

# U.S. Foodies Audience Profile + Comms Plan

February 2023

**Tracking our journey**  
**Audience profile**  
**Comms plan**



# Tracking our journey



## What we've learned so far

Our quantitative and qualitative research helped us identify four viable audience groups within Food Discoverers: 'Culinary Expressionists', 'Average Foodies,' and 'Cheap and Convenient.'

Our audience primarily gets their food information from food websites, but also use TV shows, magazines, newspapers, books, and social media.

They trust maple farmers to deliver honest messages about pure maple syrup.

They also react positively to a combination of 'pure' and 'versatile' written messaging and prefer the 'pure' visual mark over the 'real' visual mark.



**A recap of our strategy**

**Win the Culinary Expressionists  
to win over all Food  
Discoverers**

# Flow of influence

**Food Discoverers**



**Culinary  
Expressionists**



**Food Influencers**  
(i.e. Maple Farmers, Niche  
social media chefs)

*Food Discoverers are inspired by the  
Culinary Expressionists in their life and  
seek out easier ways to emulate the  
trending ingredients, recipes, and cooking  
hacks.*

*Culinary Expressionists look to  
reputable Food Influencers to  
discover unique dishes and  
ingredients they can experiment to  
be on the forefront of cooking  
trends.*



## What you'll see today

A deep dive into the 'Culinary Expressionists' audience with a detailed understanding of their personality, interests, and online behavior. This will inform a Comms Plan to define the most effective messaging to serve to our audience at each step of their Pure Maple discovery journey.





# Methodology

This study is based on analysis of clickstream data sourced from an opt-in panel of millions of internet users in the U.S.

The model focused on those whose desktop and mobile internet browsing history over 24 months from January 2021 - December 2022 was consistent with “foodie”: sourcing upscale ingredients, seeking complicated cooking and baking recipes, and browsing “food culture” content.



	Barrier	Comms Task	Channel
Living	What challenge do they face at each stage of their journey?	What can we say to help them?	Where is the best place to deliver our message?
Looking			
Buying			
Sharing			

# Audience Profile

The background image is a photograph of a winter forest. The ground is covered in a thick layer of snow. Several tree trunks are visible, some of which have metal buckets hanging from them, suggesting a maple syrup collection scene. The trees are mostly bare, with some light-colored bark and a few remaining yellow leaves. The overall tone is cold and serene.

## Culinary Expressionists at a glance

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Millennial  
and Gen X



Female



High HHI



Loves  
cooking



Likely to buy  
pure syrup



Discovers new  
foods on social



## They're constantly looking for new recipes to try

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1 in 10  
web browsing sessions



**E | Cooking**

bon appétit

 kitchn

Taste of Home

**GOLIN**

1 in 20  
web browsing sessions

FOOD52

**FOOD & WINE**



**Food.**



1 in 33  
web browsing sessions



**COOK'S**  
ILLUSTRATED

myrecipes





## They're curious, informed, and well-read

Over 1 in 10  
web browsing sessions

The New York Times

NETFLIX  
CNN

~ 1 in 12  
web browsing sessions

The Washington Post

twitter

1 in 20  
web browsing sessions

hulu npr

healthline

yahoo!  
finance

6x More likely to visit  
Barnes & Noble than avg.

18x More likely to use  
Masterclass than avg.



