



TASTE & TIPPLE



about yvonne

Yvonne shares her passion for food and drink with an infectious enthusiasm, authentic voice, and raw humour. She began her journey as a foodie at age 12 and honed her craft over the years to become an accomplished home cook and craft cocktail connoisseur.

When she's not creating in her own kitchen or bar, she's exploring the best places to eat, drink and revel in Ottawa and beyond.

about the blog

Founded in 2017, Taste & Tipple is a food and lifestyle blog for the millennial bon vivant.

Holding a Bachelor of Journalism from Carleton University, Yvonne captures audiences with her youthful voice and sizzling humour.

Recipes featured on the blog run the gamut from one-pot dinners ready in 30 minutes or less, to decadent feasts fit for the fanciest dinner parties.

In addition, Yvonne pens restaurant reviews & offers her picks for the best bites and sips in the Nation's Capital.



 yvonne@tasteandtipple.ca

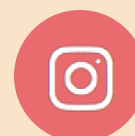
30K



414



2.9K



225





services

food photography

Let's make some #foodporn. Yvonne combines her formal training in photography and photo-editing from the School of Photographic Arts: Ottawa with her talent for food styling to create drool-worthy images. Whether you're looking to develop content for your website or social media channels, or print-ready advertisements, Yvonne can work with you to create appetizing photos.

recipe development

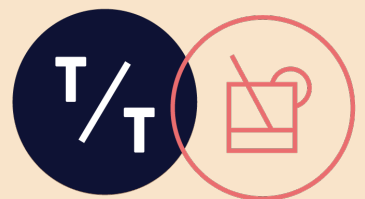
Let's get cooking. Yvonne can take your product -- whether it's spice-infused honey, dried pasta, or cocktail bitters -- and make it the star ingredient in a recipe that home cooks can recreate in their own kitchens or you can feature on your restaurant or bar menu.

brand partnership

Let's get loud. Amplify your message by collaborating with Taste & Tipple on an ongoing basis. Leverage Yvonne's distinctive voice to promote your product, service, or restaurant. With an engaged community of followers on Instagram and Pinterest, as well as a committed group of blog readers, Yvonne can communicate with a large network of consumers.

sponsored posts

Let's get them talking. If your product, service, or restaurant is a natural fit for the Taste & Tipple brand, that will add value for loyal readers and followers, let's get the word out through a sponsored blog post, giveaway, or Instagram campaign with posts and stories.





past partnerships

feast + revel

Yvonne was invited by the marketing team of The Andaz hotel, located in the heart of the ByWard Market, to dine at their restaurant feast + revel and review her experience. Yvonne captured photos of her experience which have been used across the feast + revel and Andaz social media platforms.

bee savvy honey

Bee Savvy Honey provided Yvonne with samples of their infused honeys and asked her to create a recipe. Using Bee Savvy hot pepper infusion honey, Yvonne created an original tequila-based cocktail called The Torchlight. Photos and recipe have been featured on the Bee Savvy social channels to promote their honey infusions line.

sipsmith london dry gin

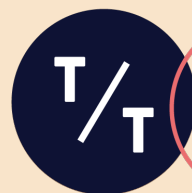
Yvonne was approached by Sipsmith London Dry Gin to create two sponsored posts, creating original cocktail recipes using Sipsmith to celebrate both World Gin Day and National Martini Day in June 2019.

made with love

For two years running, Yvonne has worked with Made With Love, a national craft cocktail competition, to promote their events through sponsored posts and ticket giveaways on the Taste & Tipple blog and Instagram channel. Yvonne photographed and wrote profiles on barchefs competing in the contest which were reshared by MWL.



yvonne@tasteandtipple.ca





social media stats



870K monthly viewers
30K monthly engaged

pinterest.com/tasteandtipple

Most viral pins:

- Elderflower Rose Sangria **7K pins**
- On Tilt Old Fashioned **6.3K pins**

Audience insights:

