



# soulPhoodie

## Media Kit

# SOULPHOODIE

## WHO WE ARE

soulPhoodie is a community that celebrates black food and beverage culture.

We are the go-to platform to highlight the stories and showcase the talent of brothers and sisters who are innovating in the world of food and beverage.

Our efforts speak the loudest to anyone who's passionate about Black food and culture, and wants to give it the shine it deserves (melanin not required, but strongly encouraged).

We share timely, fun, and interesting content about all facets of Black foodways. The accomplishments of Black folks excelling in food and beverage are often overlooked in mainstream outlets, so we created a space exclusively for us.

## OUR FOUNDER

### Derek Kirk



- 20+ year career in restaurant brand marketing
- Passion for food and the culinary arts
- Experienced food creative
- BBA Finance NCCU
- MBA Marketing Wharton School of Business

A man in sunglasses and a t-shirt stands in a dimly lit room, looking off to the side. The background is dark and out of focus, showing what appears to be a doorway and some framed pictures on the wall. The overall mood is serious and contemplative.

# OUR MISSION

To illuminate, recognize and celebrate the hidden accomplishments, creativity and contributions of talented brothers & sisters excelling in the world of food & beverage by sharing their unique and fascinating stories.



# OUR SOCIAL PROOF

## OVER 115K ACTIVE FOLLOWERS ON SOCIAL MEDIA

Competitively superior reach and engagement metrics



**79K Followers**

- 6M+ Monthly Impressions
- 61% Female/39% Male



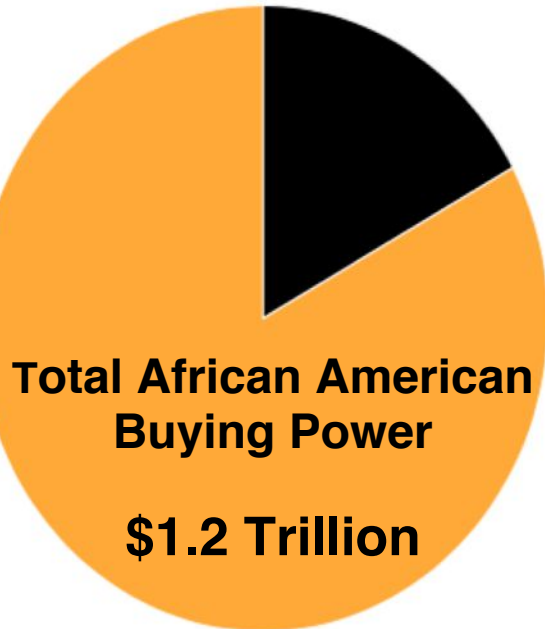
**38K Followers**

- Monthly Reach 450K+
- Monthly Engagement 60K+
- 95% African American
- Top 50 Markets



**Email Marketing List of 5K Subscribers**

# The African American Food Marketplace



**\$204 Billion**

- Food @ Home
- Food Away From Home
- All Beverages

## The Power of Black Dollars

Shelf Stable Juices & Drinks	\$1.0B
Bottled Water	\$810M
Frozen Meat & Seafood	\$762M
Refrigerated Juices/Drinks	\$587M
Spices, Seasonings	\$430M
Shortening & Oil	\$352M



# HOW WE NURTURE OUR FOLLOWING

- We have a unique insight into what our audience craves and deliver a stream of quality, emotionally compelling, topical, culturally relevant content.
- We organically engage with our audience to understand their needs
- We compile information on hundreds of soul food business owners and influencers



# WHY PARTNER WITH SOULPHOODIE



- soulPhoodie can expose your business to thousands of African American consumers passionate about food and food culture
  - **soulPhoodies are:**
    - **Primarily millennials**
    - **Educated, professionals with disposable income**
    - **Active on social media**
- Our community is **HIGHLY** engaged



**CONTACT US TO LEARN MORE**

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**SOULPHOODIE.COM**

**HEADQUARTERED IN FLORIDA**