# Social media helps them learn, not just connect

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1 in 2

web browsing sessions



facebook

1 in 3

web browsing sessions



Instagram

twitter

1 in 5

web browsing sessions



Pinterest

1 in 10

web browsing sessions

Quora

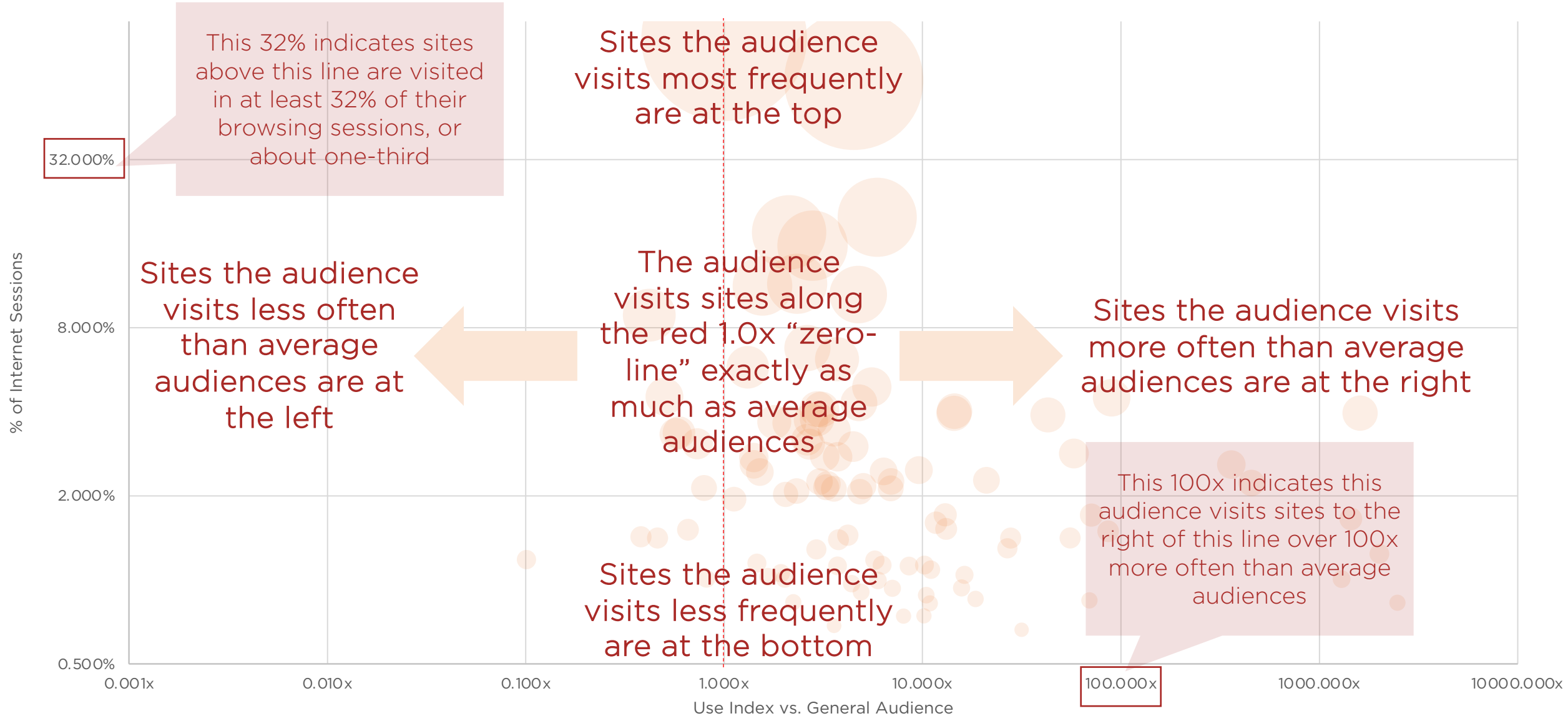


nextdoor

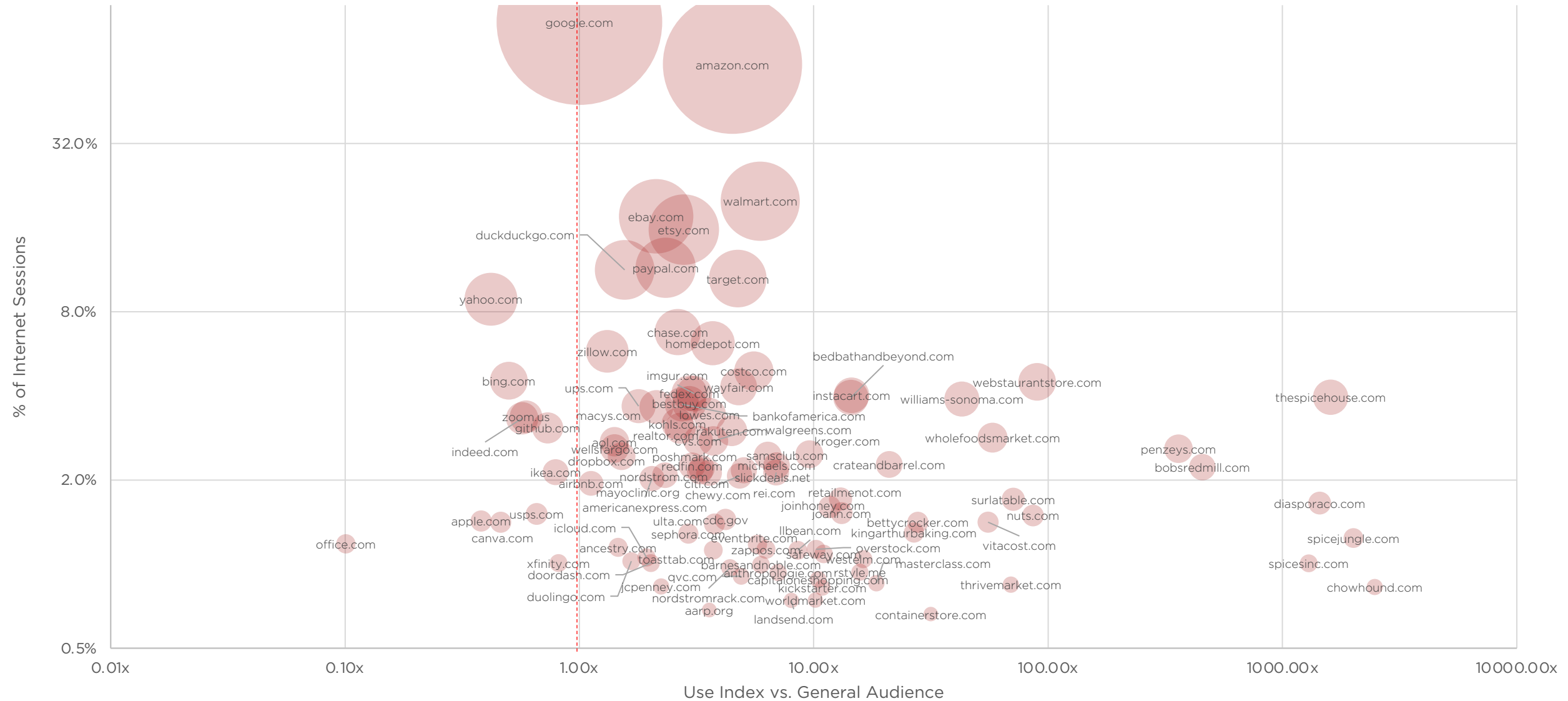
twitch

\*Tiktok is assumed to be a top social media channel but our methodology only covers web-based searches, not apps like Tiktok.

