

Italicana Kitchen

HEALTHY FOOD | MADE SIMPLE

Cindy Swain

about

italicanakitchen.com

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[www.youtube.com cindy swain](https://www.youtube.com/cindy-swain)

past 12 months

live events

Cooking Classes & Demos:
46

blog audience



73%
of readers are
women



31% are between 25-34
22% are between 35-44
15% are between 45-54
15% are between 55-64



about Italicana Kitchen

Italicana Kitchen is a bilingual English :: Italian food and lifestyle blog that focuses on simple and healthy vegetarian, vegan and pescatarian recipes made with seasonal organic ingredients. I started this blog in 2014. My goal is to inspire more people to cook homemade meals. I do the work to provide my audience with simple, delicious and healthy recipes. I'm currently focusing my time on creating homemade fresh colored pasta recipes with ancient grains, like farro. I love teaching people how to make these recipes at live cooking classes because I enjoy interacting personally with other passionate foodies. Recently, I started a YouTube channel that is a behind-the-scenes look on recipe creation, photography, travel and events.



about Cindy Swain



I am originally from Washington State, USA but have been living in Emilia-Romagna, Italy for the past eight years. How did I get here? In 2008, I quit my job as a project manager at an advertising agency in Seattle to embark on an around the world adventure, visiting 13 countries in 10 months: from New Zealand to Southeast Asia, India to East Europe, and finally making my way to Italy.

I had planned to only stay a year to learn the language and write a novel, but as fate would have it, I married an amazing Italian man. We now work together. I love living in Italy and sharing my knowledge about this beautiful culture. I offer cooking classes and food & wine tours in Emilia-Romagna. In 2016, I also became a certified wine sommelier and spend a lot of time exploring Italy's amazing wine country.

services

- > Brand Ambassador
- > Cooking Shows
- > Recipe Development
- > Web & Social Media Content

more details
on the
next pages

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services

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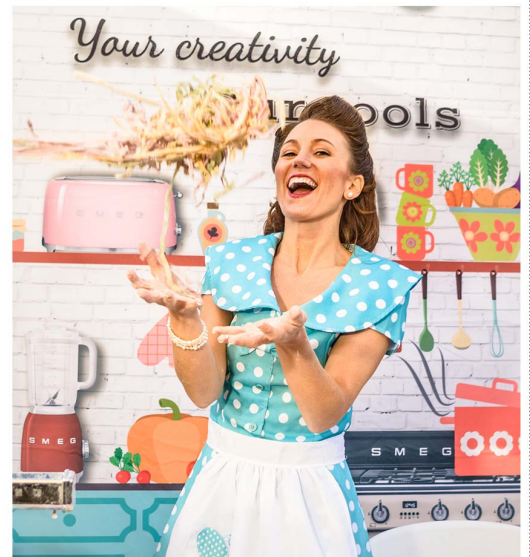
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brand ambassador

As your brand ambassador, I will support your sales and marketing teams to define the brand strategy for your specific target market. I will work closely with these teams to organize and execute online and offline initiatives, like trade shows, advertising and promotional campaigns and meeting with potential clients. Working closely with your public relations agency, I will be responsible for showcasing your brand and products on TV, radio, print and online media channels. We will handle the planning and execution of live culinary events, like cooking classes, cooking demos, speeches and training seminars at trade shows, culinary stores and private events. We'll provide captivating photography, videos, recipes and articles to be used on your website, social media channels and for print advertisements and promotion. I can be the face in your corporate videos, product tutorials, website images and promotional materials. A sample list of services are provided below, and we can brainstorm together a customized strategic campaign that is specific to your needs. Contact me to set up a meeting.



