Struggle Meals  
[Watch trailer](#)



Great Interior Design  
Challenge  
[Watch trailer](#)



Luke Nguyen's India



Pati's Mexican Table  
[Watch trailer](#)



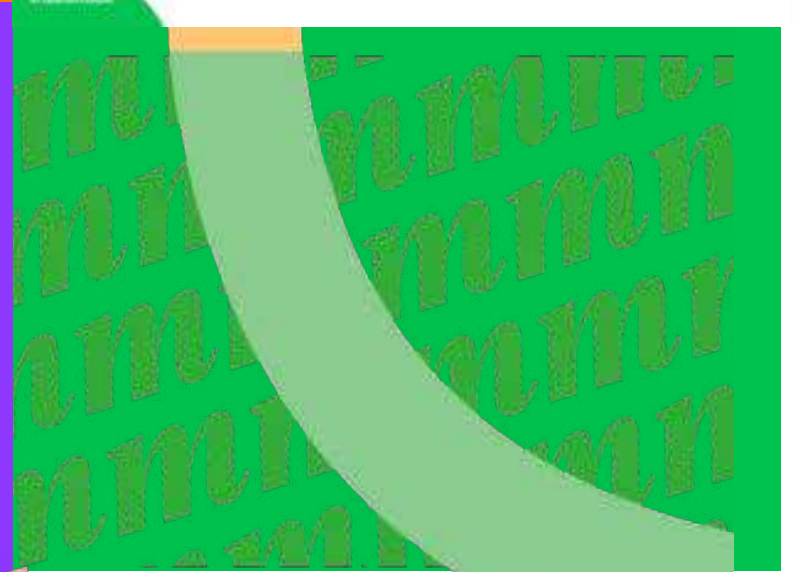
Spice Spice Baby  
[Watch trailer](#)



