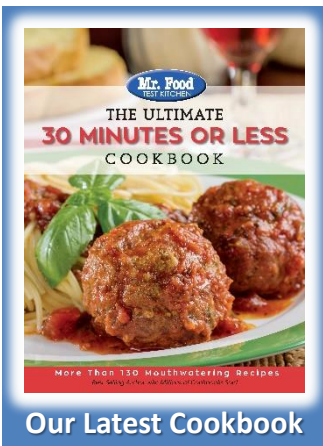




*A Trusted Brand For 40 Years*



In Print • Online • On Television • On Radio • At Retail

"OOH IT'S SO GOOD!!®"



*A Trusted Brand For 40 Years*

# Overview



**Mr. Food Test Kitchen's Quick & Easy philosophy and multi-platform visibility has made our name a nationally recognized and trusted brand for 40 years!**

- ✓ **Television**
- ✓ **Website**
- ✓ **eNewsletters**
- ✓ **Social Media**
- ✓ **Blog**
- ✓ **Supermarket**
- ✓ **Cookbooks**
- ✓ **Radio**



A Trusted Brand For 40 Years

# Television



Our nationally syndicated 90-second segment airs on the local news giving us a trusted home-town appeal.

**3.5 Million\***

Daily Viewers  
5 days / week

Nationally syndicated through  
CBS Television Distribution  
in approximately **100 markets**



For a current list of TV markets, visit:  
[www.mrfood.com/index.php/hct/TV-Show-TV-Markets](http://www.mrfood.com/index.php/hct/TV-Show-TV-Markets)



**FOX**



\* Combined Broadcast, TV Digital Platforms, supermarket websites, and supermarket in-store kiosks



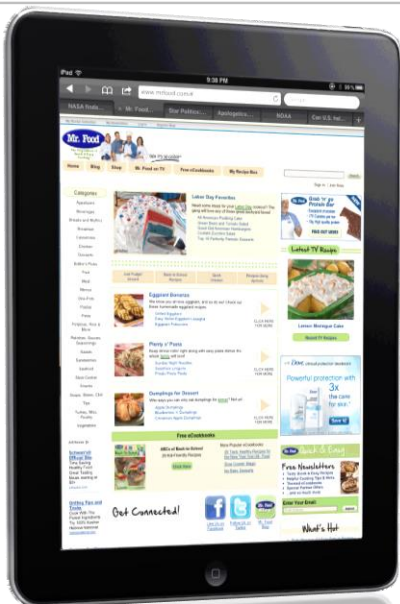


A Trusted Brand For 40 Years

# Online



Featuring over 10,000 “Triple-Tested” recipes, videos, photographs, and ecookbooks.



## MrFood.com

Unique Monthly Visitors:  
**1.3 Million**

Monthly Page Views:  
**5.2 Million**

## Everyday Diabetic Recipes.com

Unique Monthly Visitors: **230,000**  
Monthly Page Views: **776,000**

Our content is also represented on  
**hundreds** of websites  
(including TV station websites)  
via links and RSS feeds.



**Over 72 million combined pageviews annually!**



A Trusted Brand For 40 Years

# eNewsletters



A portfolio of newsletters delivered 7 days per week  
to over 750,000 combined opt-in subscribers!



## Today's TV Recipe



### Buttermilk Carrot Cake

Carrots are a vegetable and vegetables are good for us, so, does that mean we can serve up giant slices of this [Buttermilk Carrot Cake](#)? You're going to want to! One bite into this extra-creamy, homemade carrot cake and you'll understand why!

[Watch Video](#)

[Recent TV Recipes](#)



### Snuggle Up with Homemade Soups



Old-Fashioned Potato Soup

**Mr. Food Test Kitchen:  
Quick & Easy Everyday Cooking:**  
delivered daily (Mon-Sat)  
546,000 opt-in subscribers

**Mr. Food Test Kitchen:  
Just Desserts:**  
delivered 3x per week  
85,000 opt-in subscribers

**Everyday Diabetic Recipes:**  
delivered 3x per week  
143,000 opt-in subscribers

Lists are cleaned every 30 days  
resulting in an average **17%** open rate.