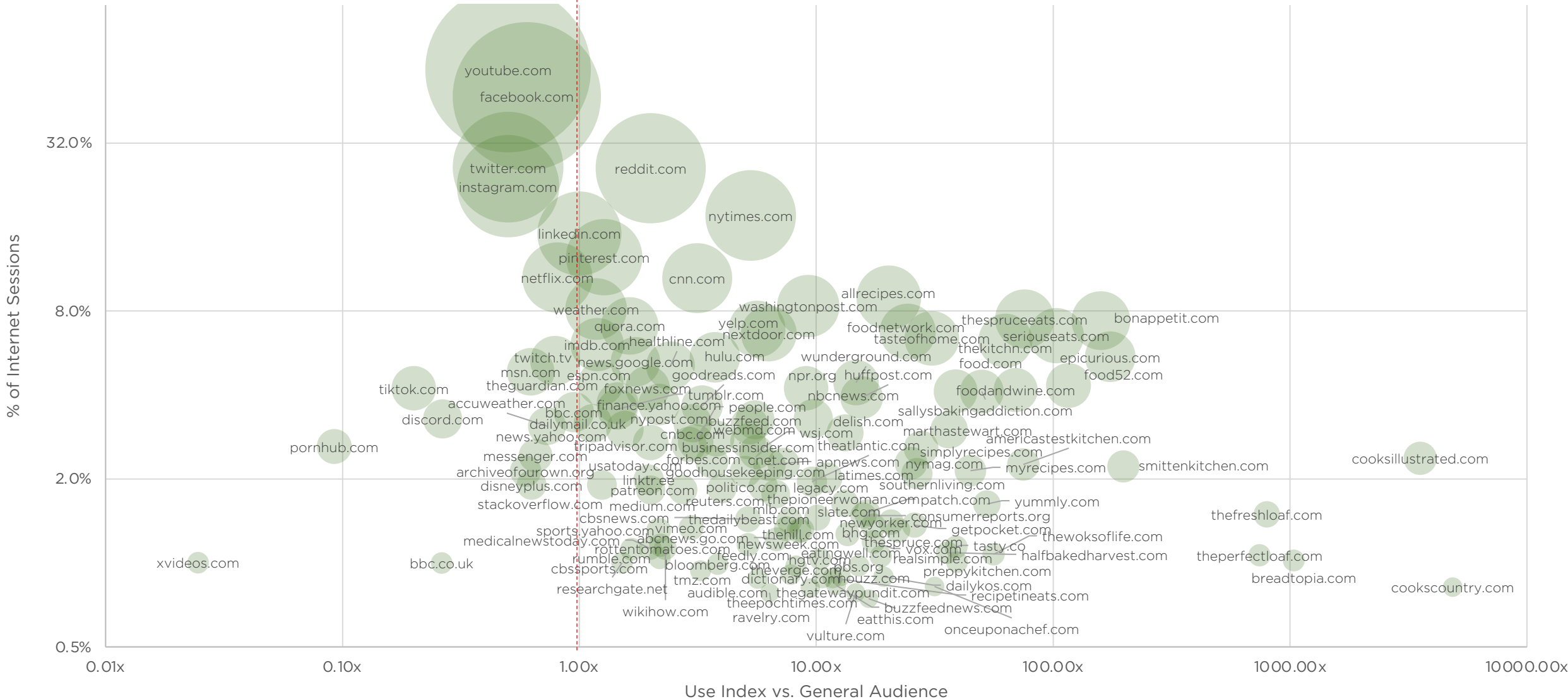
# Audience Digital Behavior Analysis Chart: How to Interpret



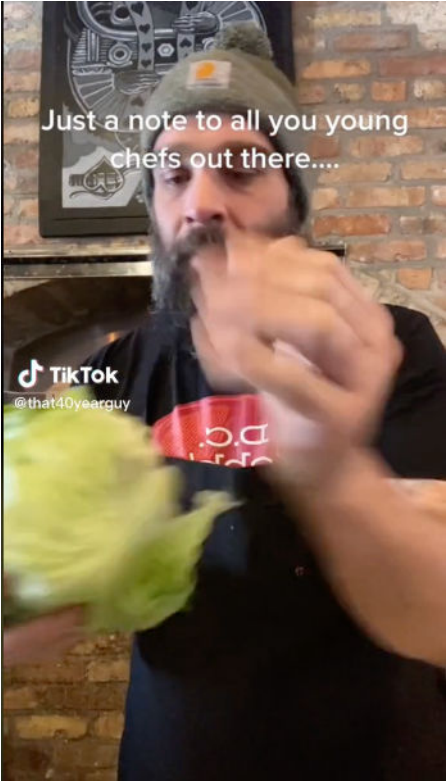
## Audience's Online Shopping and Browsing Habits (Non-Media)



