



laura everage

WRITER, EDITOR, CONTENT CREATOR

About Laura

Thanks to my mother and grandmothers, I learned to enjoy cooking and baking at a young age, while living in the Midwest. Later in life, I honed my skills and love for all things in the kitchen while serving as editor of a trade magazine covering food, kitchenware and the specialty coffee industries. As editor, I was lucky enough travel the world visiting manufacturers to learn the story behind making foods from Parmesan cheese, Caribbean hot sauces, German chocolates and Brazilian Coffee, to French cookware, Italian cutlery, and English pottery. I grew to love learning about the place from where a food tradition comes, the story behind a product. Further culinary inspiration came from the countless lunches, cocktail hours and train rides chatting with people like with Jennifer Paterson of the Two Fat Ladies, Julia Child, Emeril, Wolfgang Puck, and even Prince Charles at his organic farm, Highgrove. These days I continue to live the tradition of cooking and baking with my husband and our four children while living here in Northern California. I chronicle my successes and missteps in the kitchen on Family Eats, where I hope to inspire readers to "Reconnect with the food we eat and the family we love."

About Family Eats

Since 2008, I've been dedicated to bringing to life the healthy and life-nurturing elements that are based in food. My goal is to support the family unit by instilling good eating habits, while building lifelong traditions through the process of planning, purchasing, preparing and partaking in food together. Through the Family Eats Four Pillars (Planning, Purchasing, Preparing and Partaking) my goal is to inspire families of all sizes to get back into the kitchen so that we are all "Reconnecting with the food we eat and the family we love!"

Social



FamilyEatsOfficial



@FamilyEats



@Family.Eats.Official



@Lauraeverage

Professional Accomplishments

- * Contributing author to Achieving Success in Specialty Coffee, published by Bellissimo Coffee Info Group
- * Presented with the 2000 Award for Distinguished Author in the Specialty Coffee Industry by the Specialty Coffee Association of America
- * July 2004: Interviewed for and appeared on Fine Living Network's Insider's List series "Kitchen Gadgets" segment.
- * Authored a Best Buy article for Consumers Digest: September/October 2005 issue entitled, "Mix Masters: Blenders, Food Processors and Mixers; 2014 Best Buy Toasters & Toaster Ovens; 2015 Best Buy Bakeware.
- * Authored "The Road to Perfection," an article about the specialty coffee industry in the February 2007 issue of Saveur.
- * July 2006: Appeared on Food Network show "Scoop" serving as a judge for a Haagen Dazs reality show in which contestants created a new ice cream flavor.
- * Authored articles for Roast Magazine, SCAA Chronicle, Specialty Food Magazine, Fresh Cup, Coffee Talk, Professional Candy Buyer, Perfect Daily Grind
- * Edited the book "The Espresso Quest" by Instaurator, Spring 2008.
- * Contributed chapter to the book, The Future of Coffee in Columbia, a joint project of the University of Miami Center for Latin American Studies and the National Federation of Coffee Growers of Colombia. 2007.
- * Featured on Vita-Mix web site, professional series, guest stars
- * Member of the Slow Food USA



services offered

- * Brand representation or long-term brand ambassadorships that are in line with the ideal of 'reconnecting with the food we eat and the family we love.'
- * Attending press events, conferences or travel related to food, kitchenware, coffee and tea industries - both consumer or trade.
- * Speaking opportunities at an event.
- * Giveaways or reviews of products that directly relate to the Family Eats content and lifestyle
 - Contact Laura for rates.

contact details

Address

60 Mono Way
Mill Valley, CA 94941

Phone / Email

415-306-4546 * laura@familyeats.net

Website

www.FamilyEats.net





Product Reviews and Brand Representation Opportunities

Product Reviews

Using my extensive knowledge of how things are made, and how the design performs for one's needs, I'll provide honest reviews of product that will be used on my website, social media (videos and image posts), and possibly a mention in my Kitchen Tools room on Clubhouse (as product fits in with my room topic).

- To encompass coverage throughout all Family Eats assets including website, social media and Clubhouse
- Theme Focus of content to be agreed upon by Family Eats and client
- Two blog posts related to specified content theme focus, appearing on 1st and 3rd weeks of the month
- Social media Platforms include IG, Twitter and Facebook. Suggested Post Schedule:
 - IG 2 posts related to the topic each week, for a total of 8
 - IG 1-2 reels each week related to the content
 - Facebook 3 post per week
 - Twitter Daily tweets about the content

For more information, contact Laura Everage
Laura@FamilyEats.net 415-306-4546



Product Reviews and Brand Representation Opportunities

Brand Representation

For a specified time, Family Eats and client will collaborate on brand representation content that focuses on the brand category as well as a focus on the brand as part of a culinary lifestyle with the brand's products being tagged, but not necessarily called out on every post (serving as a more genuine way to promote a brand over time).

Content for brand representation can cover a variety of themes, including seasonal recipes, cooking and lifestyle trends, how-to, and anything related to the process of getting meals on the table from meal planning to meal prep, to essential kitchen tools and products for one's lifestyle, and gathering around the table for meals with family and friends.

Representation content can be promoted on: Articles appearing on Family Eats website, Family Eats newsletter (sent every other week), Family Eats posts on Substack, social media posts, and Clubhouse.

For more information, contact Laura Everage
Laura@FamilyEats.net 415-306-4546



Product Reviews and Brand Representation Opportunities

Clubhouse Room Sponsorship

Sponsorship of my Kitchen Tools room, which is housed in the Food is Religion Club, which has nearly 8,000 members.

Sponsorship for 1 Room, or a 4 consecutive weekly rooms, for a month-long sponsorship.

Topic specific themes for each weekly room as it relates to agreed-upon theme. Weekly documents that support the topic will be provided.

Option: Client also provides a giveaway as part of the month-long series

Note For those not on Clubhouse, link provided for listening, and access to the weekly documents prepared.

Month-long Family Eats Room Sponsorship on Clubhouse

- To encompass coverage throughout all Family Eats assets including website, social media and Clubhouse*
- Theme Focus of content to be agreed upon by Family Eats and client*

For more information, contact Laura Everage
Laura@FamilyEats.net 415-306-4546