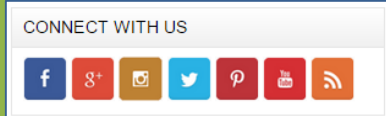


A Trusted Brand For 40 Years

# Social Media



**Collaboration with leading social media sites expands the Mr. Food Test Kitchen's media presence by providing a secondary resource for consumers**



Our 300,000+ followers across social platforms are engaged through recipe ideas, contests, and fun exchanges.





A Trusted Brand For 40 Years

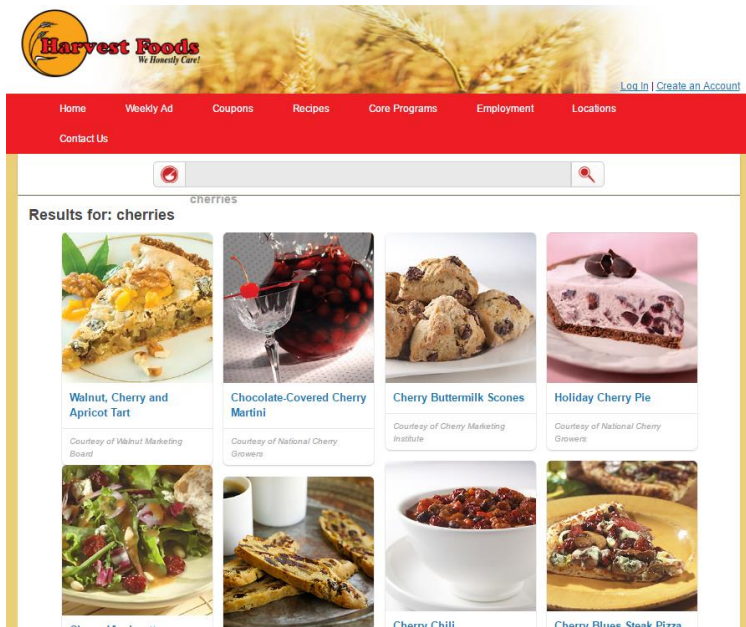
# In-Store



The Mr. Food Test Kitchen is  
the supermarket's best friend!



Connecting with shoppers through supermarket websites and at the **Point of Purchase** through in-store, touch-screen kiosks offering our recipes and Daily TV Segment.





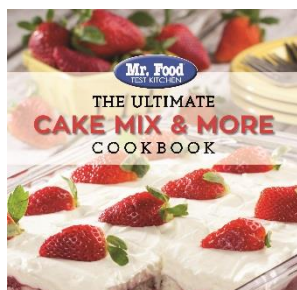
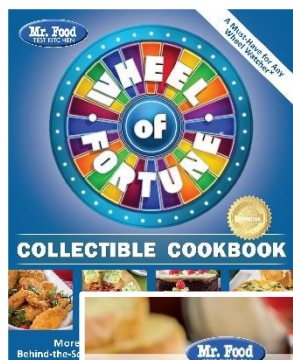


A Trusted Brand For 40 Years

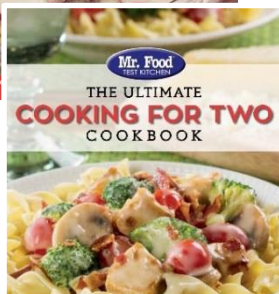
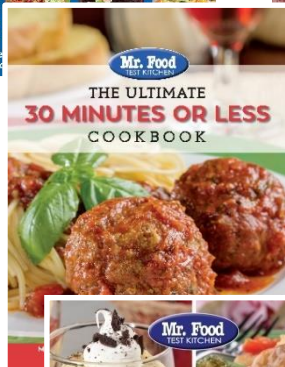
# Cookbooks



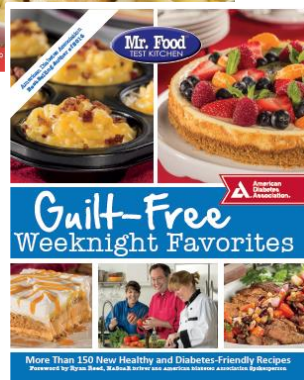
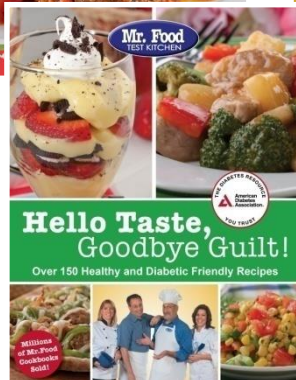
Recent titles available at  
online and traditional retailers.



