

We create a clear narrative
across the entire brand
experience to build lasting
relationships and powerful
business outcomes.

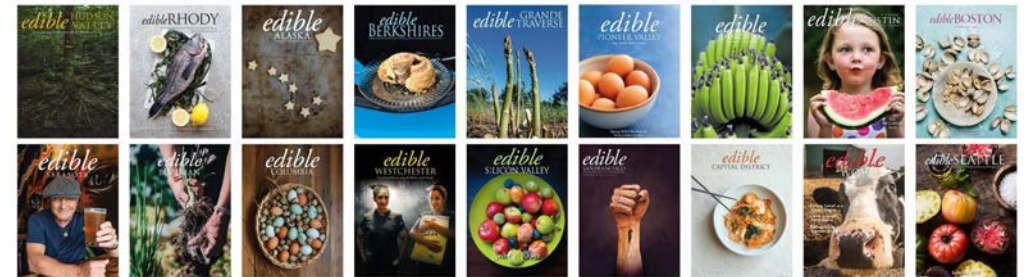
edible
COMMUNITIES

INTRODUCING OUR
COLLABORATIVE
BRAND-BUILDING
RESOURCES

- Full Culinary-Focused Marketing + Communication Team Services that round out your public relations and marketing efforts, providing brand building and alignment with food influencers, brand ambassadors, chef partners
- Advertising campaign creation and ad placement
- Utilizing the 80+ Edible magazines and other media outlets to tell your brand story
- Recipe creation and development
- Custom content branded magazine(s) and/or cookbook(s) – print or digital
- Studio photography (still and video) + online tutorials and cooking demos
- Podcast hosting and production
- Social Media Campaigns

LEVERAGING EDIBLE'S EXPERTISE: MEDIA LEADERSHIP IN SUSTAINABLE FOOD + BEVERAGE TRAVEL + COMMUNITY

- 100+ CULINARY PUBLICATIONS, WEBSITES AND SOCIAL MEDIA CHANNELS
- 500+ SEASONED CONTENT CREATORS, WRITERS, EDITORS AND PHOTOGRAPHERS
- 20+ MILLION AUDIENCE OF HIGHLY MOTIVATED CONSUMERS



OUR CORE COMPETENCY: CUSTOM CONTENT THAT CAPTIVATES CULINARY ENTHUSIASTS

Your Brand Story, masterfully told by skilled storytellers through our unrivalled network of local media professionals and creatives, we know the market for sustainable food better than anyone.

YOUR LOCAL BUTCHER, ONLINE

NO HORMONES NO ANTIBIOTICS PASTURE-RAISED

Meet James Peisker and Chris Carter—two working chefs who bonded over what they saw as a lack of transparency in the food system. They left the world of kitchens to discover why and found a broken model they set out to change. They founded Porter Road with a guiding principle: "Meat that's raised better, tastes better."

Working in Nashville kitchens, we questioned why it was so difficult to find high-quality meat for even the best restaurants in our area. As we searched for answers, we recognized that "big meat" practices compromise quality and flavor.

We now ship nationwide in 100% recyclable materials. With Porter Road, you can enjoy some of the best beef, pork, lamb, and chicken you've ever tasted, all at fair prices. Because better practices on the farm lead to better flavor on your table.

If this sounds good, please give us a try:
www.porterroad.com

Your local butchers,
James & Chris

As our reputation spread, we opened our own retail butcher shop and saw the pent-up demand for this level of quality. We even bought a local slaughterhouse for full transparency and control over our production.

Is this what meat should taste like? YES!

Our customers tell us it's the best quality meat they've ever tasted (some call themselves "Porterterians" because they will only eat our meat). We dry-age all our beef ourselves, so even our hot dogs and hamburgers have a deeper flavor.

