



# TASTEMADE

## A modern media company.

**Media Kit**



# What is Tastemade?

Tastemade is a modern media company that engages a global audience of more than 300 million monthly viewers on all major digital, mobile, and streaming television platforms, garnering 700 million minutes watched per month. We create award-winning video content and original programming in the categories of Food, Travel, and Home & Design that we share with an engaged, passionate, and global community.

Tastemade is built upon real data and an innovative approach to programming. We are changing the way the world watches and engages with premium lifestyle video.

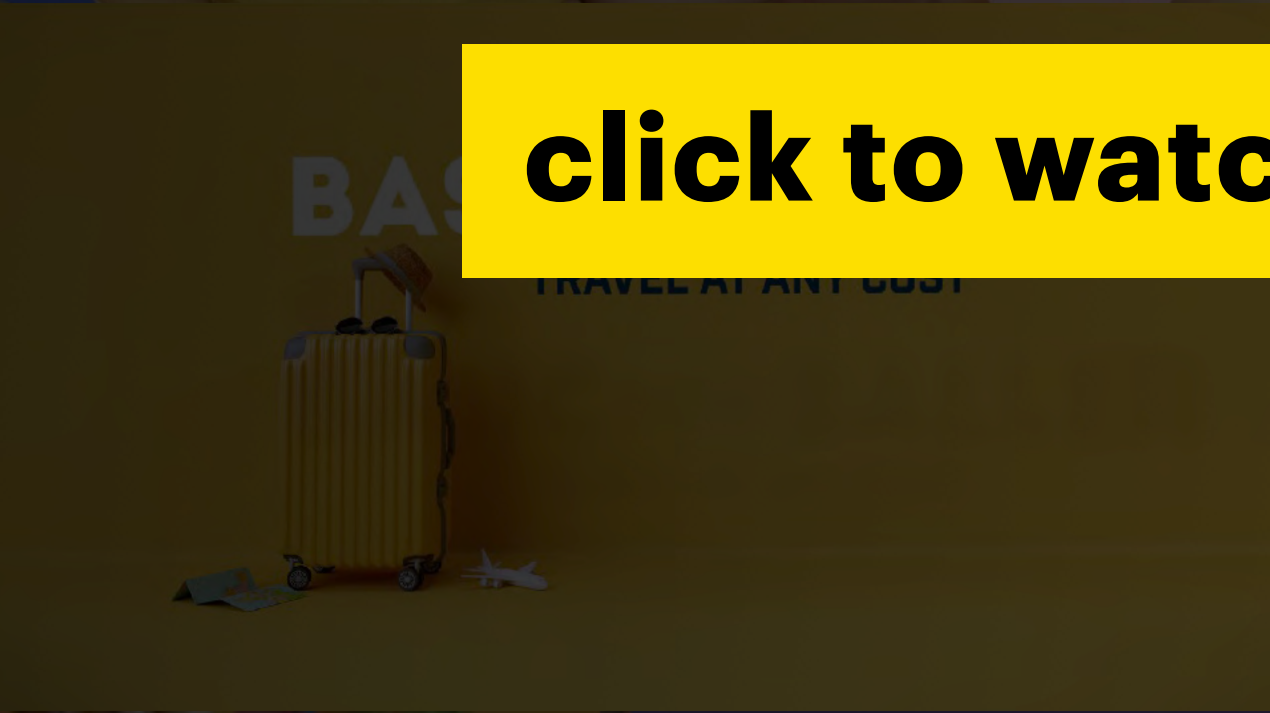
## The “Special Sauce”

With a rapid change in media consumption over recent years, Tastemade recognizes this shift and is positioned to take advantage of this moment in time by delivering premium lifestyle programming to this harder-to-reach audience that has fully embraced social, mobile, and streaming video. We reach consumers where they are, creating content for every screen and across every platform.





[click to watch](#)







# What is Tastemade's mission?

**To delight, engage, and inspire you through real-life storytelling.**





# Tastemade's Audience

We are primarily focused on engaging Millennial and Gen Z audiences.