# Audience's Online Media Consumption Habits



# TikTok is their place for new recipes and cooking hacks



**#cooking**  
133.9B views



**#CookingHacks**  
8.9B views



**#recipes**  
16.6B views



**#CookWithMe**  
13.9B views

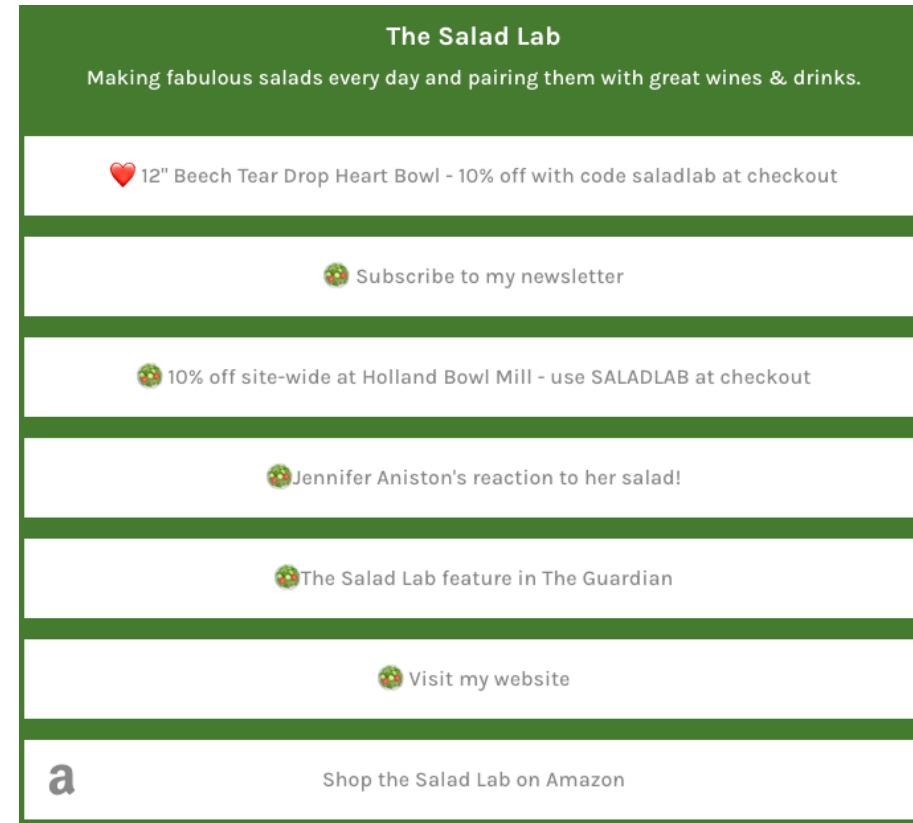


# They listen to influencers who recommend products

**2x more likely**

To open a Linktr.ee page, where creators link product affiliate links.

This indicates they are very likely to follow product recommendations from paid and affiliate influencers.



# Cooking is a way for them to express themselves

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**1 in 6**

Web journeys include  
Etsy, indicating a  
desire for uniqueness  
and self-expression

**20+ times**

More likely than avg  
person to visit niche  
cooking-focused sites

**10-100x**

More likely to splurge  
on expensive kitchen  
equipment and  
ingredients.



## And they like to experiment, even when following recipes

### Maple-Baked Salmon

By Genevieve Ko



I do a similar recipe using honey in place of the maple syrup

Is this helpful?  89

### Red Cabbage Glazed With Maple Syrup

Recipe from Yves Labbé  
Adapted by Marielina Catta



Delicious but needs zip. Halved the maple syrup, added a couple of teaspoons of cider vinegar. A few cloves might be good too.

Is this helpful?  10

### Seared Grapefruit With Ginger Maple Syrup

By Martha Rose Shulman



Fell apart. The sections just shredded, only able to eat about half the actual grapefruit slice. The maple syrup and ginger was a revelation.

Reply Is this helpful? 

