

*Twiceed*

WE ARE THE HOME OF THE FRESHEST FOOD  
TALENT – THE BIGGEST FACES, THE  
HOTTEST RECIPES AND THE SHARPEST  
CONTENT.

WE ARE THE NEW BREED OF TALENT  
REPRESENTATION WORKING ACROSS  
CONTENT, SOCIALS, PRODUCTS,  
PUBLISHING, TV & EVENTS.

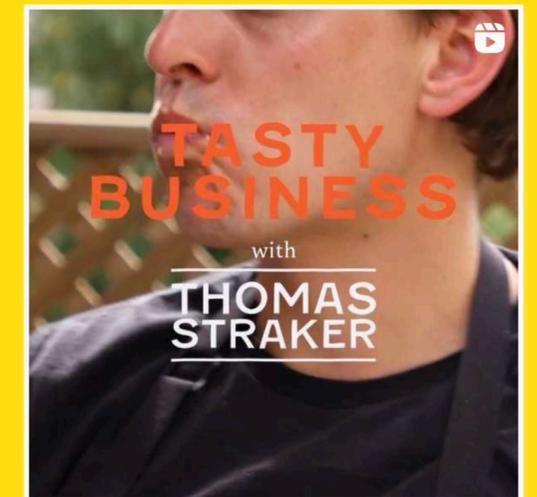
WE CREATE BRANDS, NOT INFLUENCERS.





The Juiced talent are on an amazing trajectory that shows no sign of slowing down. The names on our roster are highly recognisable & relatable names to the 18-35 audience, who look to them as an authority in the food, drink & lifestyle space - deeply engaging with every piece of content they create.

Each talent has their own signature tone and style, providing an established space for brands to authentically feature within, whilst giving the opportunity to reach a variety of different target audiences within one long-term campaign.



# PARTNERSHIP OPPORTUNITIES

**TASTY BUSINESS**  
with  
**THOMAS STRAKER**

**EPISODIC SERIES'**

**SOCIAL CONTENT**

**COMPETITIONS**

**PRODUCT FEATURES**

**HOSTING & PRESENTING**

**THOMAS STRAKER**  
**COOKS AT**  
**TOP CUVÉE**

**POP-UPS & DEMOS**

**THOMAS STRAKER**  
@  
**LAYLA**  
Focaccia  
Vesuvio tomatoes with anchovies and olive oil  
Grilled white peaches with green beans, burrata and salted almonds  
Honeymoon melon with prosciutto di parma  
Devon crab ravioli, bisque sauce and wild sea herbs

