



# GREEN KITCHEN STORIES

HEALTHY VEGETARIAN RECIPES BY DAVID, LUISE & ELSA



- Based in Stockholm, Sweden
- David Frenkiel and Luise Vindahl
- Vegetarian recipes using whole foods, with little restriction
- “Homemade food is real food”
- Using food in its most “natural” state
- Narrative content features travelling, their children and family, life as a couple

# Strategy

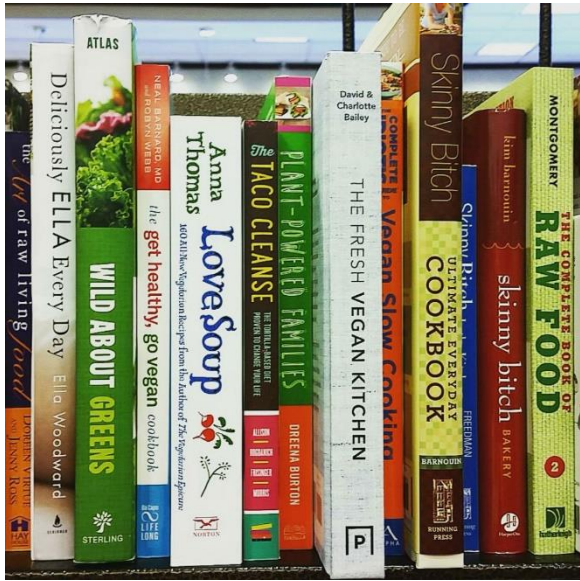
- Mirror upscale food magazine demos
  - 55-80% Female; Median Age 47-51
  - Median Income \$78-160k; Married with children
  - College educated, in a professional role
- Want to try new things, impress others
- Instagram skews younger, but Gen X is joining with luxury brands
- Men hard to reach on social, but make up most YouTube views
- Policy - honesty, respect, transparency



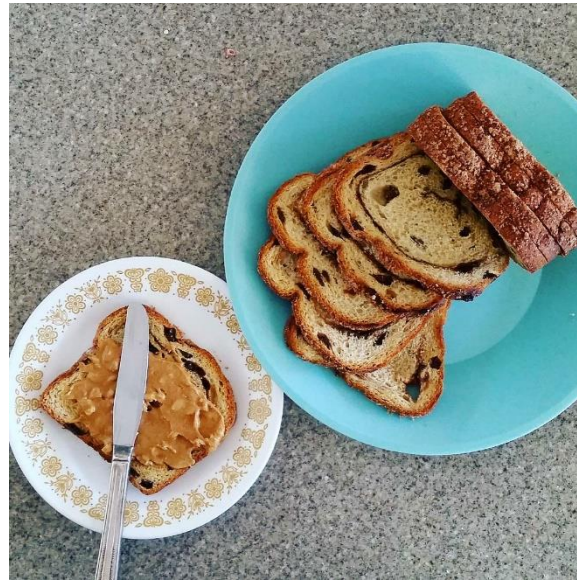


# Instagram

- Combine accounts into a single Green Kitchen Stories branded profile
- Branch out from just blog photos
- More intimate family and travel moments echoing blog narratives
- Behind the scenes content
- Present as a feasible lifestyle brand



Browsing the bookstore for some recipe inspiration...  
#gkstories



Enjoying our Whole Grain Cinnamon Bread with the kids this morning. Find the recipe and some great ideas for toppers at [gkstori.es/cinnamon](http://gkstori.es/cinnamon)



We've PICKED some of our favorite berry recipes, perfect for a relaxing summer weekend! ☀️ Find all of these and more at [gkstori.es/berries](http://gkstori.es/berries)



(\*\*video post\*\*) Some amazing produce at the #farmersmarket this weekend! What goodies did you find?

# YouTube

- Make recipe demo videos on a more consistent schedule
- Ingredient information and comparisons
- Food styling and entertaining tips
- Partnership with Jamie Oliver's *Food Tube* YouTube channel
  - “Super food” channel segment
  - Network includes health, family, juice, and cuisine-specific channels