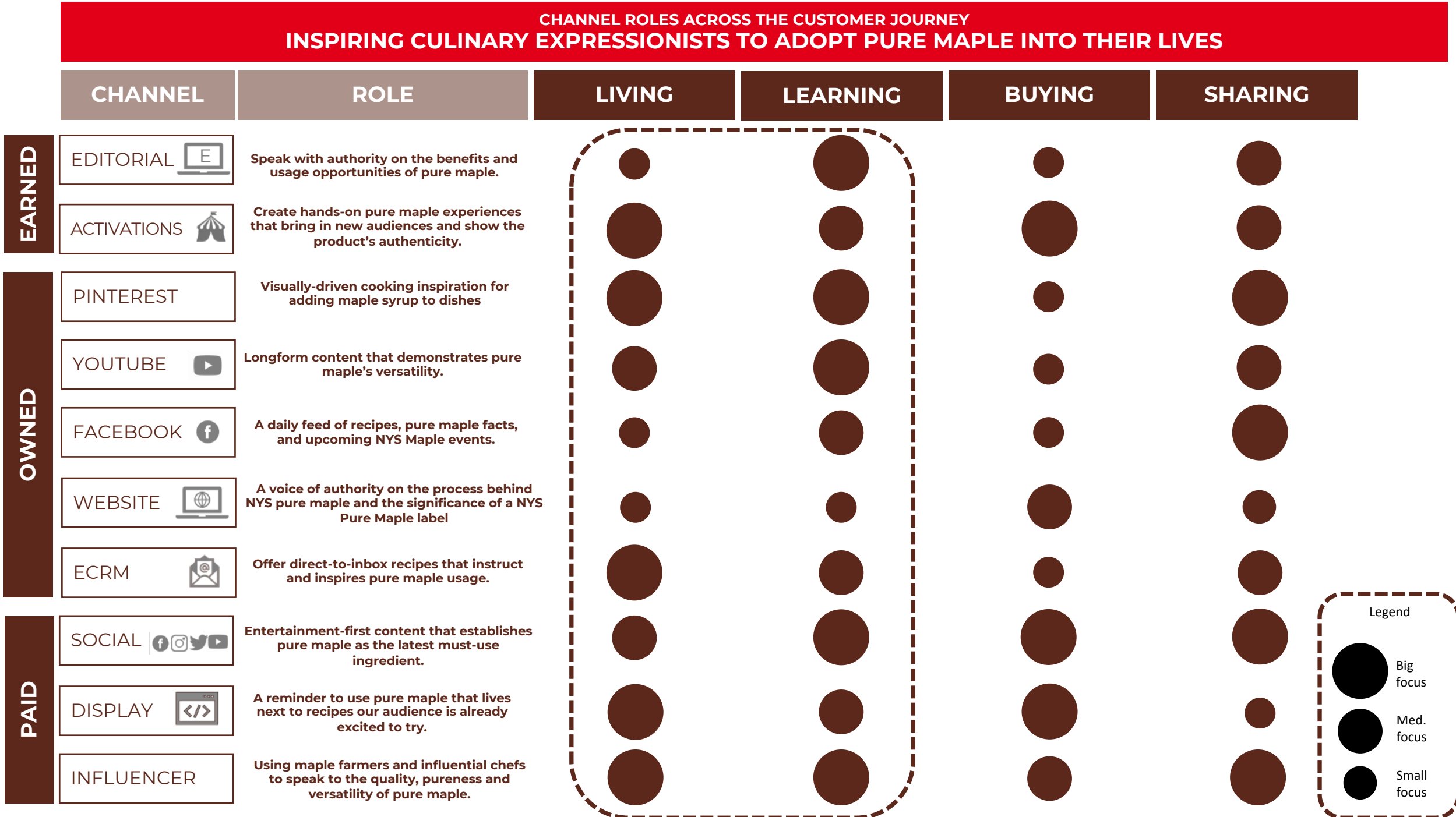
A wooden spoon with a pool of golden honey sits on a cross-section of a tree trunk. The background is filled with out-of-focus autumn leaves in shades of red, orange, and yellow. The entire image has a warm, reddish-orange color overlay.

# Comms Plan

	Barrier	Comms Task	Channel
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Buying			
Sharing			



	Barrier	Comms Task	Channel
Living	Expressing individuality through the meals they make	Pure maple is a unique and versatile ingredient that can be used in baked goods, glazes, cocktails, etc.	Owned social media channels
Looking	Pure maple is best in baked goods and other sweet treats	Pure maple pairs well with vinegars, ginger, mustards, to unlock new flavor profiles.	Recipe sites AllRecipes, NYT Cooking, The Spruce Eats, Bon Appetit, Food Network, Serious Eats, Taste of Home, The Kitchn
Buying	Splurging for the best quality ingredients	Pure maple syrup is a single-ingredient, all-natural syrup that's tapped straight from the tree.	'Pure' Labels on bottles In-store displays Online display ads
Sharing	Sharing their love and knowledge of food with the people they care for	Highlighting the most "shareable" dishes to make with pure maple for friends and family	Owned social media channels Recipe sites Influencers



# Sample Program





## Sample Plan to Reach Our Culinary Expressionists

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Through our qualitative and quantitative research, we've learned that our Culinary Expressionists audience looks to voices of authority in the cooking space, particularly social media chefs, food bloggers, and maple farmers, for cooking inspiration and instruction.