# Tastemade Community

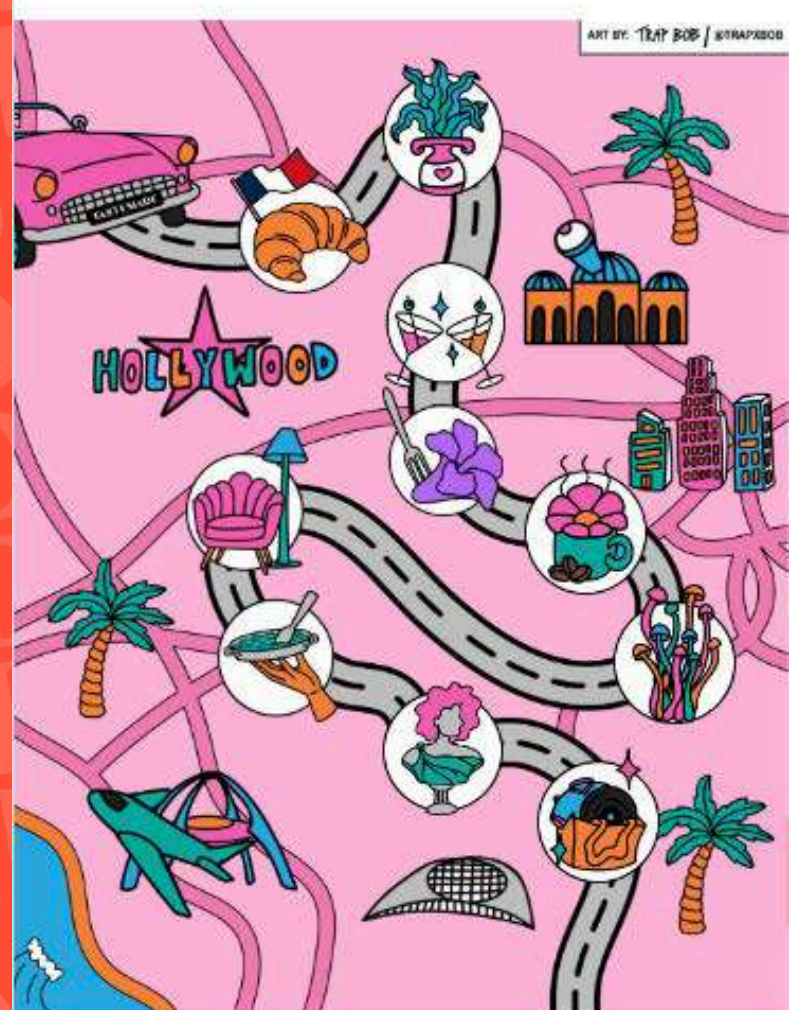


**TASTEMADE**  
Creating Community  
through Shared  
Experiences



## LA BLACK-OWNED BUSINESSES

Click on the icons to learn more about our favorite LA-based Black-owned businesses



**300K**

Monthly Social Engagements

## Thematic Editorial

Programmed across social and newsletter with video, static, interactive, and creator content

**38%**

Newsletter Open Rate (+12%pts above industry norm)

## Monthly Moments

Experiences designed to build community online and in person

# Editorial Calendar

## MONTHLY MOMENTS



January: Take a Beat



February: Small Acts



March: Explore Your Own \*featuring Hidden Gems City Crawls



April: Make Space



May: Minds in Bloom



June: Summer Sessions \*featuring Grill Sessions



July: On the Quest



August: Memory Lane \*featuring Pizza Week



September: Lean In \*featuring Tiny Fest



October: Spirited



November: Time to Gather



December: Cheers!

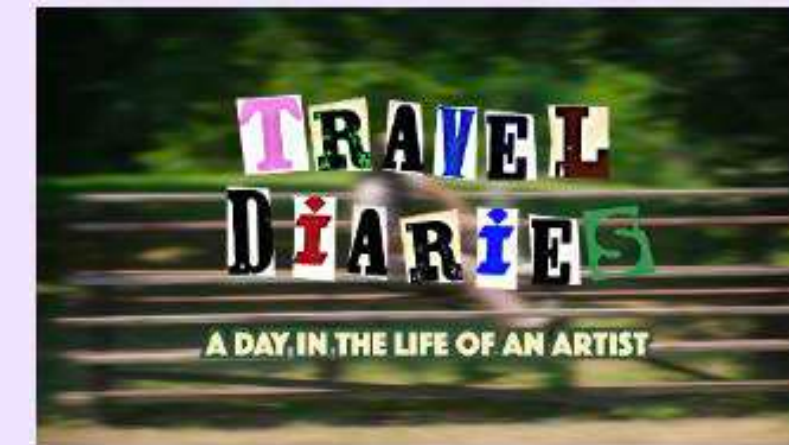
## FAN FAVORITE FORMATS



[Recipe Videos](#)



[Talent-Led](#)



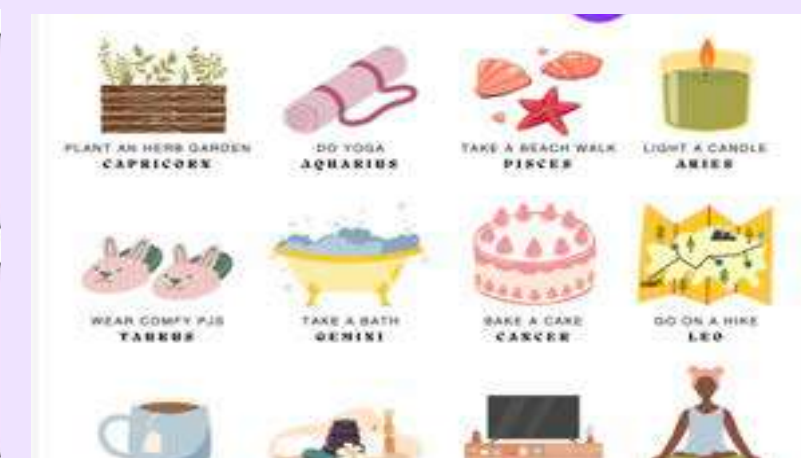
[Travel Diaries](#)