**60%**  
Female

**40%**  
Male

**84%**  
of viewers are  
Millennials & Gen Z

**60%**  
18-34

**84%**  
of audience consumes  
content via mobile

**3.5M**  
hours per  
month on CTV





# Tastemade by the Numbers

**300M+**  
Monthly Active Viewers

**700M+**  
Minutes Watched per Month

**300M+**  
Engagements

**200+**  
Countries & Territories

**3K+**  
Hours of Original  
Programming per Year

**140M+**  
Television Homes  
across the Globe

## Social Following

- Over 160M+ Followers**
- Facebook** 83M+ Followers
- Snapchat** 29M+ Subscribers
- Instagram** 21M+ Followers
- Weibo** 6M+ followers
- Pinterest** 15M+ Subscribers
- YouTube** 8M+ Subscribers
- TikTok** 4M+ Followers
- Twitter** 1M+ Followers



# FAQ

## Who founded Tastemade?

Larry Fitzgibbon,  
Co-Founder & CEO  
Joe Perez, Co-Founder  
Steven Kydd, Co-Founder

## When was Tastemade founded?

June 2012

## Where is Tastemade headquartered?

Santa Monica, CA

## How many employees does Tastemade have?

180+ Employees



# Tastemade's Global Footprint

**US**

Food, Travel & Español (Spanish-language streaming network)

📺 f @ s d t v p

**Español**

📺 f @ s d t v p

**Brazil**

📺 f @ s d t v p

**China**

📺 微 抖 音 快 手

**Germany**

📺 f @

**India**

📺 f @ s d t v p

**France**

f @ s d t v

**UK**

📺 f @ s d t v p

**Japan**

f @ s d t v p 有 限 公 司

**Indonesia**

f @ s d t v p 有 限 公 司

**Australia, Canada, etc** (see map)

📺





# Programming for our Global Community

Tastemade is a globally-minded brand. Throughout the history of Tastemade, we have chosen to create shows and social content that demonstrate diversity and inclusivity. We respect the richness of all cultures and celebrate them through real-life storytelling. This has been and always will be a part of who we are.

## COOKING WITH PRIDE

with Ingrid Nilsen & Chef Carter

Ingrid Nilsen teams up with different food experts to whip up meals while discussing issues like LGBTQIA+ experiences, cannabis and social activism.

## TASTEMAKERS A Competição

Tastemade Brasil's talent search competition brings hopeful hosts to compete for a starring role in their own series.



Former NFL player turned chef, Derrell Smith, shows love through food. Whether it's cooking one of his signature family-style meals for friends or transforming that family meal into two unique meals for one, it's all about treating yourself and others.



Chef Roy Choi meets up with inspiring individuals and organizations who use food as a platform for activism and a catalyst for change.



Showcases a before-and-after transformation of a room, with accessible solutions that can be executive in 48 hours or less. Designers demonstrate fresh ideas through a time-lapse placement of new and updated furniture, accessories, and material treatments.