**RECIPE/MENU**

**A BIT OF A MOUTHFUL**

**PODCASTS**

**Table Sessions**

**EXPERT**

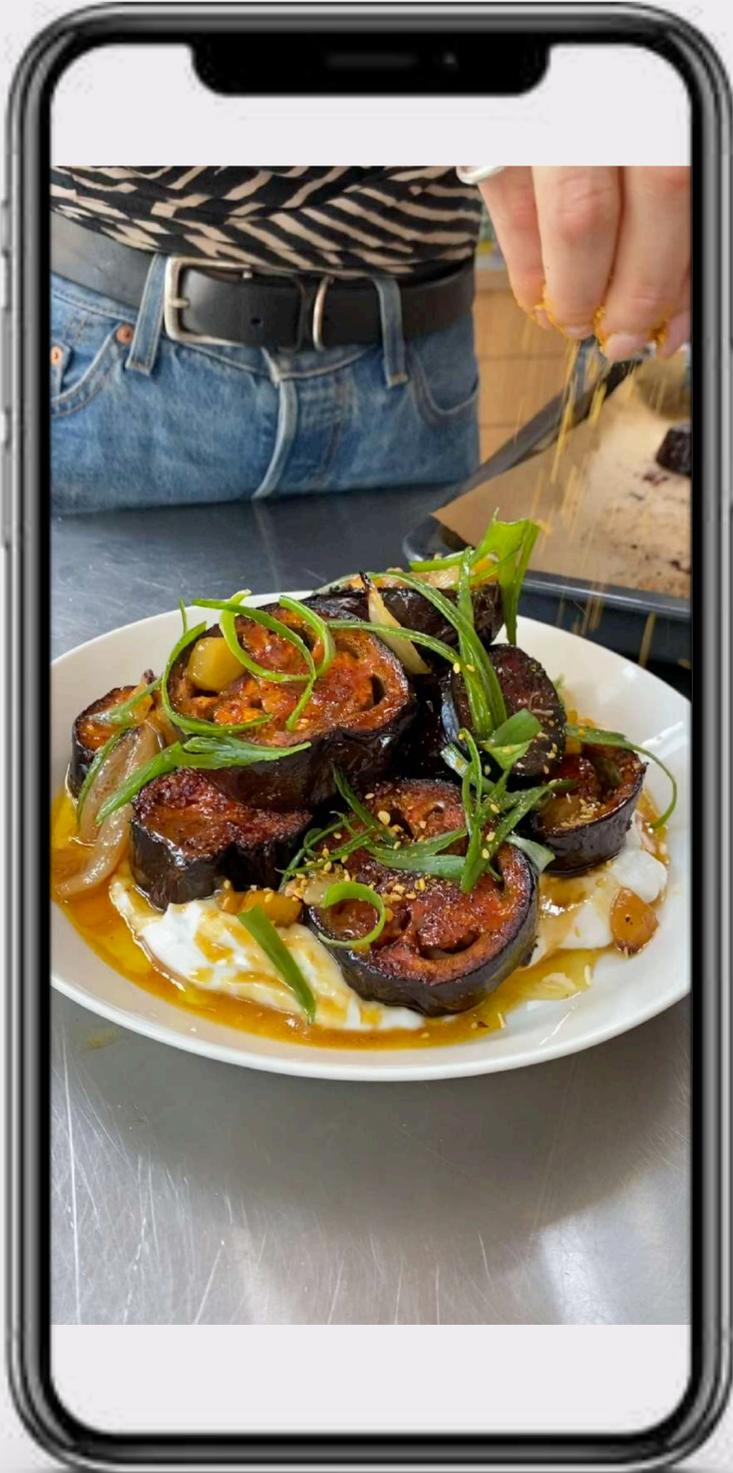
**THE ULTIMATE CHEESEBURGER**  
SERVES 4 - BY THOMAS STRAKER

**PUBLISHING OPPS**

# RECENT PARTNERSHIPS



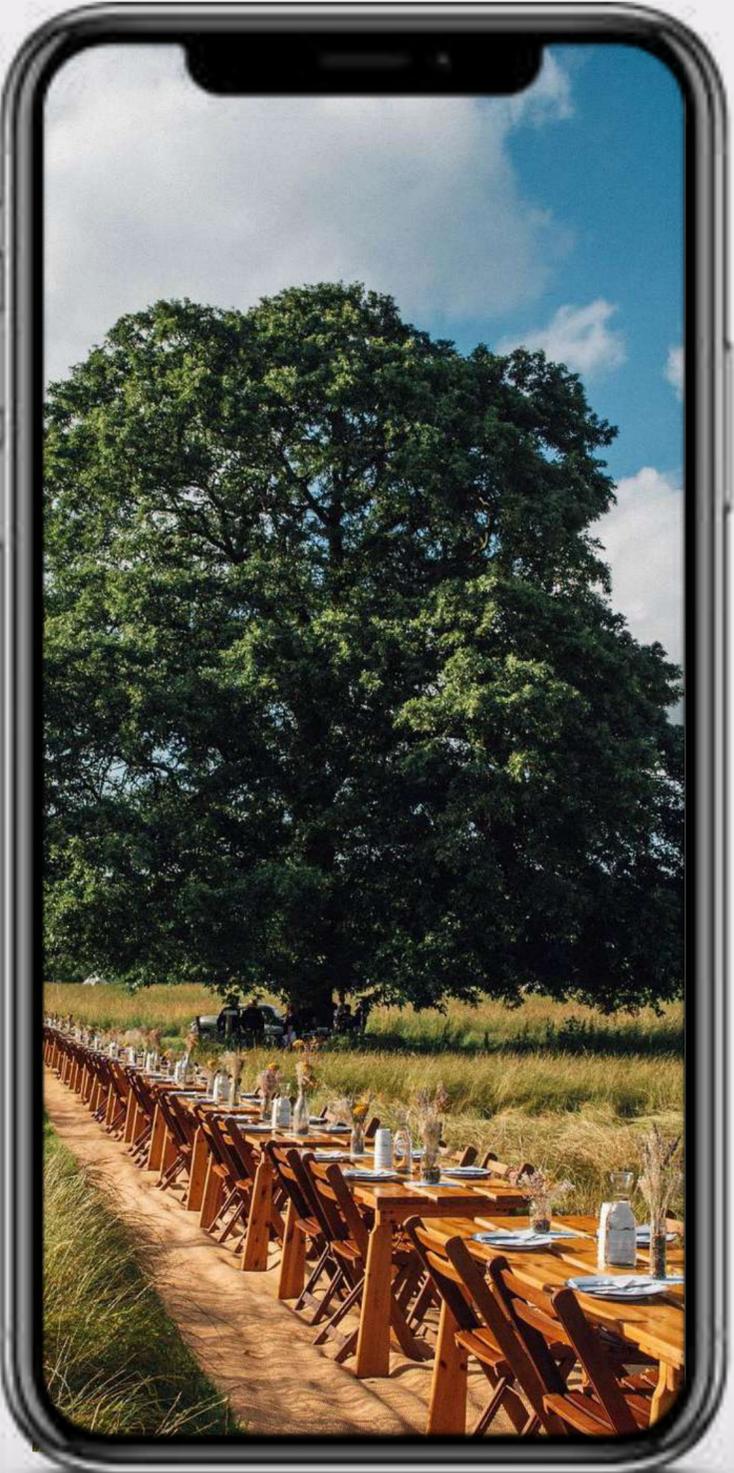
\*VIDEOS SHOULD BE ABLE TO PLAY



Ixta Belfrage x Maldon



Jordon King x Ooni



Ixta Woodfired Kitchen Event



Sophie Wyburd x Norma Restaurant

# OUR TALENT



SOPHIE WYBURD



JORDON KING



JAMES COCHRAN



LONDON BRUNCHER



WHATWILLYCOOK



ONLYSCRANS



FOODFIREANDSOUL



IXTA BELFRAGE

# WHAT WILLY COOK

FUNNY MAN | COMMERCIAL DREAM

209K

57.2K

5.1K

INSTAGRAM

TIKTOK

YOUTUBE

Willy is the funniest man in food. Bringing his “recipes not stressipes” ethos to the kitchen, the past year has seen him amass a 209k+ audience and counting. In addition to his eye and mouth watering content, Willy has launched his own burger brand, Saucy Buns – with humour front and centre, his content transcends food.

Having made some great branded partners Willy is a branding genius joining forces as an ambassador with both Jameson and Major League Baseball for the year to come in addition to a whole host of other names, What Willy Cook looks set to continue taking 2022 by storm.





# IXTA BELFRAGE

AUTHOR | COOK | RECIPE DEVELOPER

111K

INSTAGRAM