[Tiny Universe](#)



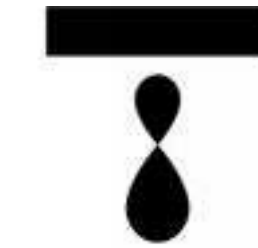
[Weekend Refresh](#)



Illustrated Info-Graphics and Interactive content (Quizzes, Maps, etc)

# Themed Stunt Weeks

Tillamook x Grill Week Sponsorship

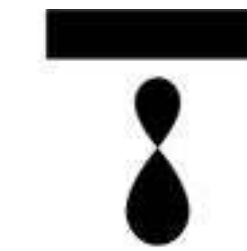


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# 360 Show Sponsorships

Hershey's Rolo Bake the Holidays Case Study



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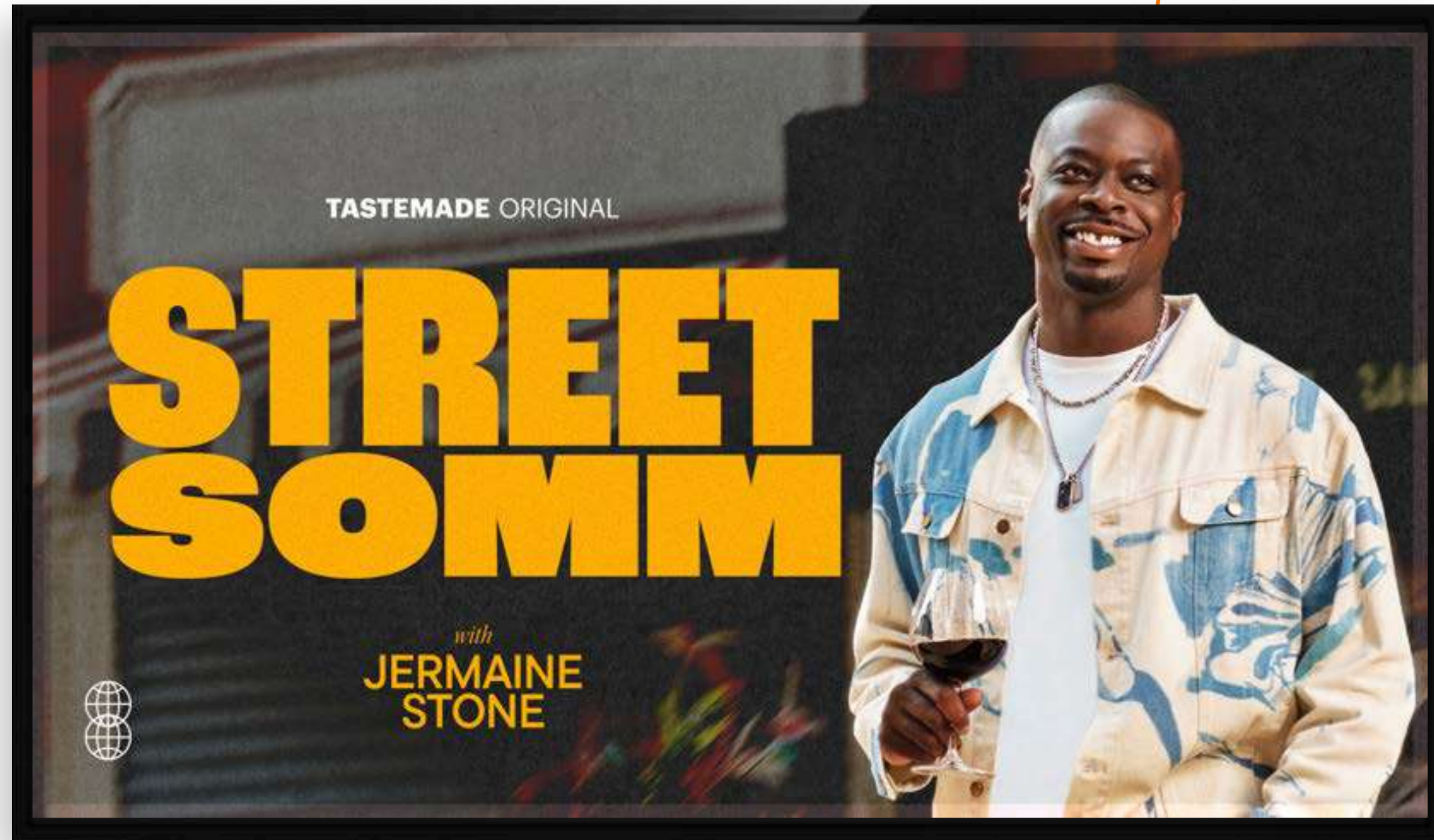