Additionally, this group follows a wide range of cooking resources and is motivated to click through affiliate links for specific kitchen equipment and recommended ingredients. We've used these conclusions to build out sample plan options that identify the right messages and messengers to motivate our audience to integrate Pure Maple into their everyday cooking endeavors.



## For Consideration

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Partnering with influencers in a paid capacity will drive awareness of pure maple and its versatility. In the upcoming slides, we'll discuss our plan to:

- Engage and secure influencer partners with a mix of following sizes
- Tap into unique interests and credibility to reach key audience
- Leverage credible voices to educate consumers about pure maple
- Showcase the product through creative uses and engaging content that drives conversation
- Utilize paid boosting to ensure our target audience sees the content developed by partners
- Leverage influencer assets in media outreach in hopes of garnering coverage about the use cases for pure maple



## Influencer Approach & Activities

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We recommend contracting a mix of macro, mid-tier, micro-influencer partners who speak to our Culinary Expressionists and Food Discoverers to create bespoke recipes highlighting the many use cases of pure maple syrup and highlight the versatility of the product.

Each influencer will support across 3 key moments throughout the year to create a steady drumbeat of content year-round, showing relevance for pure maple throughout the year/seasons. Each influencer will post one recipe during each of the below time periods.

### NEW YEARS/SPRING RECIPES

[JAN - APR]

### SUMMER RECIPES

[MAY - AUG]

### HOLIDAY RECIPES

[SEPT - DEC]

# Influencer Tiers and Objectives

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## Celebrities

High following  
Audience based on established fame (vs content)  
Can and should be scripted/directed  
More spokesperson than actual influence  
Lower engagement

### Best for objectives

Broad reach/awareness  
Borrowed equity  
Media appeal

## Macro

100K+ audience  
Celebrity-like appeal  
General interest/entertainment content  
Lower engagement

### Best for objectives

Broad reach/awareness  
Borrowed equity  
Tastemaker effect  
High production-quality content

## Micro

10K-100K audience  
Usually focused on an interest or topic  
Known for expertise/cred with a topic or audience  
Higher engagement  
Narrower audience

### Best for objectives

Aligning brand with niche  
Expert/credible voice  
Ability to excite, teach and engage audience

## Nano

Sub-10K audience  
Not always topic focused  
"Alpha consumer"  
Highest engagement and trust  
More friends and family audience  
Requires scale for impact

### Best for objectives

Generating grassroots conversation/engagement  
Recommendations  
Promotion/Deals  
Word of mouth effect