Ixta's style of cooking draws inspiration from three countries she grew up traveling to, eating in and obsessing over; Brazil (where her mum is from), Italy (where she lived as a child) and Mexico (where her grandad lived). She cut her teeth at NOPI restaurant before working at the Ottolenghi Test Kitchen for five years. In 2020, she co-authored the New York Times bestselling FLAVOUR with Yotam Ottolenghi. 2022 saw Ixta being named one of the most influential women in food by Code Hospitality, two years in a row and also saw the release of her first book, Mezcla!

 74% F  
26% M

 47%  
25-34

 54%  
UK



# FOOD FIRE AND SOUL

WORLD FOODIE | BBQ ENGINEER

66.9K

INSTAGRAM



With one of the prettiest food feeds on Instagram Yinka aka foodfireandsoul is a must follow for IG users. Full to the brim of eclectic delights, Yinka cooks from the soul, creating beautifully presented plates bringing to life a number of inspirations. Born in London to Nigerian parents you'll see family influence in some dishes in addition to her love for modern European cuisine and not to forget her skills as a BBQ Engineer. Yes you read that correctly – a BBQ engineer (hence the name). More qualified than most to cook on a BBQ, she can design them too! Yinka is currently studying in Harvard which allows her to show her strengths in both the UK & US markets.