# Branded Programming

Tastemade x Constellation Brands Present "Street Somm"



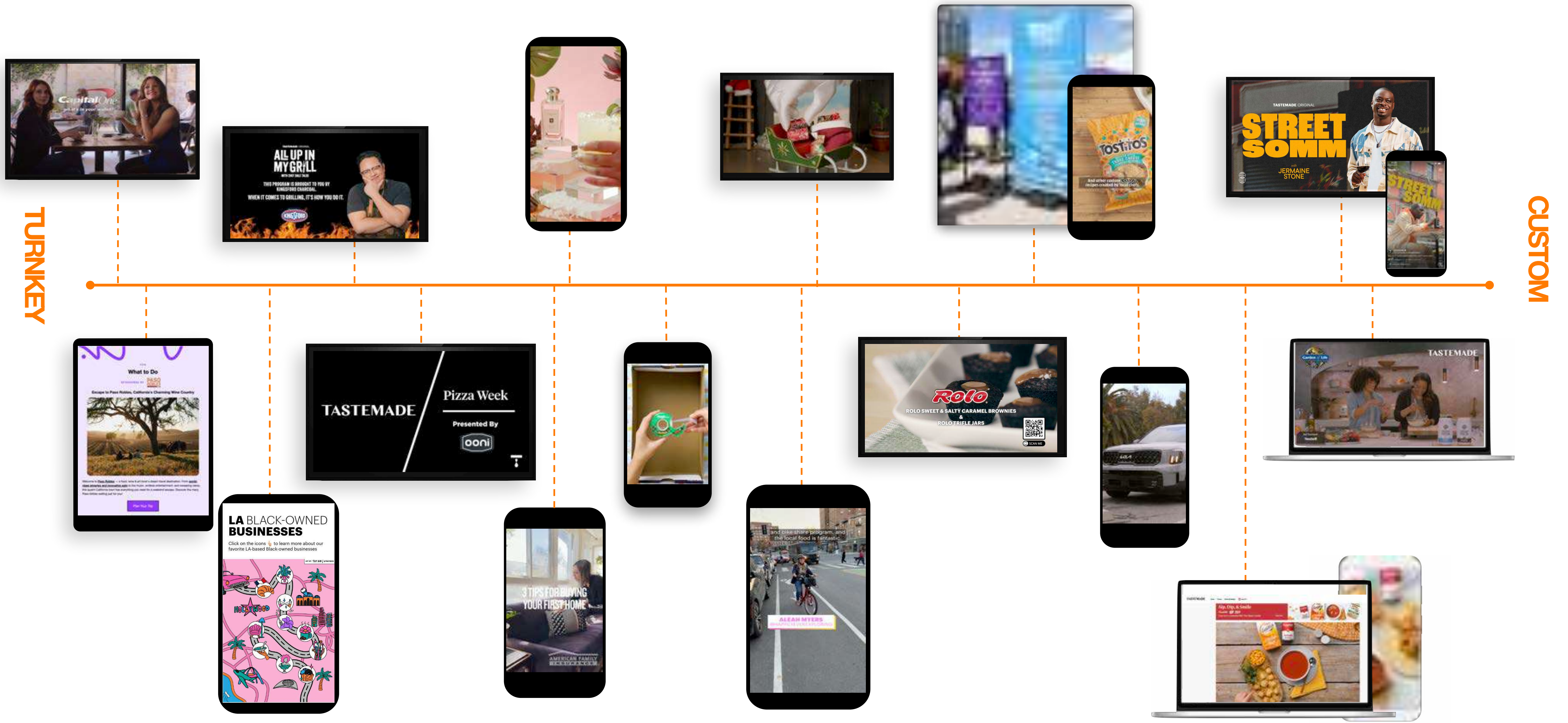
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**Whether you're looking to align  
with quality content or create it,  
Tastemade has a solution that's  
right for you...**



