



## Whit's Amuse Bouche in the Media

“Whit's Amuse Bouche is your one stop shop for all things food, booze, and do-it-yourself craftery. Unless you're Emily Post, then you are probably horrified.”

### The Mission

To empower women (and men!) across the nation to get in the kitchen and start having fun! Whit's Amuse Bouche focuses on:

- Demystifying the inapproachability of food
- Supporting local and organic cooking and food-centric organizations
- Reestablishing the tradition of family dinners
- Bringing the fun back into the kitchen

### About the Blog

Whit's Amuse Bouche is an entertaining blog focused on food and beverages for all occasions. Whit is a food obsessed home cook who empowers her readers to have a sense of humor about cooking and life. Whit's Amuse Bouche was started in 2009 as a way for Whitney to remember the creative dinners she was planning for her friends and family. It turns out many others wanted to remember them, too!

### Featured At

Whit's Amuse Bouche is a featured publisher for Foodbuzz and a contributing blogger to the BlogFrog Community. The blog has been recognized on Tastepotting, Foodgawker, The Kitchn, Pinterest, Craftgawker, Foodista, Yummly, and hundreds of other food and DIY blogs. Whit's Amuse Bouche was a nominee and finalist for Foodbuzz' Most Humorous Food Blog and The Kitchn's Best Recipe Blog in 2012. Amuse Bouche was also in the top 100 blogs for Foodbuzz' Project Food Blog, a contest with over 4000 bloggers judged by the likes of Food and Wine Editor-in-Chief Dana Cowin and established food blogger, Pim Té.

## About the Readers

Over 100,000 unique visitors per month from nearly 10,000 cities visit Whit's Amuse Bouche. Readership spans 164 countries and over 100 languages. Whit's Amuse Bouche also has a strong social media presence, with an active facebook page reaching over 2500 individuals and a constantly growing following via twitter.

Our readers are 73% female, 27% male.

Female 73%		Male 27%	
Age Range	Percentage	Age Range	Percentage
18 -24	6	18 -24	2
25-34	24	25-34	11
35-44	18	35-44	6
45-54	13	45-54	4
55+	12	55+	4

“Just because we are making cake doesn't mean we eat the entire thing. Unless your boyfriend just left you, then eat it, bless your heart.”



Would you like to reach the hundreds of thousands of readers here with your brand?

For sponsorship, giveaways, restaurant / product reviews or freelance writing, please email Whit at [whitsamusebouche@gmail.com](mailto:whitsamusebouche@gmail.com).