



The Talent, Johanna M. Cook

National cooking personality and host, Johanna M. Cook has been captivating audiences with Momma Cuisine for many years. The brand's mission is to simply get families across America making **Great Everyday Meals** simply, affordably and elegantly. Momma Cuisine's vision is to connect with their targeted consumer base of busy moms by providing exclusive access to the best of what brands can offer.

Johanna's warm and engaging personality has helped her become an internationally recognized cooking personality and host, as she regularly appears on live television. Momma Cuisine's online cooking series *In The Kitch*, which features interviews in the kitchen with nationally recognized celebrities, has garnered the attention of mainstream media. Momma Cuisine's audience has become increasingly loyal and knowledgeable about the brand.



The Talent, Johanna M. Cook



- Highly engaged social media audience
- A trusted resource in home cooking, parenting, entrepreneurship and female topics.
- Momma Cuisine's influence crosses over to traditional media with television, radio, online and live appearances.
- Target audience of mothers and young families who are interested in cooking at home, entertaining and creating a family environment.

Testimonials

"Momma Cuisine is an imaginative and responsive partner. They continuously offer up new ideas on ways to further extend the reach of our brand. Our involvement to date has increased our exposure through numerous and exciting platforms across multiple media channels."

*Carole Martell, Marketing Mgr.
& Sustainability Specialist*
Door to Door Organics



"I worked with Johanna on behalf of Buick to sponsor two of her Summer Tours. She is a true, loyal brand enthusiast - a rare find these days. She is one of the hardest-working, most creative people I've had the pleasure to meet as a PR professional. Johanna and her Momma Cuisine brand will always go above and beyond to get results, and will do so in an authentic way. She chooses her brand partnerships carefully, and then exceeds expectation. She is truly passionate about her own personal brand, and it shows in her work."

Connie Burke, Sr. Mgr. Corp. Div.
General Motors



"In my role as Marketing Director for the Good Food Festival and Conference (presented by FamilyFarmed.org) I've worked with Johanna the past two years. She has worked with us as a Media Sponsor and has been fantastic helping us get the word out about our event. She is extremely enthusiastic about partnering with us and totally understands our messaging. Her efforts via custom videos, video branding, Twitter chats, blog posts and lots of social media posting mean we reach an enormous audience of folks who should know about the Good Food Festival and attend. On top of past success, she is already brainstorming creative ways to work with us on promotion of the event next year! We LOVE working with Johanna and Momma Cuisine!"

Grant Kessler, Marketing Dir.
Good Food Festival



Previous Media Coverage

WGN TV THE U Schedule Shows You & Me This Morning Community Sweepstakes Videos

you & me this morning Weekdays 6-9am

Mama Cuisine: Turkey Paninis 11/28/14 6:03AM

Johanna Cook of Momma Cuisine used Thanksgiving day leftovers to create delicious turkey paninis.

FOX 32 CHICAGO DA BEACH

Currently 16° Wheeling Clear LIVE VIDEO WATCH LIVE!

Momma Cuisine's Turducken 101

Posted: Nov 04, 2014 11:43 AM CST Updated: Nov 04, 2014 11:45 AM CST

CHICAGO (FOX 32 News) - Now that Halloween is over, it's time to start thinking about Thanksgiving and cooking up the perfect holiday feast. Cooking personality Johanna Cook, aka Momma Cuisine, has some tips on how to cook up the perfect turducken.

KIS HOME WEATHER 32° LOCAL NATION NOW TRAFFIC SPORTS FEATURES ABOUT PHOTOS MORE

WEATHER ALERT Wind Chill Warning in Cowlitz County

Momma Cuisine: Turducken Explained

Johanna Cook's cooking tour and Thanksgiving dishes

New Day NW Producers, KING 5 12:27 p.m. PST November 13, 2014

Momma Cuisine shows how to make a Turducken

Johanna Cook, also known as Momma Cuisine, visited New Day on Thursday to teach us about turduckens. Just in time for Thanksgiving, she whipped up the infamous bird while discussing its history and methods of preparation. Johanna is currently cooking her way through a tour around the US.