service	includes	
BRAND AMBASSADOR	<ul style="list-style-type: none"> > trade show figure > events figure > mass media face > public relations > strategy support > worldwide footprint > sales support > new customer development > event management > recipe development > cooking shows > cooking demos > social media management > corporate videos > corporate photos 	ask for price list

ideal for food and beverage brands, wine producers, houseware companies

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cooking shows

I offer various styles of cooking shows that can be personalized to best fit your brand, event, audience or location. I typically hold these cooking classes at culinary stores, private homes, restaurants and wineries. Cooking classes are great for brands to promote their products and increase brand awareness in an intimate setting. They are perfect for corporate team building events and store wedding registry parties. My cooking demos, on the other hand, are mainly held in culinary stores and trade shows. Stores carry numerous products; so for a brand it's quite challenging to stand out in the consumer's eyes. These demos are a practical format to train salespeople and to get them excited about promoting your brand. Customers also find value in seeing how your products are used in real life situations. I can also provide professional photography and videos of the events to be used on your social media pages and website. This content can also be cross promoted on Italicana Kitchen and throughout my social media networks. See our service list below and contact me for more information.



ideal for
culinary stores,
team building



ideal for
producers,
food brands,
wineries,
advertising
agencies

service	includes
COOKING CLASS	<ul style="list-style-type: none"> > 2 hr class > 15-20 participants > groceries > printed recipes > clean up
COOKING DEMO	<ul style="list-style-type: none"> > 2 hr show > up to 100 samples > groceries > setup > clean up
add on	> introduction to a new store/dealer
	> additional 2nd show the same day/location
	> planning and fine tuning with the store
	> promotion on italicana kitchen's social media channels
	> 10 professional photos of the show

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recipe development

Being a food blogger, I will showcase your brand in an authentic way creating a better connection with consumers. I can help your products shine by utilizing them in simple healthy recipes that consumers want to make and share with their family and friends. You can easily choose from my existing recipes on my blog italicanakitchen.com or I can research and develop new recipes for your product that are catered to your specific target audience, seasonal produce or the holidays. We can also provide dynamic video recipes for your website and social media channels so you always have fun and practical content your customers can enjoy. If you'd like to have access to my followers I can cross promote these sponsored recipes and videos on Italicana Kitchen and throughout my social media networks (YouTube, Facebook, Instagram, Twitter, Pinterest.) Whether you need me to ghost write and create recipes under your brand name or you want access to my loyal fans, we have you covered. See our service list below and contact me for more information.



ideal for magazines



ideal for producers, food brands, wineries, advertising agencies



service	includes
EXISTING RECIPE COPYRIGHTS	<ul style="list-style-type: none"> > 5 hi-res photos > recipe re-writing for SEO optimization
NEW RECIPE DEVELOPMENT	<ul style="list-style-type: none"> > groceries > research & testing > 5 hi-res photos > recipe writing
add on	<ul style="list-style-type: none"> > sponsored blog post on italicanakitchen, facebook, instagram > blog post writing
	<ul style="list-style-type: none"> > HD video recipe 1 to 3 minutes time
	<ul style="list-style-type: none"> > sponsored video on YouTube channel, facebook, instagram
	<ul style="list-style-type: none"> > 4K video recipe 1 to 3 minutes time

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web & social media content

Keeping content fresh and engaging is a challenge. We specialize in natural food and beverage products, wine, housewares and kitchen appliances. We can help you by creating interesting content to publish on your website and social media channels. From articles, photography, video to design, you can keep your website content up-to-date to attract a returning audience. We'll also help you promote your upcoming events, news and product launches to build excitement around your brand in general and increase awareness about all the upcoming activities available to your customers. Furthermore, we want to help you build an active community of followers who engage with the captivating daily social media posts that stimulate interaction and brand loyalty. Not only will we provide the content, but we will also take care of responding to every comment, question and concern. This is time consuming work that can be lifted off your plate, so you can focus on what matters most: offering the best product and services to your customers. See our service list below and contact me for more information.



ideal for
food brands,
wineries,
advertising
agencies



ideal for
Italian
brands



service	includes
SOCIAL MEDIA MANAGEMENT	<ul style="list-style-type: none"> > creation of 5 posts per week > follower interaction > on facebook, instagram, pinterest, twitter
WEBSITE CONTENT CREATION	<ul style="list-style-type: none"> > writing > photography > videos > corporate videos > website design
ITALIAN/ ENGLISH SERVICES	<ul style="list-style-type: none"> > voice recording > book translation > video tutorials > interpreting services > food & wine tours

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