 77% F  
23% M

 70%  
25-34

 25% 66%  
UK US

# JAMES COCHRAN

CHEF | RESTAURANT OWNER | FOOD ENTREPRENEUR

25.3K

INSTAGRAM

After getting his first job at Wheeler's Oyster Bar in his hometown, James' talent took him to Gordon Ramsay's Maze, two-Michelin-starred The Ledbury - under mentor Brett Graham - and Michelin-starred gastropub The Harwood Arms. James opened signature restaurant 12:51 by Chef James Cochran in Islington, North London in 2018 - the same year he won the BBC's Great British Menu - a feat he repeated in 2020. A winner of the prestigious Eater London Chef of The Year, James also runs Around the Cluck offering a gourmet twist on the classic fried chicken takeaway.



58% F  
42% M



40%  
25-34



87%  
UK





# JORDON EZRA KING

MOB FOOD PRODUCER | PROFESSIONALLY TRAINED CHEF

60.2K

INSTAGRAM

King by name, king by nature, Jordon Ezra King is Mob's food producer and resident pastaio. Having cooked, temped, and staged his way through a host of kitchens around the world (including Rubedo, Marksman, Brawn, Le Saint Europe, Burro e Salvia, and Yard to name a handful), Jordon has picked up more than a few tricks along the way. The man's now set his sights on sharing that knowledge with the world, using his platform to teach people how to work their way around a kitchen and educate them about the provenance of the dishes they're cooking while he does it.



# LONDON BRUNCHER

ASMR | FOOD & TRAVEL | TIKTOKER

380K

358K

INSTAGRAM

TIKTOK

From viral trends to quick brunch dishes, Samah aka @londonbruncher has well proven why she is the one to follow for your ASMR needs. The 25 year old foodie from London loves to make quick and easy recipes that don't compromise on flavour! With over 600k followers across Instagram and TikTok, Samah's has taken the food scene by storm with some of her lip smacking recipes reaching up to 30m views per video. When she's not cooking, Samah is out reviewing some of the best hotels and restaurants in the country!

 83% F  
17% M

 40%  
25-34

 13% 25%  
UK US



# ONLY SCRANS

COOK & CURATOR | FOOD PORN

684K

180.1K

INSTAGRAM

TIKTOK

Only Scrans is the UK's home of food porn – as he says himself, “like Only Fans but food not nudes”. One of the prettiest and most mouth watering feeds on Instagram (and a quickly growing TikTok!), Only Scrans is our nations most accessible food personality, highlighting the world's favourite plates for all of the internet to see. Between his own recipes, a host of original content and his expert eye for curation, Only Scrans delivers food content for the people and with brands queuing up for a piece of the action, it's time to get in line.



52% F  
48% M



49%  
25-34



85%  
UK





# SOPHIE WYBURD

MOB HEAD OF FOOD | COMFORT CONNOISSEUR

85.3K

INSTAGRAM



Mob's very own Head of Food and matriarch of Mob's crew, Sophie Wyburd. Brimming with recipes, Sophie is responsible for stacks of delicious concoctions across the Mob channels. Not just the recipes though! As one of our Mob Presenters you'll see that smile across all of Mob's digital homes. "Non discriminate comfort food" are Sophie's own words but this aficionado of all things tasty will have you so comfortable you'll want a sofa for the kitchen.

 72% F  
28% M

 59%  
25-34

 93%  
UK

# THOMAS STRAKER

MICHELIN TRAINED CHEF | ENTREPRENEUR

710K

1.4M

16.6K

INSTAGRAM

TIKTOK

YOUTUBE



A chef extraordinaire – Thomas’ technical ability knows no bounds. As chef-owner at Acre, Thomas can often be found serving his British-sourced, Mediterranean-inspired cuisine or creating one of his masterful original recipes. One thing’s for sure – whether he’s developing his new restaurant concept Straker’s, filming a punchy new recipe or making an appearance at one of his sellout pop-ups, Thomas lives and breathes food.



60% F  
40% M



55%  
25-34



88%  
UK



# WE'RE WORKING WITH SOME OF THE HOTTEST BRANDS



# JUICED X MALDON CASE STUDY

Earlier this year, we partnered up with Maldon Salt to celebrate their 140th birthday. For this, we produced a 6-part episodic series on Instagram using three of our talent.

Through a series of recipe-based Instagram reel videos, we had Ixta Belfrage, Sophie Wyburd and Xiengni Zhou create easy to follow dishes using Maldon sea salt throughout their recipes.