# Agile Solutions from Media to Custom Programming... and Everything In Between



QUALITY YOU CAN TRUST

# Street Cred? We've Got It



## DEADLINE

### Cooking Series 'Dish It Out' Starring Gordon Ramsay's Daughter Tilly Set At Amazon As Part Of First-Look Deal With Tastemade

By Peter White  
January 17, 2024 9:00am



### YES, THERE ARE ORIGINALS ON FAST

By Gavin Bridge

Originals on FAST can be a great way for an independent channel to distinguish itself. Tastemade's hallmark channel, featuring food content, is a great example of this, with coverage growing from 4 major FAST services in October 2019 to 11 in August 2023 – and key to this are originals.

Not only did Tastemade win its Daytime Emmy in 2022 for Outstanding Culinary Host (Frankie Celenza, "Struggle Meals"), but the channel has aired 27 originals seasons of content since 2021,

### Break Conventional Wine Pairings By Watching This New TV Show

Jermaine Stone hosts Street Somm premiering Monday, September 25th on Tastemade streaming channel in collaboration with Constellation Brands.

Matthew Kaner | Will Travel For Wine · Sep 25, 2023



### 2022 Best FAST Channel Digiday Video & TV Awards

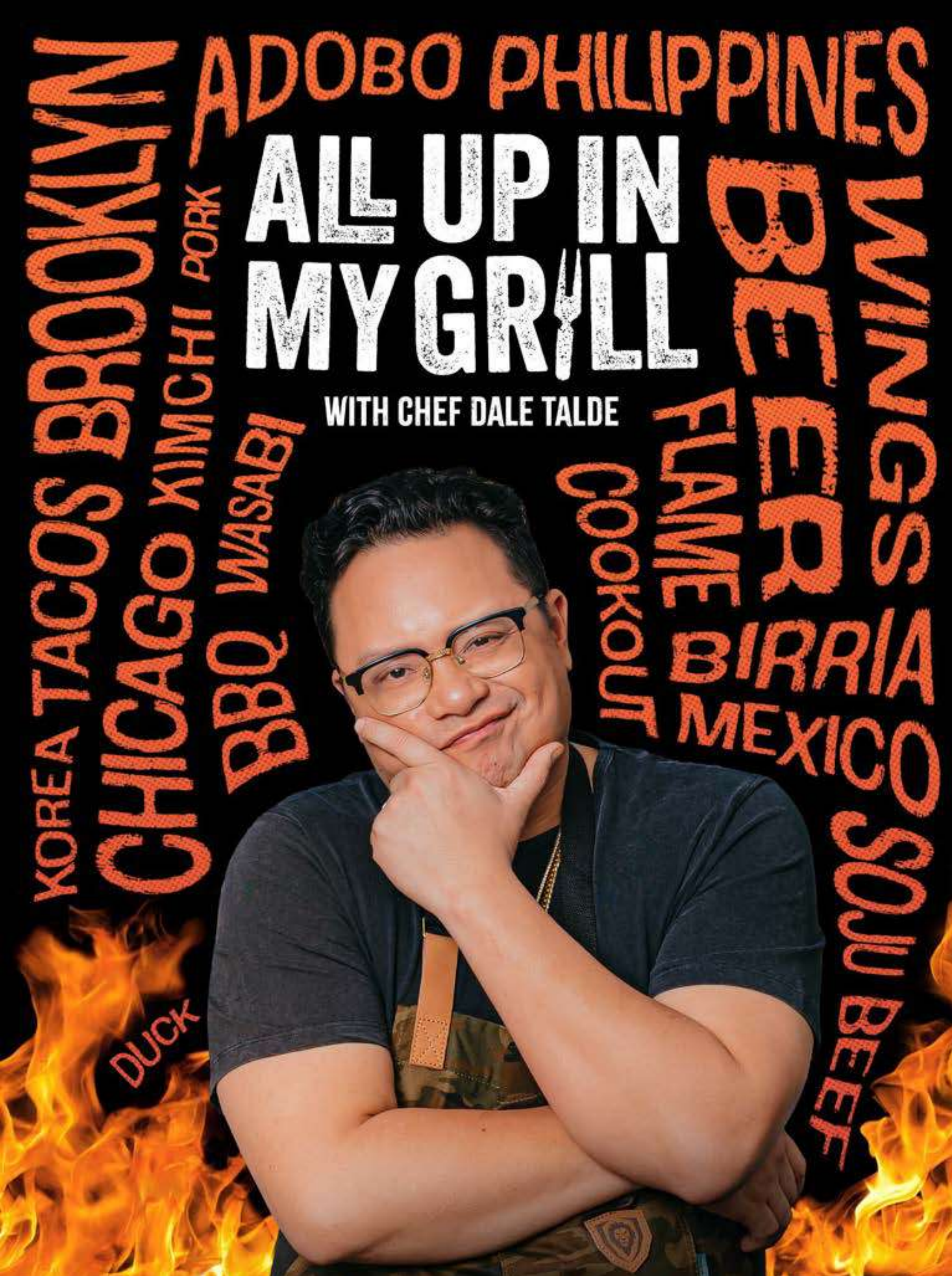


"As many food television fans appreciate, **Tastemade celebrates the inclusiveness that food and beverages offer. While the various shows' hosts are experts in their field, the conversation is approachable.** Everyone is welcome at the table and that **openness breaks down barriers.**"

**-Cristine Struble, Foodsided**

Excited Yet?