AAA Travel Find the Perfect Cruise and Vacation Deals at AAA.com

CHICAGO AUTO SHOW ABOUT FIRST LOOK FOR CHARITY MULTIMEDIA VEHICLES ON DISPLAY

MULTIMEDIA

BUICK SUMMER COOKING TOUR WITH MOMMA CUISINE

Posted by Jennifer Murray on Jun 04, 2013

Buick Summer Cooking Tour with Momma Cuisine

From Lake to Geneva to Vernon Hills, local families can get a taste of Momma Cuisine's recipes and enter for the chance to win a free one-week test drive of a Buick vehicle all summer long.

Cooking personality Momma Cuisine is back in hosting a summer cooking tour with Buick - complete with test drive events, cooking demos with celebrity guest appearances and the chance to win a free one-week test drive of a Buick vehicle!

Following you'll find the summer tour lineup:

- June 8 - Lake Forest Market**
Where: Downtown Lake between Spencer & Center, in the Metra parking lot
When: 9 a.m. - 1 p.m.
- June 18 - Geneva French Market**
*Special guest appearance by Jessica Mursano of OnePartPlant.com
Where: Geneva, Metra parking lot (NW corner of South Street & 4th Street)
When: 9 a.m. - 2 p.m.
- June 28 - Wilmette French Market**
Where: Downtown Wilmette (east side of tracks at Central, in Metra Parking lot)
When: 9 a.m. - 1 p.m.
- July 28 - New Lenox French Market**
*Special guest appearance by Rob North of Craftsman & HGTV's "Designed to Sell" TEST DRIVE EVENT WITH BUICK
Where: New Lenox, Village Hall (1 Veterans Parkway)
When: 9 a.m. - 1 p.m.
- July 28 - Western Springs French Market**
*Special guest appearance by Christina Scaleri of WJZ's "Meb Wives Chicago"

WGN TV NEWS MORNING NEWS MIDDAY NEWS SPORTS SHOWS WATCH LIVE!

Midday Fix: Momma Cuisine makes turducken ramen

POSTED 2:19 PM, NOVEMBER 28, 2014, BY KMILLERLIB

Johanna Cook, Momma Cuisine

WGN TV NEWS MORNING NEWS MIDDAY NEWS SPORTS SHOWS WATCH LIVE!