Porter Road
Meat the way meat should be

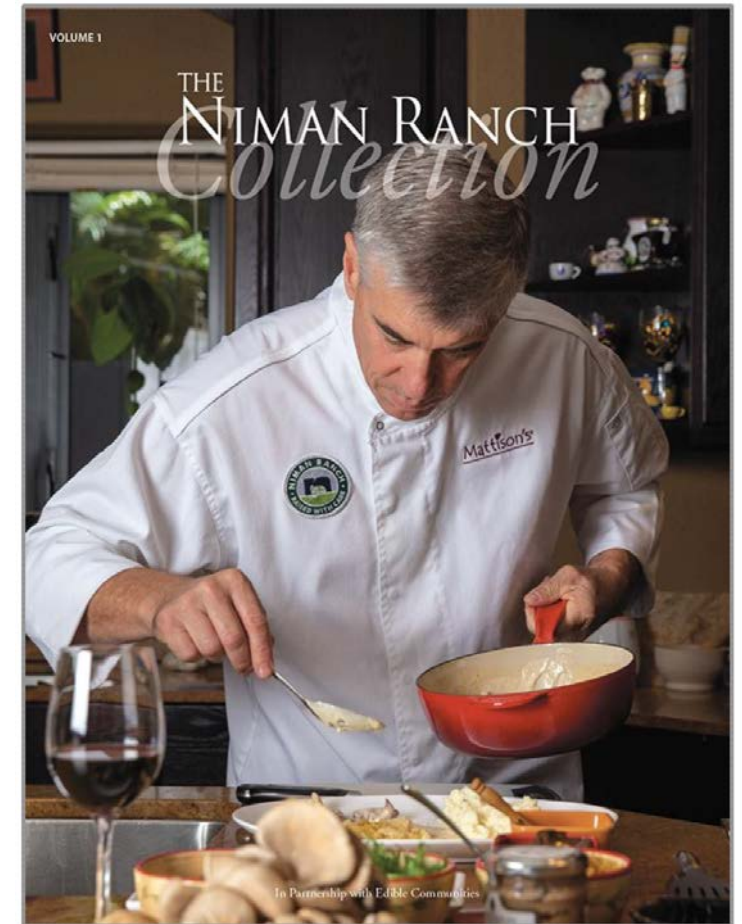
National Print Ad

CASE STUDIES

CUSTOM PUBLICATION: BURNISHING THE NIMAN RANCH BRAND

With original reporting and photography, this 84-page magazine showcases Niman Ranch's leadership in sustainability; its personal relationship with ranchers; its deep respect for animal welfare; and sumptuous recipes featuring Niman's prized meats.

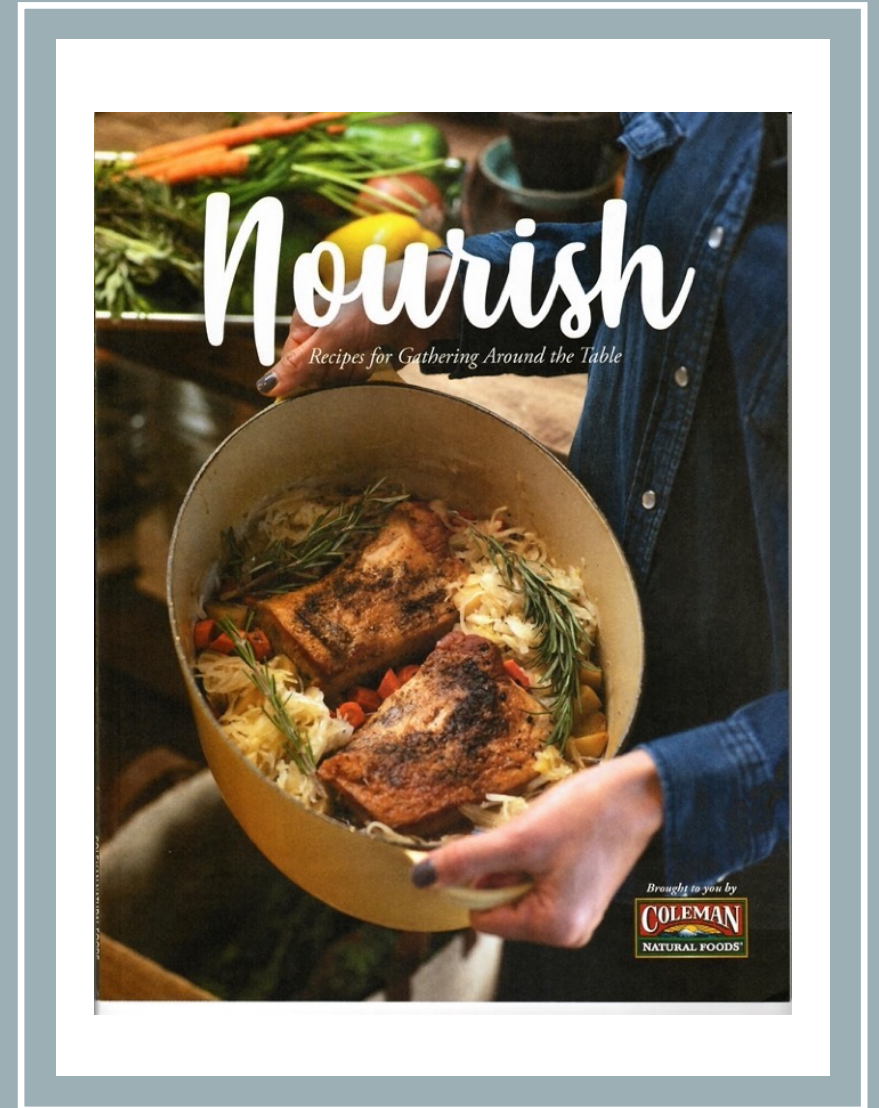
Conceptualized and developed in a collaboration with Niman Ranch, the magazine is now one of the primary branding tools in the company's nationwide marketing efforts.