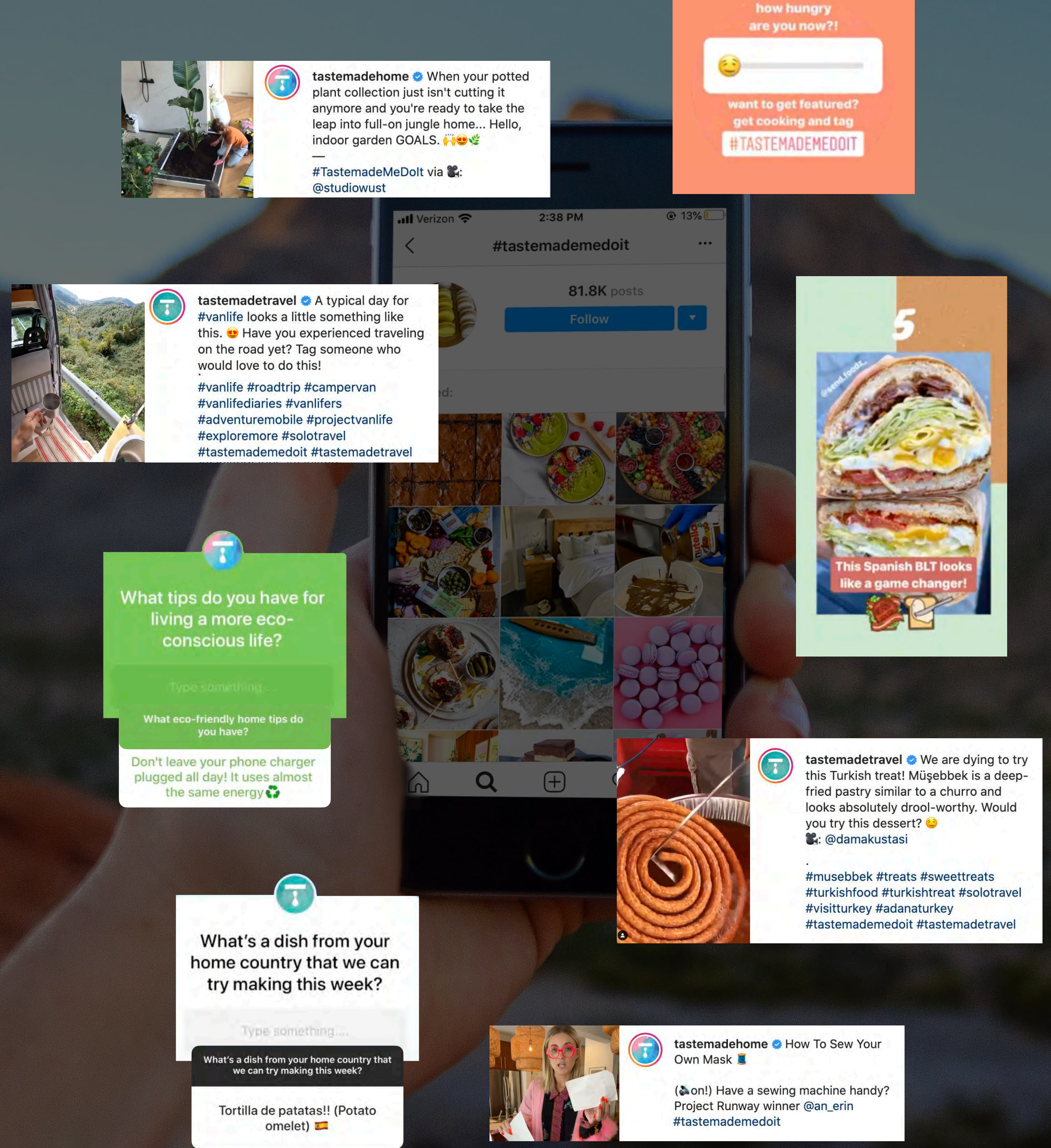


Realtor & Host Andrew Tyree takes first-time homebuyers on a journey through their city to find the neighborhood and home that is right for them, helping them to discover what home is really about.



# Engaging with our Global Community

We invite and encourage our global community of millions to share their stories and creations with us in the Food, Travel, and