Over the course of the campaign, these 6 recipe videos and 6 story frames generated the following numbers which went on to smash Maldon's previous talent work,

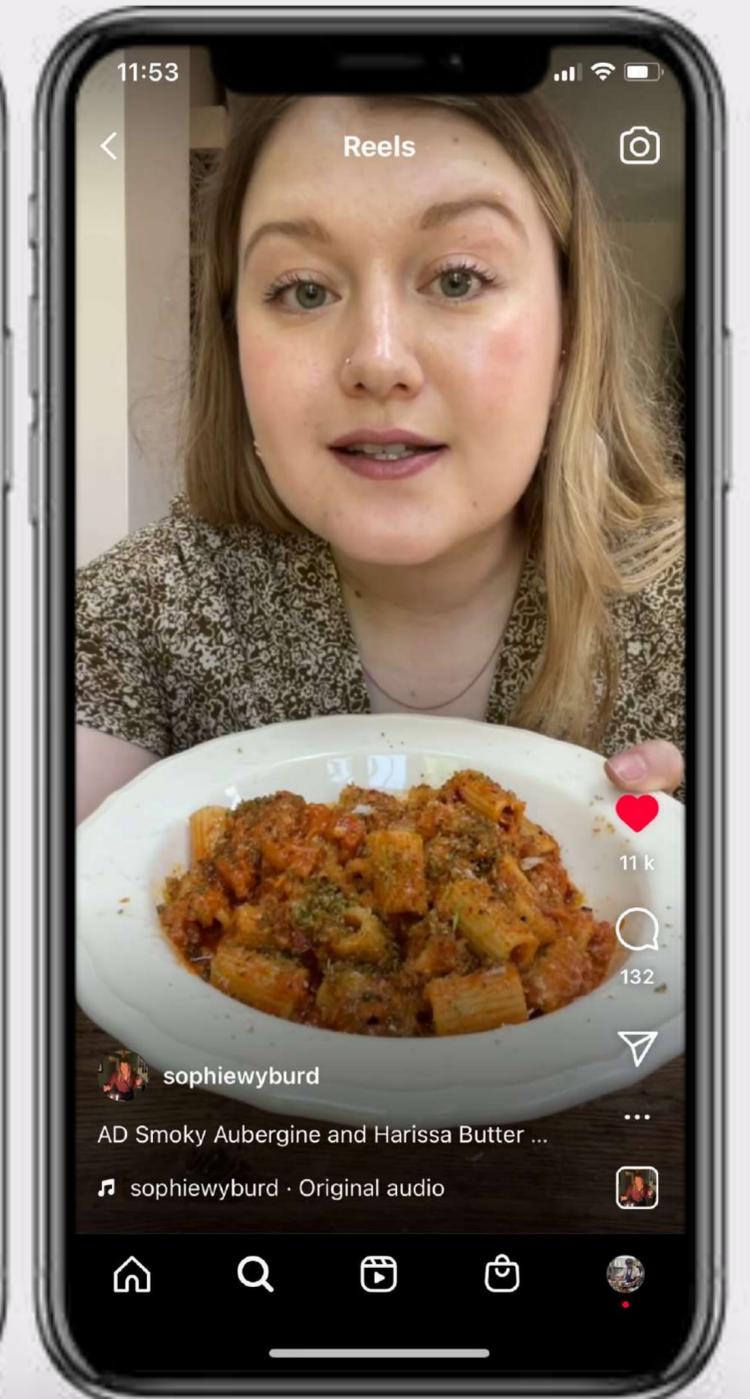
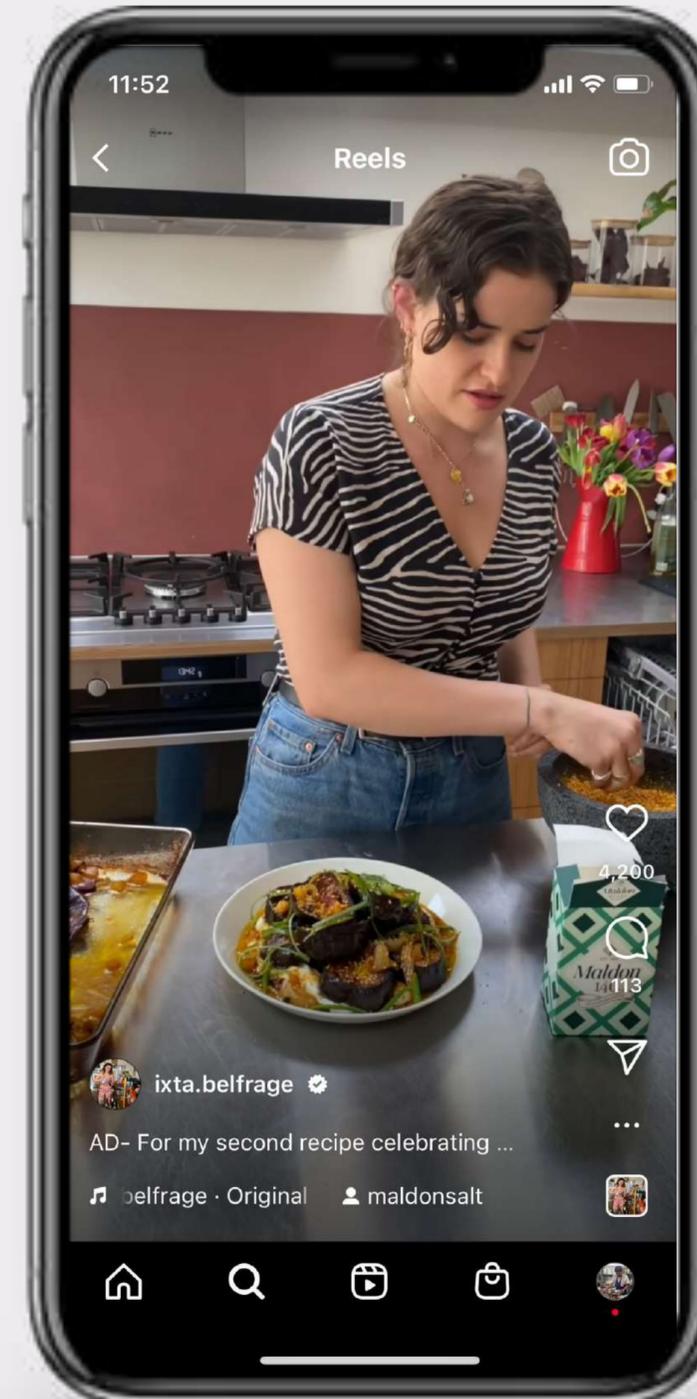
**30,150 post engagements**

