



# 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 (then) 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,

## About Family Eats

Since 2008, Family Eats has been supporting the family unit by instilling good eating habits, while building lifelong traditions through the process of planning, purchasing, preparing and partaking in food together

The mission of Family Eats 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



@Family Eats Official

# Professional Background

- A skilled writer and editor of print and online business and consumer focused magazines, articles, books, newsletters, blogs, social media and advertising/marketing copy.
- 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.
- Interviewed for and appeared on Fine Living Network's Insider's List series "Kitchen Gadgets" segment.
- Authored a Best Buy articles for Consumers Digest: entitled, "Mix Masters: Blenders, Food Processors and Mixers; Best Buy Toasters & Toaster Ovens; Best Buy Bakeware.
- Authored "The Road to Perfection," an article about the specialty coffee industry published in Saveur.
- 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
- 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.
- 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.**
- **Social media content partnership**
- **Amazon Live: Laura on Brand's Live page, promoting specified items/cooking with items**
- **Contact Laura for rates.**

## contact details

### Address

60 Mono Way  
Mill Valley, CA 94941

### Phone / Email

415-306-4546 \* [laura@familyeats.net](mailto:laura@familyeats.net)

### Website

[www.FamilyEats.net](http://www.FamilyEats.net)





## 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 can be posted on the Family Eats website, newsletter and social media.

## Social Media Posts

A series of social media posts for an agreed-upon timeline.

Social media platforms include:

- Instagram, X, Facebook, TikTok

Example Social Media Deliverables for month-long timeline:

Instagram: 2 posts related to the topic per week, for a total of 8; plus 1-2 reels per week related to the content

Facebook: 3 post per week

X: Daily tweets about the content

TikTok: 4 total TikTok posts, 1/week

- *Includes original images and videos*

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



## ***Brand Representation***

For a specified time, Family Eats and client will collaborate on agreed-upon content topic(s) as it relates to the brand. Elements of brand representation partnership to be agreed upon between parties, and can include both direct call-out of brand or items, as well as incorporating branded products into lifestyle posts that are representative of the brand's style.

Content can be promoted as blog posts appearing on Family Eats website, Family Eats newsletter, Substack, and social media.

## ***Amazon Live***

Laura conducts an Amazon Live session within the Brand's Amazon Shop. Live's format determined by Brand and may include cooking with specific products, or a product-forward Live where Laura focuses solely on each individual promoted product, providing features, benefits, and insight on how the product fits within one's lifestyle.

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