- 80% female
- 18-24: 27%, 25-34: 31%, 35-44: 19%, 45-54: 12%, 55+: 11%
- United States: 36%, Canada: 11%



2.9K followers
10K weekly impressions

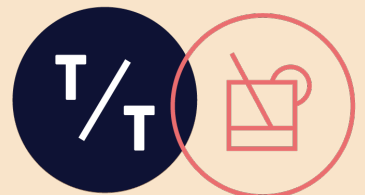
[@tasteandtipple](https://www.instagram.com/tasteandtipple)

Most popular posts:

- Watermelon Refresher: **434 engagements**
- Strawberry Fields: **427 engagements**
- Warm Fig & Brie Tart: **388 engagements**

Audience insights:

- 65% female, 35% male
- 18-24: 12%, 25-34: 46%, 35-44: 25%, 45-54: 11%, 55+: 6%
- Canada: 55%, United States: 13%,
• Ottawa area: 40%





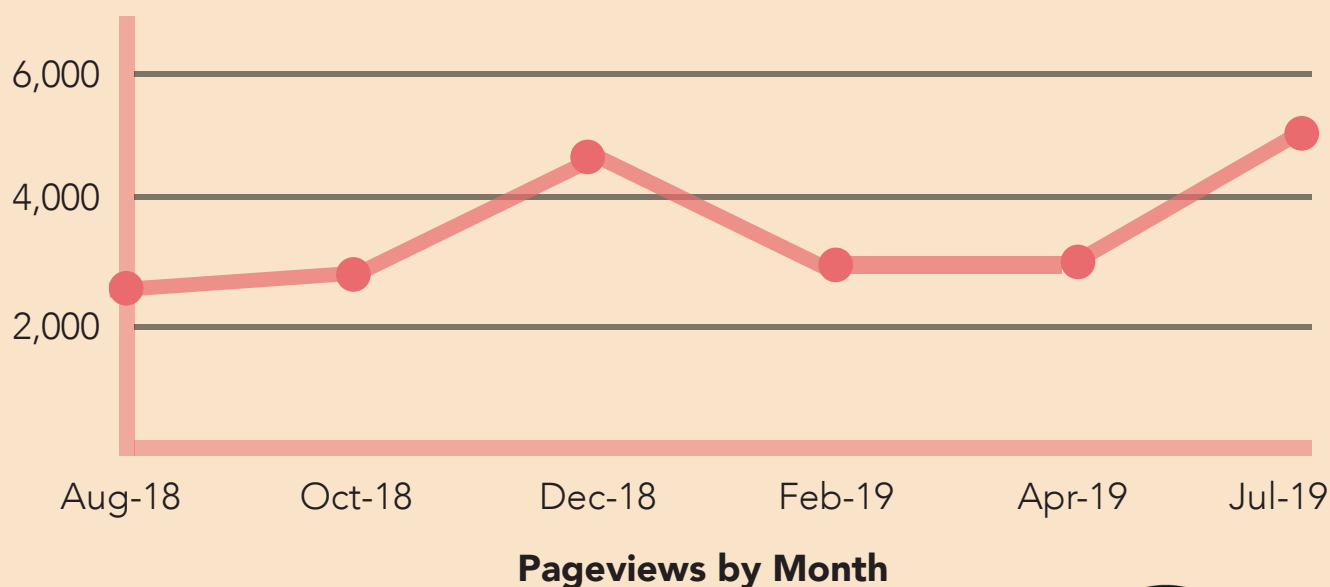
blog analytics

tasteandtipple.ca

Yvonne typically shares two new blog posts per week. In December 2018, Taste & Tipple ran an ambitious series called the Let's Get Blitzed: Cocktail Advent Calendar wherein Yvonne shared 24 unique cocktail recipes from December 1st to 24th. The increased frequency of posts led to a significant spike in site traffic for December 2018.

facts + figures

- Average monthly impressions: 2,745
- Unique visitors per month: 1,498
- Total impressions in 2018: 25,770
- Average time on site: 2 minutes, 6 seconds



yvonne@tasteandtipple.ca