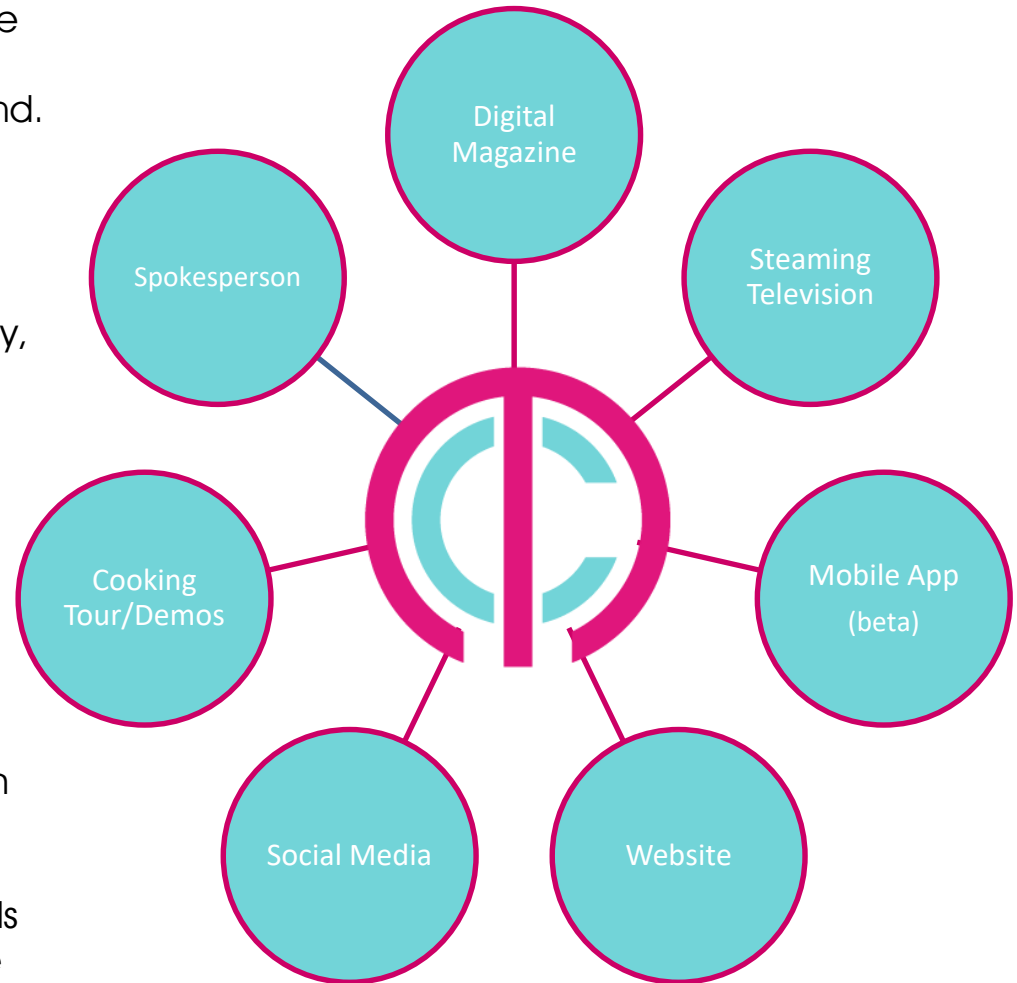
Lunchbreak: Avocado dressing recipe from momma cuisine

POSTED 11:00 AM, JUNE 12, 2013, BY WGN WEB DESK, UPDATED AT 10:47AM, JUNE 12, 2013

Brand Properties

Momma Cuisine continuously focuses on reaching and engaging their target audience by streaming content on multiple platforms. Each platform is a revenue stream for the brand.

- **Digital Magazine:** GEM Food Mag
- **Streaming Television:** Syndicated on The Food Channel, RokuTV, iFood.tv, Frequency, YouTube, Facebook
- **Mobile App:** Available on Android
- **Website:** MommaCuisine.com
- **Social Media:** Facebook, Twitter, Pinterest and Instagram
- **Cooking Tour/Demos:** National live tour with TV/media appearances nationwide
- **Spokesperson:** Represent & endorse brands in mass media, social media, content, live appearances



Great Everyday Meals Digital Magazine

GEM Food Mag is a quarterly (seasonal) digital magazine that delivers content in a fresh, mobile-friendly platform where readers may experience digitally flipping through pages of high-resolution content on their mobile phones and tablets.

Features include stories and recipes by contributing writers/bloggers, product giveaways, interviews with well-known chefs, holiday ideas, tips/trends, and of course, recipes!

Websites aren't a fast enough way for consumers to reach content from their favorite personalities and brands, and Momma Cuisine is simply delivering exciting content in a better way!



Streaming Television

Partnering with iFood.TV, the Momma Cuisine Channel distribution of videos and shows soft launched on September 5, 2014 on ROKU where over 8 million ROKU TV Player users have access to the Momma Cuisine Channel and leading in the market over Apple TV.



- 70,014 views in last 12 months
- 8 million total ROKU TV users
- Used by roughly 10-12% of US households



- Average: 10,000 minutes watched per month
- Audience: 49% Male 51% Female
- Top Five States: Illinois, California, New York, Texas, Washington
- Average Audience Retention: 2:43 minutes
- Shows Featured: *In The Kitch* recipes, cooking talk show, live streams, how to videos and interviews

In Summer 2015, Momma Cuisine shows have increased distribution to Frequency and The Food Channel where Momma Cuisine shows and videos have the opportunity to be featured on **USA TODAY** and **Huffington Post Taste**, as well as distributed to third-parties. Distributing the web shows on Roku, The Food Channel and Frequency, as well as traditional methods on YouTube and Facebook, allow the reach to increase exponentially and for the masses to recognize Momma Cuisine as a brand to follow and see Johanna Cook's talent as a cooking personality, host and expert as well as increases the brands who sponsor Momma Cuisine to added value exposure.