Home & Design spaces using **#tastemademedoit** across all social platforms. We see and engage with incredible content posted every day using this hashtag. To further build our community of makers and do-ers, we amplify these posts each week across our social channels.





# Who are Tastemade's key advertising partners?

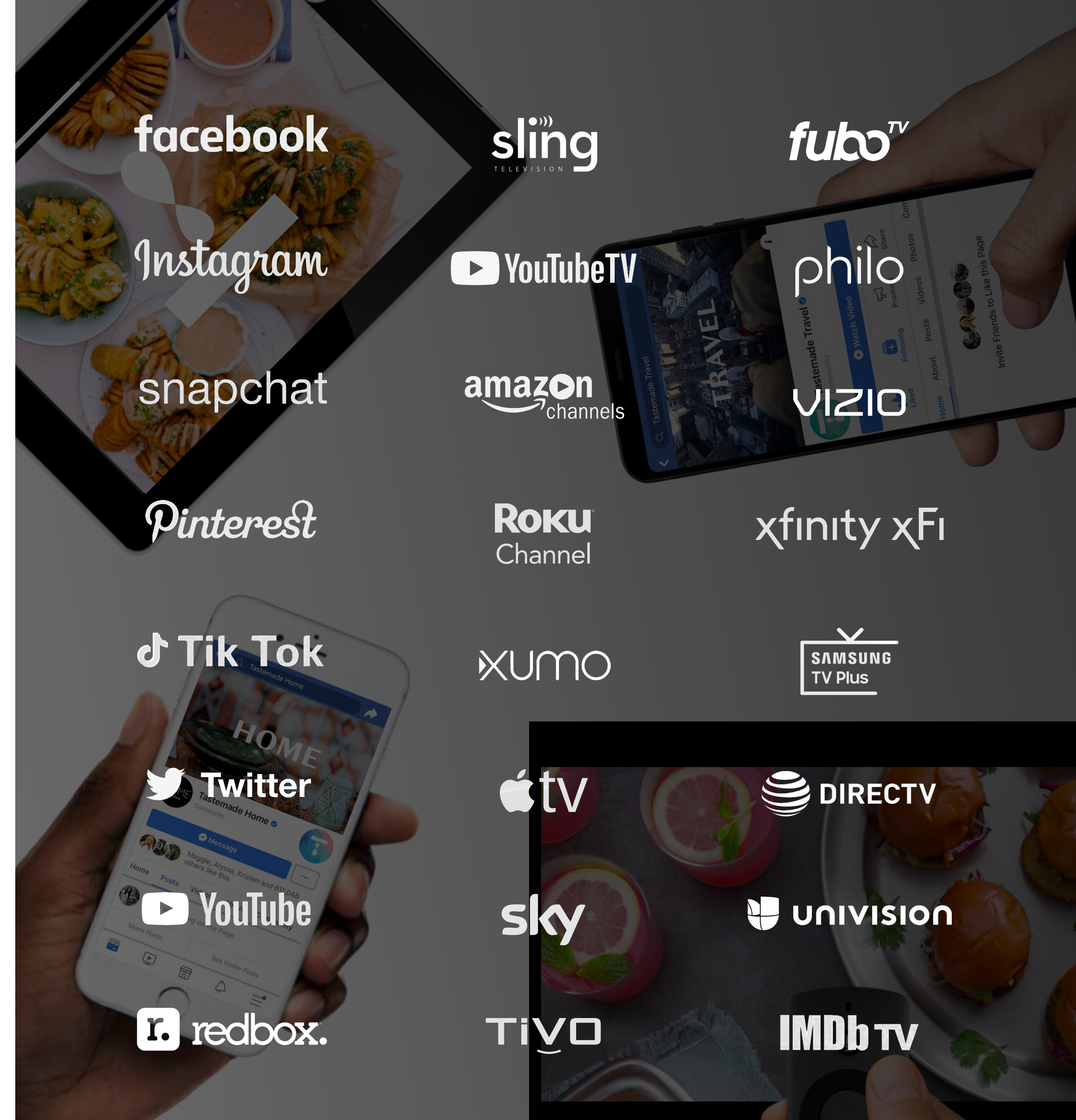
[click to learn more](#)