# All Up in My Grill

## Season 4- June, 2024

Top Chef alum Dale Talde is back to fire up another batch of innovative and flavorful grilling recipes, served with tips and techniques that will unlock your cookout potential and will make your backyard barbecues legendary.

### Historical Performance Highlights/Awards

- 40% growth in viewership from S2 to S3
- #4 most watched original of 2023
- [Celebrity Chef Dale Talde Chats About His New Tastemade Series](#)  
Forbes

### Available Brand Opportunities:

- Sponsorships
- Vignettes
- Social and Experiential Extensions



TASTEMADE ORIGINAL

# WORTH THE HYPE



# Worth the Hype

## Season 2- May, 2024

Frankie Celenza hits the road to try the most buzzworthy bites in every city. He'll get an inside look at the kitchens and stories behind the most amazing dishes from killer food trucks, new hot spots, and old favorites - that are all worth the hype.

### Historical Performance Highlights/Awards

- #1 original series in Q3 '23
- +8% higher watch time vs network avg
- [Worth the Hype? Chef Frankie Celenza Takes on L.A.'s Westside](#) LA Weekly

### Available Brand Opportunities:

- Sponsorships
- Vignettes
- Experiential stunts and promos
- Social + 360 Opportunities





# Kitchen Glow Up

## **\*NEW\* Season 1- May, 2024**

Ellen Bennet, founder of kitchenware and apron company Hedley & Bennett, works with homeowners to reimagine their kitchens, dining rooms and pantries through a chef's eyes. She will help wrangle chaos into fine-tuned spaces fit for a professional chef.

### DEADLINE

[Ellen Bennett To Host Home-Design Show For Tastemade From Andrew Zimmern's Intuitive Content](#)

Available Brand Opportunities:

- Sponsorships
- Vignettes
- Social + 360 Opportunities