Online Cooking Series



As seen on



In The Kitch with Momma Cuisine is a cooking talk show series hosted by cooking personality, Johanna M. Cook. It's a live streamed broadcast on YouTube LIVE and delivers sponsored segments in cooking, health, family lifestyle and hot topics for moms and their families.

In The Kitch also shares produced recipe videos, how-to's and celebrity interviews.

The series is distributed on Roku, YouTube, The Food Channel, Frequency, ifood.tv, MommaCuisine.com and Facebook native uploads on the brand page.



Momma Cuisine Audience

Momma Cuisine audiences are more highly engaged on social media, finding tips, recipes and ideas in the fast-paced interaction on social channels.

2016-2017 Google Analytics

- Website Value: as of 7/31/17 \$135,690
- New Users: 90,277
- Sessions: 110,243
- Page Views: 174,592
- Retuning visitors : 20.54%
- Pages/Sessions: 2.55
- Organic Search: 85.72%
- Top 5 Countries: US, Canada, Philippines, United Kingdom, Australia
- Top 10 states: CA, IL, NY, TX, FL, PA, NJ, GA, NC, WA (In this order)
- Google Rank: 3

2016-2017 Analytics Data

- Household Income 50-100k
- Male: 26% Female: 74%
- Audience Age: 18-24y 11%, 25-34y 31%, 35-44 24%, 45-54y 16%, 55-65+y 18%
- Families with Kids: 52% Without Kids: 48%

Momma Cuisine Audience Details

Cooking Enthusiasts, News Junkies, Entertainment & Celeb News Junkies, Home Decor Enthusiasts, 30-minute chefs, Health/Fitness Buffs

Shopping For: Travel Accommodations, Home & Garden, Home Décor and Furnishings, Women's Apparel

Social Media Engagement

Facebook:41% Pinterest 39% Twitter 11% to site

Via Sprout Social Analytics (IG, FB, Twitter, Google+)