**615,729 impressions**

**561,340 video views**

**13,241 reel saves**

**10,604 website visits** (the most Maldon had ever seen on their landing page from one campaign)



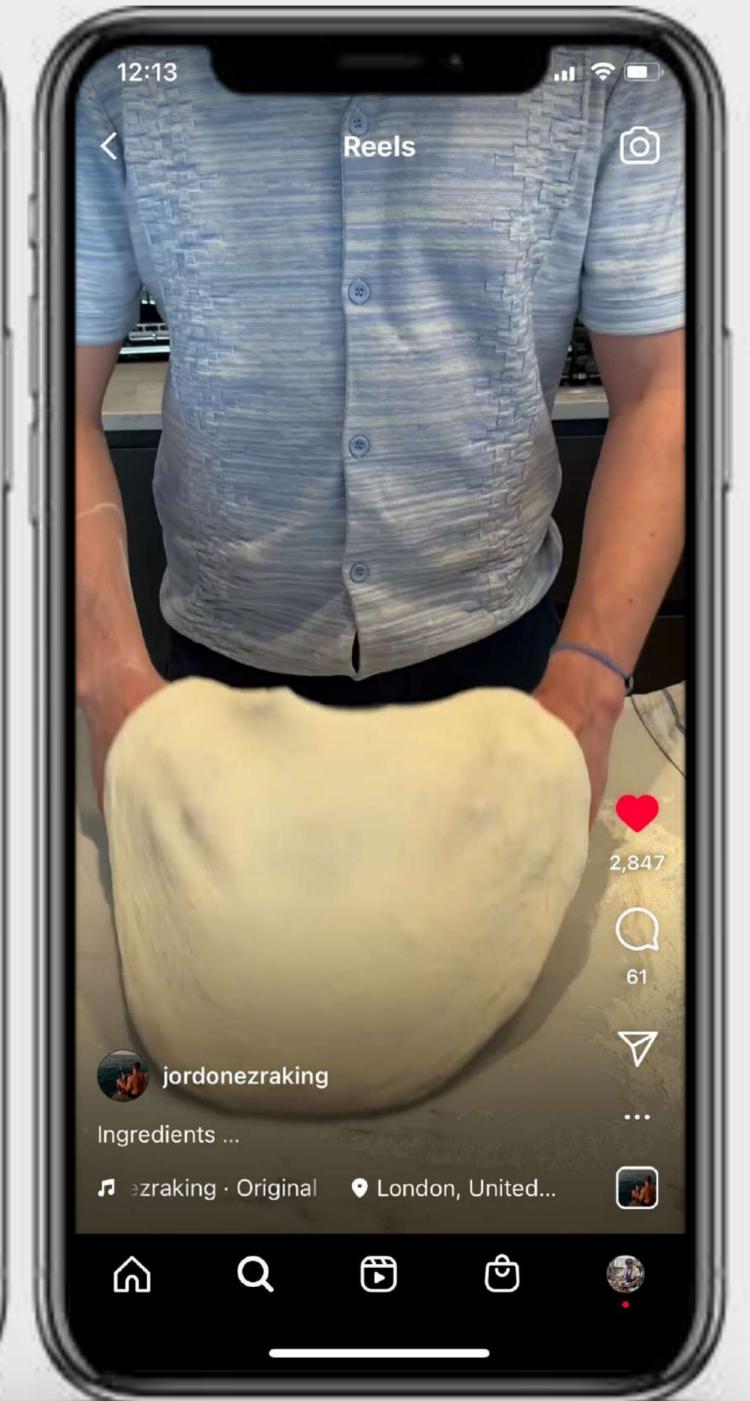
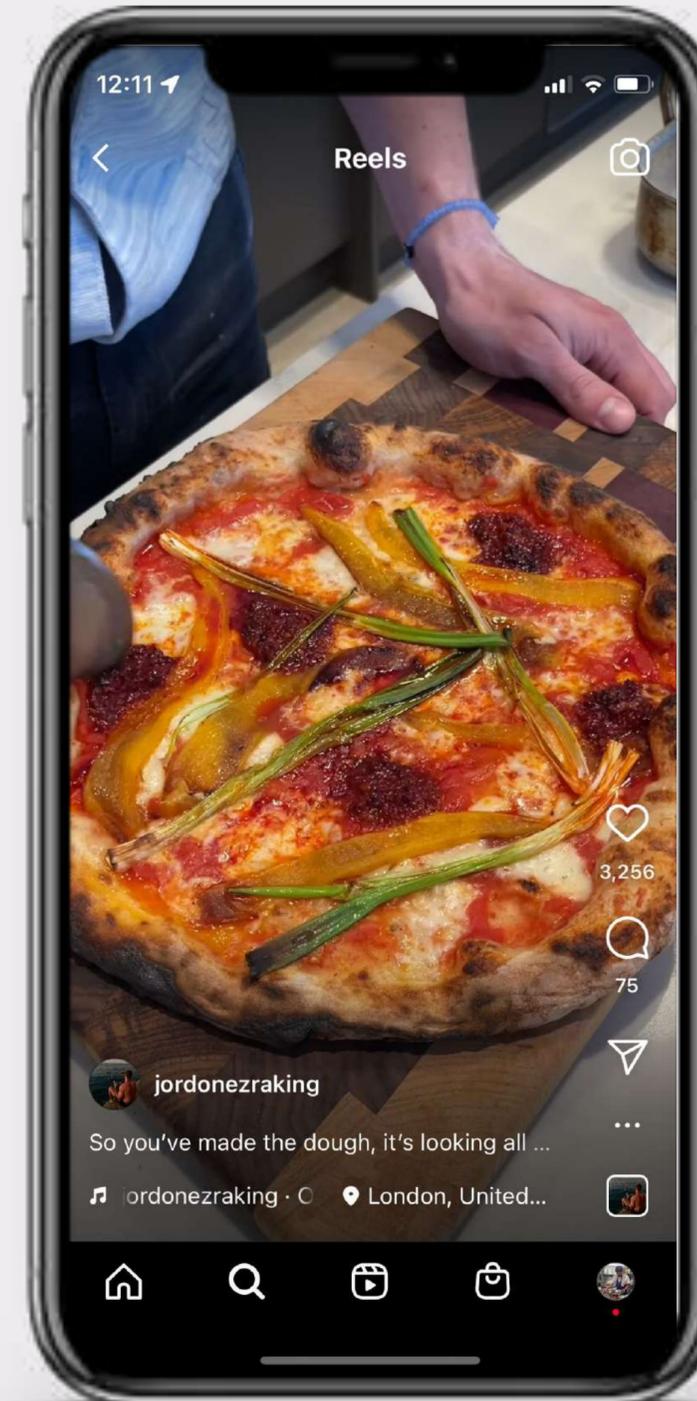
# JORDON KING X OONI