**Foraged & Found**  
Presented by REI



**Available on  
Every Screen &  
Every Platform...**



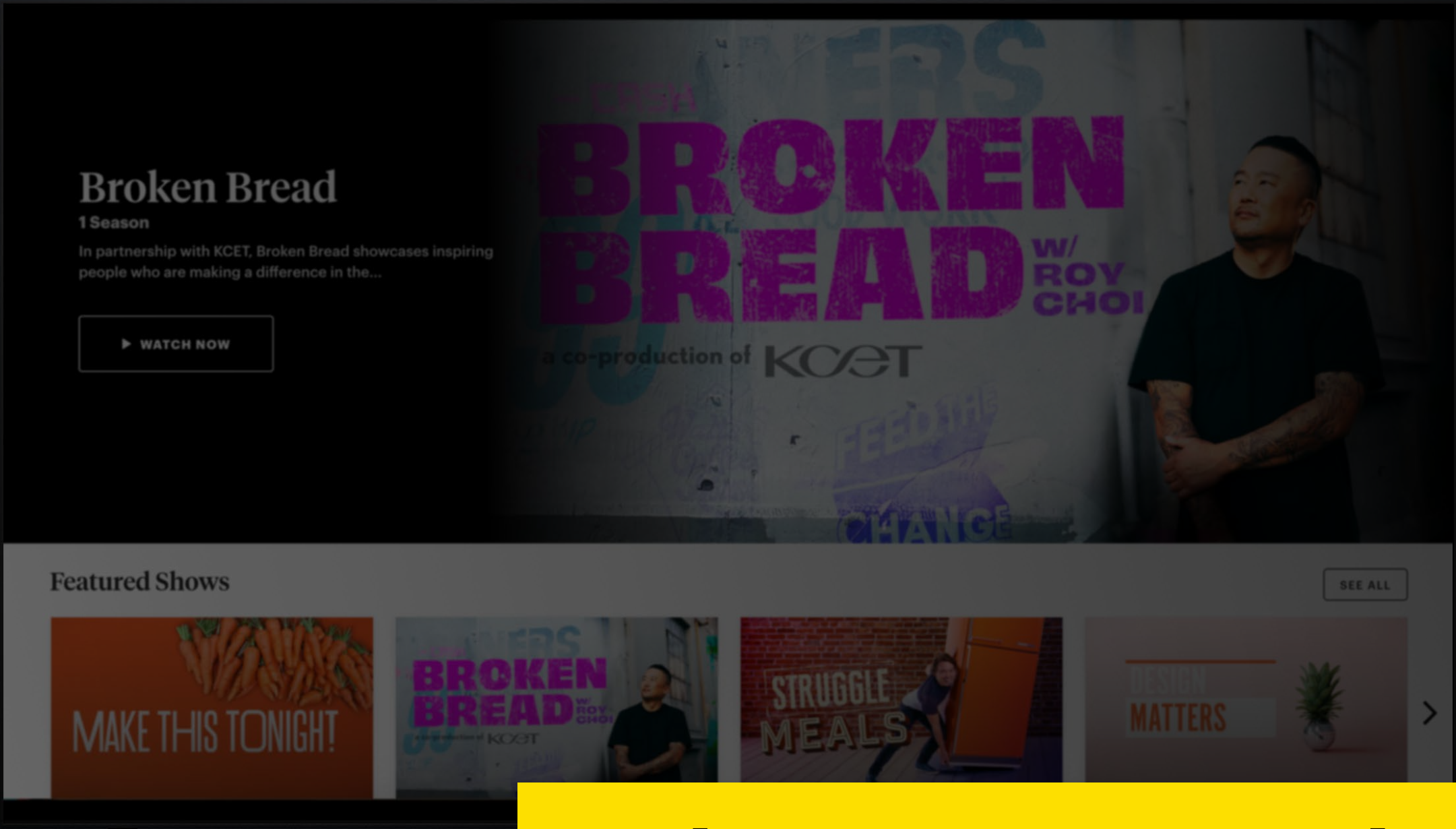


# Tastemade's Streaming Networks



## available on

- |              |                   |
|--------------|-------------------|
| ✓ sling      | ✓ philo           |
| ✓ TiVO       | ✓ xfinity xFi     |
| ✓ YouTubeTV  | ✓ SAMSUNG TV Plus |
| ✓ fuboTV     | ✓ DIRECTV         |
| ✓ Roku       | ✓ IMDb TV         |
| ✓ xumo       | ✓ redbox.         |
| ✓ VIZIO      | ✓ TCL             |
| ✓ sky        | ✓ UNIVISION       |
| ✓ Rakuten TV | ✓ xiaomi          |



What are Tastemade's biggest shows?

- Struggle Meals
- Make This Tonight
- Broken Bread
- Basic Versus Baller
- Funke



# Tastemade+

A subscription video-on-demand service featuring ad-free, premium lifestyle programming.

## available on

✓  tv

✓  channels

✓  sling

✓ TASTEMADE App |  Google Play  Roku  amazon firetv Tastemade.com



**Funke**

Award-winning Documentary



# Awards

2014



**James Beard Awards**

Best Series - Fixed Location or Instructional | *Thirsty For*

2015



**Fast Company's Most Innovative Companies**

Top 10 in Food (#5) | Tastemade

2016



**The Webby Awards**

People's Voice Award, Social - Food & Drink, | Tastemade



**The Streamy Awards**

Food | *Tiny Kitchen*

2017



**The Webby Awards**

People's Voice Award Winner in Documentary - Series  
(Online Film & Video) | *Heritage*



**James Beard Awards**

Visual and Technical Excellence | *Uncharted*

2018



**The Telly Awards**

Branded Content - General Food & Beverage | *Dish*  
Social Video - Culture & Lifestyle | *The Shift*  
Video Cinematography | *Dish*  
Social Video - Food & Beverage | *Dish*

2019



**The Webby Awards**

People's Voice Award, Social - Food & Drink | Tastemade

2020



**Digiday Worklife Awards**

Most Collaborative Culture



# Awards



## The Streamy Awards

Social Good Awards - Company or Brand |  
Dave’s Killer Bread, *Second Chances*



## The Drum Content Awards

Best Creative Content Idea Using Video |  
Castello UK, *Feed Your Senses*



## Digiday Marketing & Advertising Awards Europe

Best Branded Content Series (B2C) & Best Media Plan |  
Castello UK, *Feed Your Senses*



## James Beard Awards

Outstanding Personality/Host | *Broken Bread* with Chef Roy Choi



## Daytime Emmy Awards (Nominee)

Outstanding Culinary Host | *Struggle Meals* with  
Chef Frankie Celenza



## LA-Area Emmy Awards

LA Local Color & Short Promo | *Broken Bread*



## Webby Awards

Video: How-to & DIY, Showcase | *Tastemade*

People's Voice Award, Social - Content Series & Campaigns: Food &  
Drink | *Sundays at Nana's*

People's Voice Award Winner, Social - Food & Drink | *Tastemade*

People's Voice Award Winner, Social - How-To, Explainer, & DIY | *Self  
Defense Tips for Female Travelers*

## 2021



## Fast Company's Most Innovative Companies

Top 10 in Media (#8) | *Tastemade*



## Brand Film Awards U.S

Best Brand Film - Automotive | *The Un-Adventurers*



## Campaign U.S Media Awards

Best Media Sales Plan - Silver | *Beyond the Block*



## The Webby Awards

People’s Voice Award, Social - How-To, Explainer, & DIY |  
*Green My House*





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Learn more @ [Tastemade.com](https://tastemade.com)