10,630,344 impressions

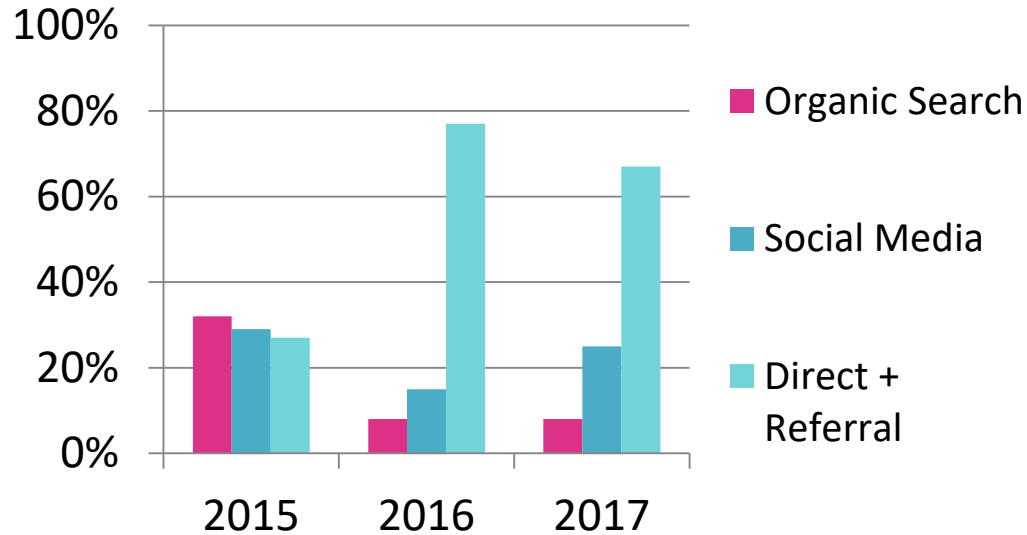
454,630 engagements

19,140 link clicks

Total Fans Increased 11%

Engagements Increased 174.1%

Social Media Recap

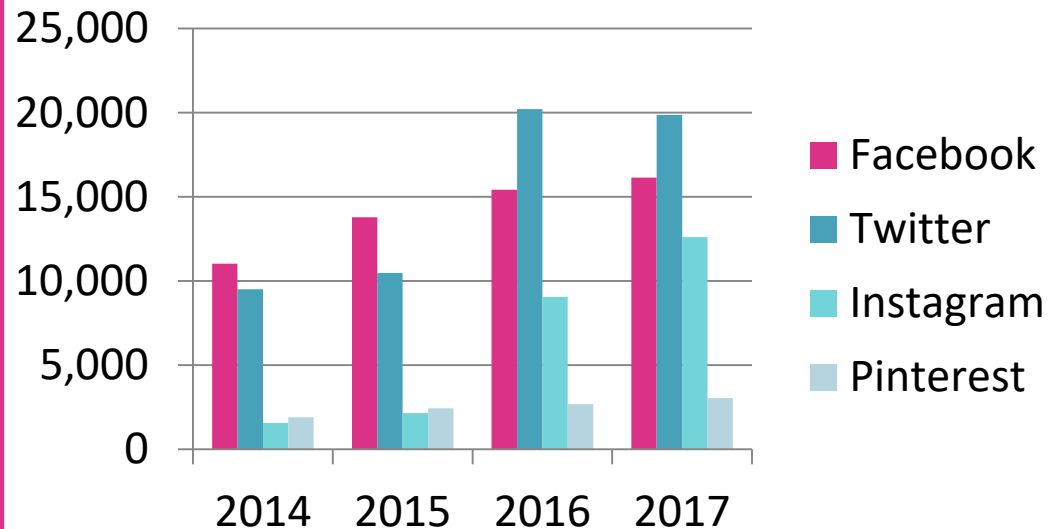


In 2016-2017 On Facebook, Instagram, Twitter and Google+, Momma Cuisine received **10,630,344 impressions**.

As audiences are moving more into social for engagement, we have invested more in promoting content on MommaCuisine.com