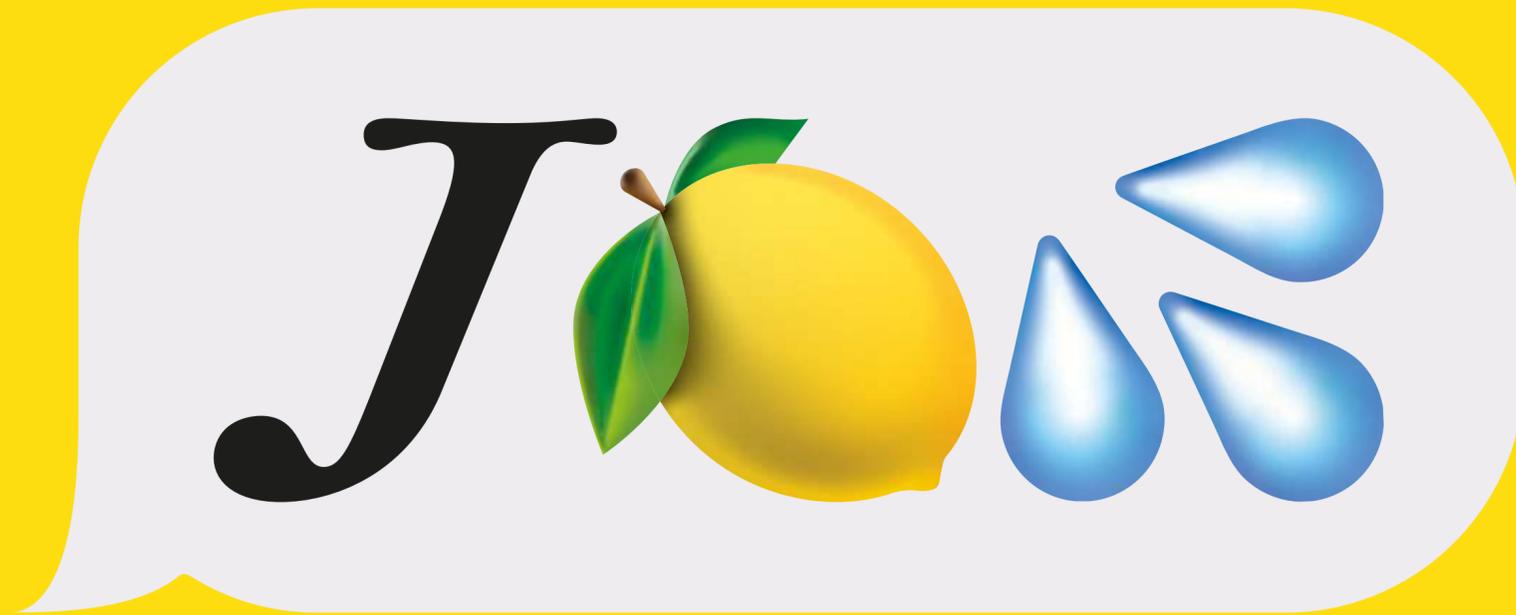


Pizza oven giants Ooni partnered with former pizza chef Jordon King to encourage his audience to make their own pizzas at home for Ooni Day in May.

Over the two recipe reels and stories, Jordon educated his audience on how to make the perfect pizza dough, what toppings pair well best and also how to enter their own editions in time for Ooni Day. The numbers from the two activations generated below,

**2x Recipe Video Reels**  
**7,834 post engagements**  
**235,888 impressions**  
**197,261 video views**  
**2232 reel saves**





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