

MAURIZIO LEO

NATIONAL PLATFORM

- The Perfect Loaf is the **most highly-trafficked bread website; 1M monthly pageviews!**
- Maurizio Leo is Food52's resident bread baker and YouTube bread video star
- The bread category just keeps growing—Reddit bread threads have 800K+ active users and constant daily discussion

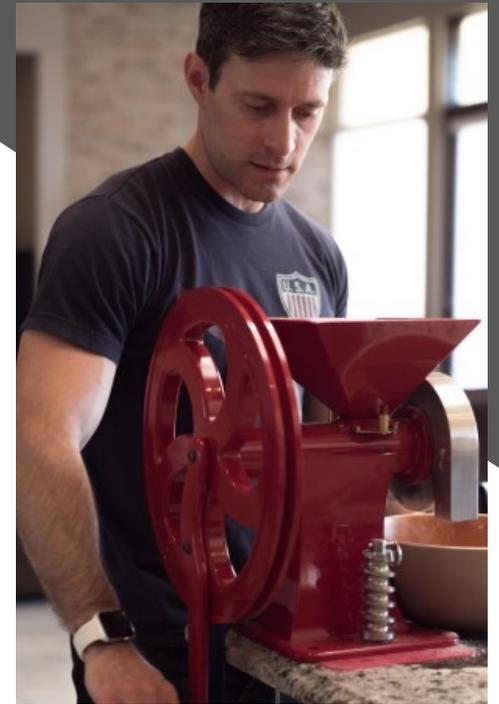
SOCIAL

- Instagram: 256K (growing rapidly!)
- Facebook: 12K
- YouTube: 12K
- 70K+ newsletter subscribers

INFLUENCER NETWORK

- Joshua Weissman, Samin Nosrat, Emily Schuman, Rick Martinez, Christina Chaey, Heidi Swanson

Rising star:
1M
pageviews
per month



DEMOGRAPHIC RESEARCH

- 70% female; 30% male
- 65% ages 18-44
- NYC & Los Angeles are top U.S. cities

PARTNERSHIPS

- Food52
- King Arthur Baking
- Baking Steel