2016-2017

11% new follower increase
14k link clicks
370K interactions

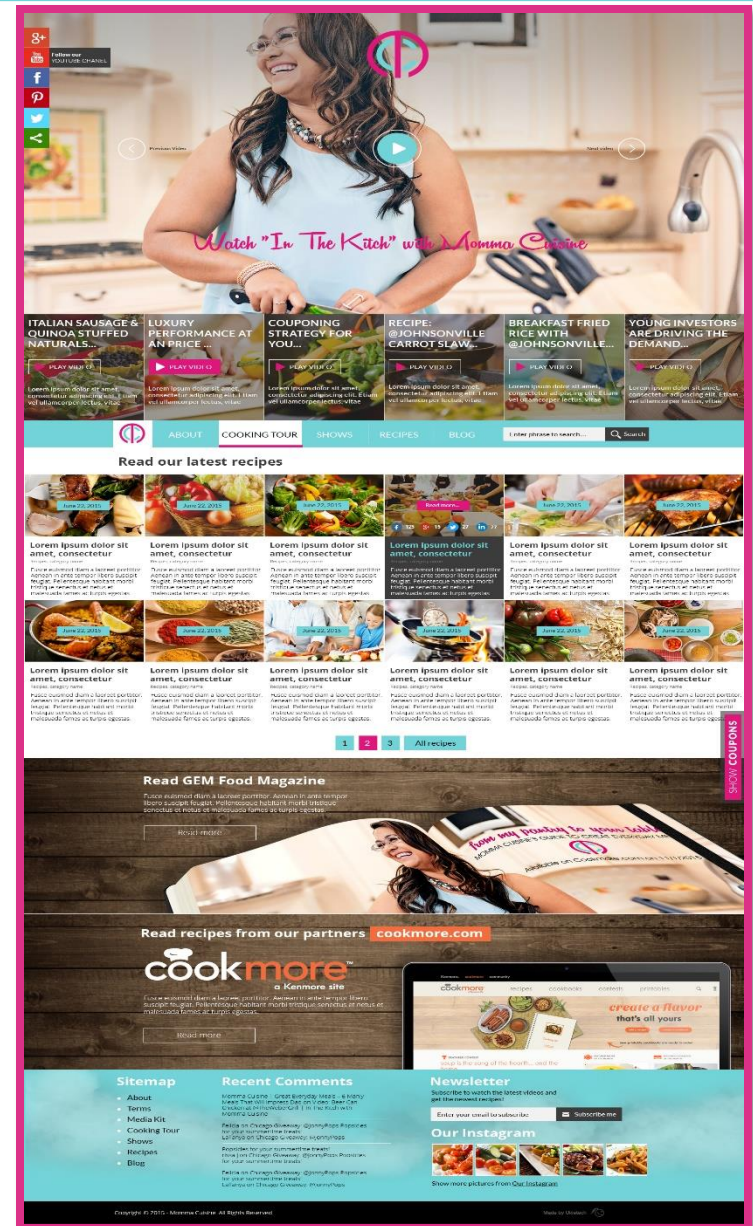


Momma Cuisine Website Update

As the Momma Cuisine brand continues to increase in exposure and gain mainstream credibility with Johanna M. Cook as the cooking personality and face of the brand, in 2016 MommaCuisine.com will launch a fresh, updated website to be more reflective of the world-class brand Momma Cuisine has become.

Exclusive brand sponsors, like Kenmore, will have a distinct presence in MommaCuisine.com to further use Momma Cuisine as the bridge between brand to consumer, using Johanna M. Cook as a spokesperson for the brand and products.

Highlighting the talent of Johanna M. Cook as a media cooking personality, the website will highlight Momma's cooking show series, "In The Kitch with Momma Cuisine" as well as recipes, the brand's digital magazine, GEM Food Mag, cookbooks, recipes and more.



Demographic Details by Platform

Facebook Fan Demographics

Largest Demographic:
Women ages 25-44

70% Women, 30% Men

Top Cities: Chicago, Manila,
NYC, Los Angeles, Houston

25 % Women Ages 25-34

24% Women Ages 35-44

31 % Men

Pinterest Demographics

95% Women

5% Men

Top Cities: Los Angeles,
NYC, Chicago, Dallas,
Houston

Instagram Demographics

58% Female

42% Male

25-34 years old

Top Cities: Chicago, NYC,
LA, London, Manila

Facebook Likes: 14,044

- Impressions increase 88%
- FB Video Views:
 - 33.2k full view
 - 97.2k partial view
 - 55% organic views
 - 94% auto play

Pinterest Followers: 3,030

- Avg. Daily Impressions: 5,271
- Avg. Daily Viewers: 3,088
- Avg. Monthly Viewers: 167,406
- Avg. Monthly Engagement: 4,340

Instagram Followers: 12,494

- Engagement per media 212.1
- 20 Engagement per follower
- 28.6% Follower increase
- 8,432 comments 6/2016-7/2017

Social Media Influence



***Twitter:** Momma Cuisine's reach on Twitter is currently about 114k impressions per post through a syndicate. The stronghold on Momma Cuisine's Twitter reach is her engagement with other brands, personalities, influencers, bloggers, and media relations in pop culture. Currently Momma Cuisine as a brand has gotten away from Twitter parties and focusing on more engaged audiences on Instagram and Facebook.



***Facebook:** Facebook remains to be the biggest audience in social media platforms for Momma Cuisine due to our key target audience of reaching busy moms. Recent studies show that 7 out of 10 moms have a Facebook profile. Facebook video uploads has seen an significant engaged audience who treat the brand page as the website.



***Pinterest:** Momma Cuisine is continuously posting to the brand's boards to provide consumers with visual inspiration, recipes and tips to enhance their everyday lives. Pinterest is continually growing, providing the most organic click-throughs to Momma Cuisine.com.