CASE STUDIES

CUSTOM PUBLICATION: RECIPE-FOCUSED COOKBOOK COLEMAN NATURAL

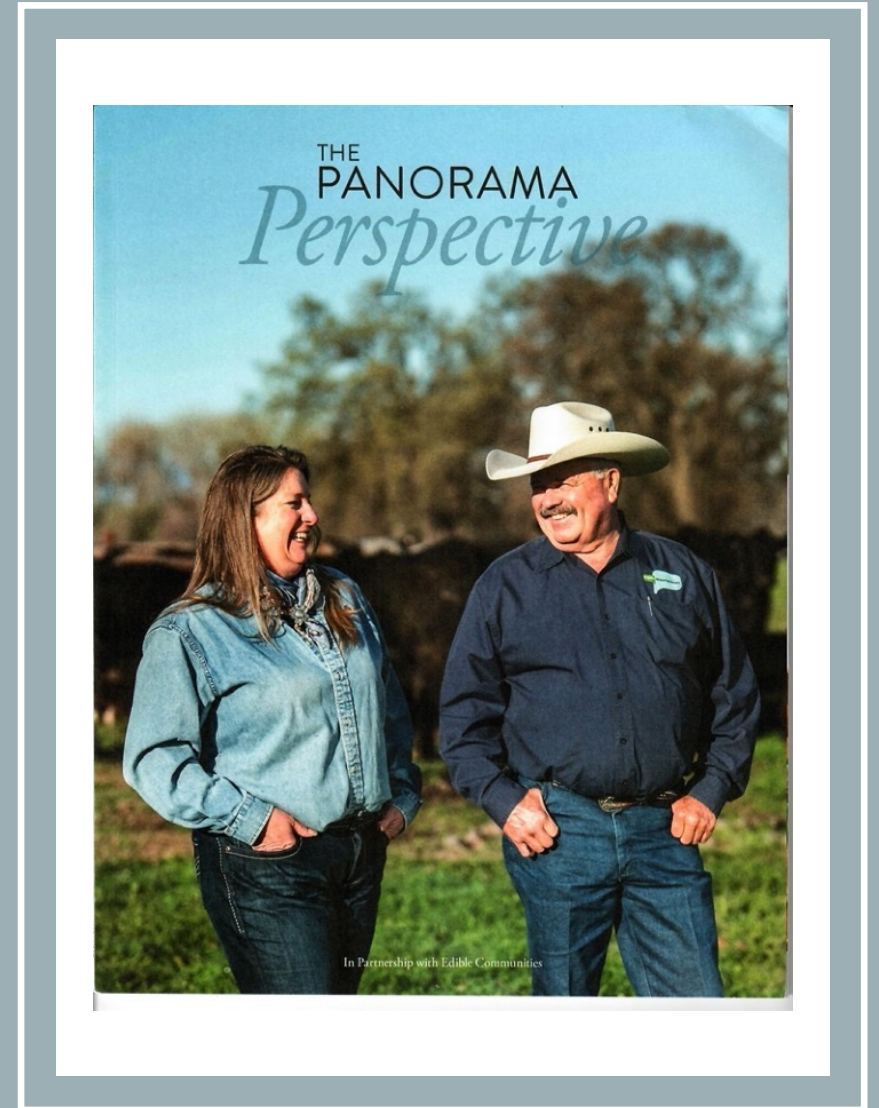
With original recipe development and photography, this 48-page magazine showcases the entire product line for Coleman Natural in both printed and digital editions. “Nourish” engages Coleman’s customers and inspires them to be better home cooks.