**59** Mr. Food branded  
cookbooks published to date.



Over **8.8 Million** Books Sold!



AVAILABLE AT:



**American Diabetes Association's  
Top Selling Author of 2014 and 2015**

with 6 published ADA cookbooks to date and another to  
be released in 2018.





A Trusted Brand For 40 Years

# Radio



## What's Cooking in the Mr. Food Test Kitchen?

Now viewers can get even more of the Mr. Food Test Kitchen by listening to the “What’s Cooking in the Mr. Food Test Kitchen” podcast. Weekly episodes air in select markets and are also available on [mrfood.com](http://mrfood.com) and iTunes.

- Kitchen tips & tricks
- Fun food facts
- Latest food trends
- Newest cookbooks
- Giveaways & contests





A Trusted Brand For 40 Years

# National Partnerships



The strength of the Mr. Food Test Kitchen is further evident through partnerships and appearances on numerous nationally recognized shows and events.





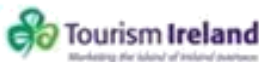


A Trusted Brand For 40 Years

# Promotional Relationships



You can tell a brand by the company it keeps! Here are just a few of the hundreds that have partnered with the Mr. Food brand.







A Trusted Brand For 40 Years

# Our Audience



For 40 years, home cooks across America have relied on the Mr. Food brand for quick & easy recipes that really work! Today, the Mr. Food Test Kitchen's fresh look inspires, educates and entertains while reaching an expanding audience via multi-media platforms.

- Female: 85%
- Median Age: 49.5
- Attended College: 57%
- Married: 71%
- Children in Home: 23%

## Top Digital Markets by Engagement



- Chicago
- New York City
- Houston
- Atlanta
- San Francisco
- Los Angeles
- Philadelphia
- Dallas
- Charlotte
- Nashville



A Trusted Brand For 40 Years

# Licensing Categories



The Mr. Food Test Kitchen currently has a handful of licensing programs in place and the brand is looking to launch into other categories. Below is a list of categories that are represented as well as potential categories for expansion.

## Current Categories:

- Ceramic Bakeware
- Ceramic Storage
- Ceramic Mugs
- Ceramic Mixing Bowl Sets
- Glass Storage
- Kitchen Electrics
- Cookware
- Gadgets
- Food, Candy, & Snacks at QVC

## Available Categories\*:

- Metal Bakeware
- Tabletop
- Dishware
- Glassware
- Serveware
- Flatware
- Cutlery
- Plastic Storage
- Textiles
- Barware
- Kitchen Prep
- Kitchen Cleaning Supplies
- Lunch boxes
- Thermal Storage Bags
- Coolers
- BBQ Accessories
- Grills, Portable
- Packaged Foods and Confections
- Diabetic related food and prep
- Spices
- Spice Racks
- Recipe based Greeting Cards
- Food scented Candles
- Disposable Party Supplies
- Kitchen Storage Racks
- Kitchen Cabinets
- Kitchen and Pantry Organization
- Magazine
- Cookbook Holders
- Restaurant, Food Service, Airport Shops, Kiosks

\* This list is not all-inclusive. We'd be happy to discuss other categories that may not be listed.



*A Trusted Brand For 40 Years*

# Contact



**"OOH IT'S SO GOOD!!®"**

**For licensing information, contact:**

**THE B®AND LIAISON**

**Steven Heller**

**Steven@TheBrandLiaison.com**

**561-302-7838**

**www.TheBrandLiaison.com**