***Instagram:** Instagram is a force in 2016-2017, showing a dedicated audience who continually post, comment, like and engage at various points of the day. Instagram Stories allows Momma Cuisine to share real-life stories without flooding the main feed, giving fans access to Momma Cuisine's daily activities and tips, with a more personal and behind the scenes touch that audiences love.

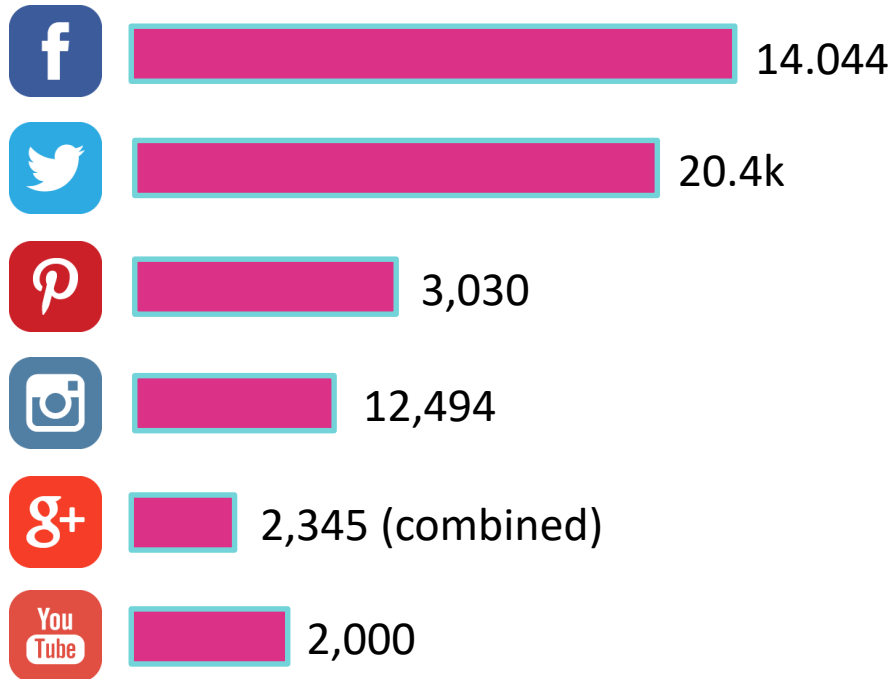
Social Media Reach



Momma Cuisine has steadily grown its social media influence among consumers. Understanding that consumers spend less and less time on websites, instead spending their time interacting with brands on social media, Momma Cuisine is pushing to continue to invest time and resources on placing content right on social channels, especially on Facebook, Pinterest and Instagram.

Social Media Influence: 10,630,344 impressions in 2016-2017.

The Chart below indicates the escalating fans and followers of Momma Cuisine:



Age:	25-55 years old
Income:	44% earn \$50-150k per household
Education:	55% have earned a Bachelors Degrees, 17% have Graduate Degrees
Topic Interests:	Travel, Parenting, Home/Family, Bridal, and Home Gardening

Cooking Tours

Momma Cuisine has been hosting cooking tours for 4 years and has proven that going on the road sharing brands and products is a campaign that helps boost media awareness, consumer awareness, engages and educates the marketplace about these brands their products, using Momma Cuisine as the spokesperson to represent them. The cooking tours have set Momma Cuisine apart in the market as a media cooking personality with the talent to bring an emotional connection to consumers about the brands she is promoting on the tour.

Being a true personality, audiences gravitate towards Momma Cuisine as a mother and home cook and authority in making *great everyday meals*. Starting in 2016, these tours will be held twice a year; a Summer Cooking Tour (Midwest) and the Holiday Ready Cooking Tour (national). The tours are meant to hit key markets in the Midwest and United States, saturating mass media, social media and hosting live events for the public to have product tastings and engage with Momma Cuisine who is sharing and educating them about the brands and products.

2015 Ready for the Holidays Cooking Tour generated 67,000,000 impressions and increased Turducken sales for Echelon Foods.