CASE STUDIES

CUSTOM PUBLICATION: THE PANORAMA PERSPECTIVE

Half brand marketing, half recipes, this 48-page magazine tells the Panorama story for new and existing customers alike. With impressive location photography, expert story telling, and original recipes developed just for this project, the Panorama brand is brought to life in a meaningful way.



CASE STUDIES

EDITORIAL THAT INFORMS AND INSPIRES: EDIBLE DELIVERS ELEGANT, ENGAGING STORYTELLING

NIMAN RANCH WAY LAND LIVESTOCK LIVELIHOOD

"I see this area the animals on the farm. Land from generation to generation without changing the land or water. That sustainability. You produce of hell, John Taylor!"

FARMER FRIDAYS

SCOTT SIBBEL ON SUSTAINABLE AND HUMANE FARM PRACTICES

DR. TEMPLE GRANDIN DEFINES FUTURE SUCCESS

ROASTED BEEF CHEEK, SMOKED CHILI GLAZE, KING OYSTER MUSHROOMS & BROCCOLI RABE

DIGITAL STORYTELLING:
SUSTAINABLE CULINARY TRAVEL
TO BOOST CHEVY BOLT


edible
EAST END

Stories | Dining | Recipes

5 Places You Need to Eat in Portland, Maine

By [Stephen Munshin](#) | October 17, 2018 | Photos by Lindsay Morris

Thanks to Chevy, the Edible team recently traveled to Maine in safe, sustainable style.



You gotta love it when your Chevy Bolt EV matches the Maine foliage.

A lively, actionable showcase for the Chevy Bolt EV that takes Edible's digital community on a road trip that's sustainable in every way.

<https://www.edibleeastend.com/2018/10/17/travel-to-maine-with-a-chevy-bolt-ev/>

CUSTOM PODCAST:
EDU-TAINMENT + PURCHASE
ACTIVATION

The screenshot shows the Edible Brooklyn website interface. At the top, the logo "edible BROOKLYN" is on the left, and navigation links for "Stories", "Dining", "Recipes", "Community", "Travel", "Events", "The Collective", and "Magazine" are on the right. The main article title is "We Made an Oat-Milk-in-Every-Course Dinner" by [Ariel Leiser-Wispe](#), dated January 25, 2019, with photos by Louise Palmborg. The article text begins: "In this final episode of the season, we unpack some mysteries of oat milk and explore a mystery of our own making: is there anything this post-cow drink can't do?". Below the text is a photograph of oat milk cartons, a bowl of oat milk, and several oatmeal cookies on a wooden surface. To the right of the photo is a "Weekly Giveaway" section titled "Our Weekly Giveaway: Win An 'Ull's Oil Mill' Local Pumpkin Oil + Protein Duo" with a small image of the products. Below the photo is a "Newsletter" sign-up section with the text "Be the first to know about locally happening, delicious giveaways and when new issues hit the streets." and a list of neighborhood options: "Manhattan", "Brooklyn", "Long Island", and "East End". At the bottom of the article is a green "PARTNER TIP" banner. Below the banner is an "IN THE FIELD" podcast player for "What Is Oat Milk? And Where Did It Come From?" with a progress bar and playback controls.

A delightful deep dive into the oat milk phenomenon for the ever-curious Edible audience, with recipes that transform interest into purchase intent.

<https://www.ediblebrooklyn.com/2019/oatly-oat-milk-podcast/>

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COMMUNITIES

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