Brand Assets

Video Marketing/Product Placement

- The best way to showcase food & cooking products for consumers to see them in action.
- Include your brand in a season of “In The Kitch with Momma Cuisine” where your products will be featured highlighted. Includes social media promos.

Media Spokesperson

- Use Momma Cuisine’s on-camera and media expertise to reach consumers by promoting your brand and products in the mass media.

Custom Advertorial Blog Posts and Magazine Spread

- Advertorial post on MommaCuisine.com & GEM Food Mag quarterly digital food magazine
- Syndicated to about 9 million Twitter user accounts
- Brand’s twitter handle in headline for awareness and promotions.



Brand Assets (continued)

Original Recipe Creation

- Momma Cuisine creates original recipes using your product for usage in marketing, content, retail products, etc.
- 4 edited hi-resolution photos delivered with recipe details
- Ability to share recipes on MommaCuisine.com for added exposure with links to brand's website.

Cooking Demonstrations, Appearances, Event Host

- Have Momma Cuisine come to your event for a cooking demo or VIP guest appearance to promote your brand in trade shows, charity events, conferences, etc
- Use Momma Cuisine's electric personality to host your event as an emcee or co-host

Social Media Advertising

- Brand and product referrals is key to branding and sales.
- As a trusted brand and personality, capitalize on Momma Cuisine recommending your brand and products to mom-consumers across the nation

Case Study - Kenmore

Brand Partnership

Kenmore: 101 year old appliance brand sold exclusively at Sears.

Objective:

To connect the Kenmore and Cookmore brands with busy moms and everyday families and reintroduce their home cooking products and appliances by promoting tips, and recipes through online presence and weekly social media posts.



Deliverable:

- Integrated in digital magazine with ads and videos.
- Momma Cuisine created an exclusive video series for Kenmore.
- Promoted Kenmore and Cookmore products online and via social media.
- Twitter chats promoted @Kenmore hosted by @MommaCuisine average 16 million total impressions for 2014.
- Momma Cuisine received the highest influence numbers in promoting the Kenmore brand in the United States and worldwide!

Case Study - Echelon Foods

Holiday Cooking Tour

Echelon Foods: Canada-based company of the original Turducken products, looking to be the #1 Turducken provider in the United States.

Objective:

- Co-brand throughout the holiday season and educate consumers about why the product is the perfect choice for their holiday meals.
- Travel to select target markets for media appearances on local major television news station
- Host live tasting events in selected grocery markets
- Engage audiences on social media to peak interest and share the brand.



Deliverable:

- 1,230,805 impressions on Twitter with 748,000 coming from @MommaCuisine from Oct - November 2014
- #HolidayReady 798,005 impressions with 234,000 coming from @MommaCuisine
- #Turducken 407,825 impressions with 187,000 coming from @MommaCuisine
- TV and Radio: 6,419,552 impressions
- Echelon Foods surpassed their sales goals for the Turducken product in 2014

Be Part of Our Team

Kenmore
Be Amazing™



Lifeway®
KEFIR



goodnessKNOWS®
SNACK SQUARES



Smithfield.
Good food. Responsibly.®



e-cloth
perfect cleaning with just water





Exclusive Brand Sponsorship in category; inquire for pricing
Current sponsor: Kenmore appliances

Video production with product placement; inquire for pricing

Media Spokesperson Representation; inquire for pricing

Cooking Tour Sponsorship

- Exclusive Presenting Sponsor; inquire for pricing
 - Presenting Sponsor \$30,000
 - Brand Partner \$15,000
 - Local Sponsor \$5,000
 - Summer or Fall Tour
-
- ❖ GEM Food Mag digital food magazine advertorials
 - ❖ Recipe creations for your products
 - ❖ Product placement and cooking show sponsorship
 - ❖ Live appearances to demonstrate your products in media events, tradeshow, etc.
 - ❖ Social media campaign to publicize your brand/products



Johanna Cook

Cooking Personality, Founder, Momma Cuisine

johanna@mommacuisine.com

Advertising@mommacuisine.com