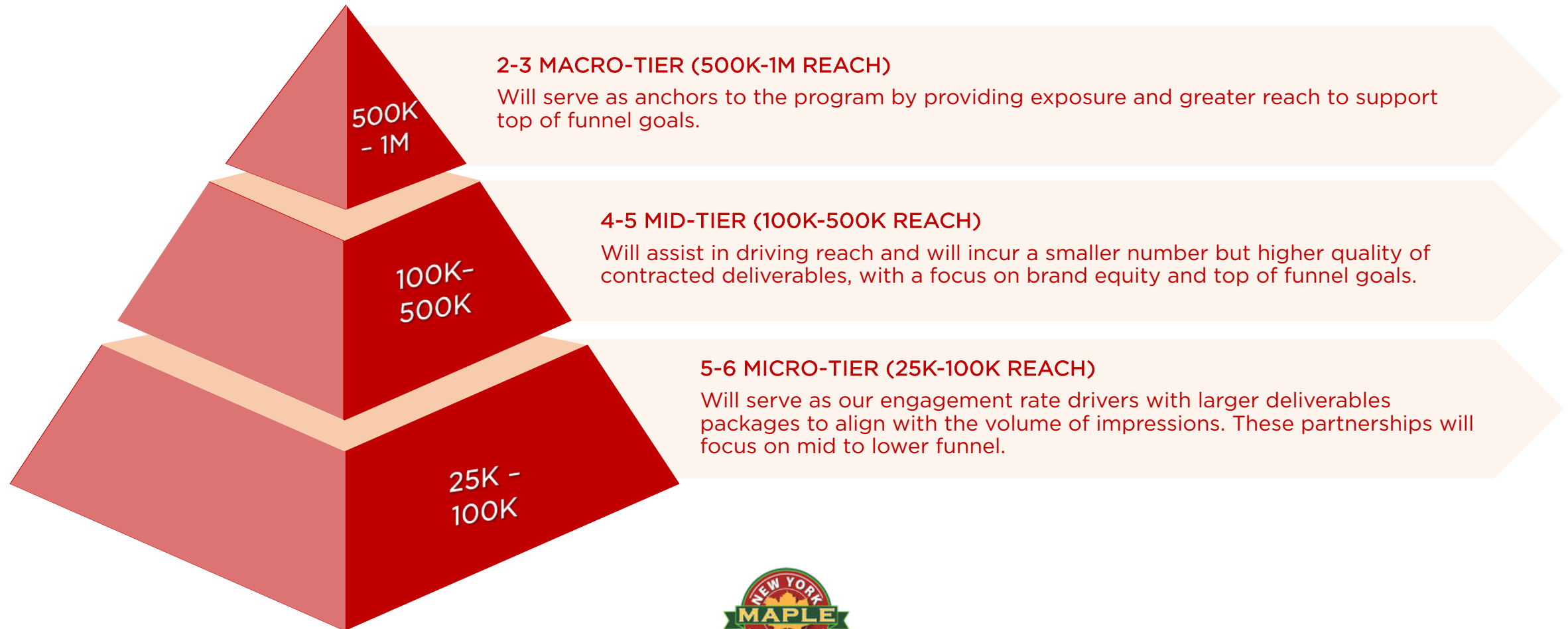
# Influencer Breakdown + Strategy

Through a tiered strategy, influencers can be leveraged at every stage of the customer journey, helping to create a steady drumbeat of engaging content highlighting pure maple syrup. The following scenario requires a budget of \$200-250k.



# Influencer Breakdown + Strategy

With a budget of \$300-350k, additional partners can be added to the program to further amplify the program and messaging.



# Recommended Influencer Deliverables

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Each influencer will be assigned a set of predetermined deliverables to be leveraged during priority marketing moments to help supplement the launch with additional amplification. A sample starting scope can be found below. It will vary based on partner negotiations.

## SAMPLE SOW FOR REFERENCE:

\*\*Note: additional platform assignments dependent on quality and strength of content

Three (3) pulses of content highlighting bespoke uses for pure maple syrup, to be shared via:

- Instagram Post (carousel and/or reel)
- Instagram Story Set (3-5 frames minimum; 1 frame in each set to include a link sticker)
- Pinterest Post
- Facebook Post
- TikTok Post
- Additional deal points could include:
  - Paid and organic usage rights for entirety of Term for NYSPMA and for all NYSPMA members/producers
  - Rights to use all assets in earned media outreach/pitching
  - Exclusivity in the maple product category for entirety of campaign Term
  - IG Highlights to house all Instagram Stories throughout partnership

\*\*Note: and beyond Term where we can (in-feed)

- Influencer agrees to participate in up to 2 edit rounds per asset
- All original asset files must be delivered to brand without overlaid text/editing (Ex. IG Stories without text or GIFs, etc.)





# Sample Partners



## **Ben Siman-Tov**

([349k IG followers](#) / [1.1M followers](#) / [18k FB followers](#) / [>100 Pinterest followers](#))

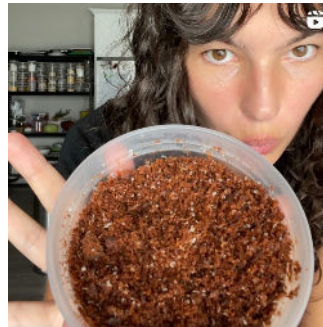
**Rationale:** Ben has a strong following across social channels and has created maple-focused recipes before, using pure maple syrup in both traditional and non-traditional recipes.



## **Dan Pelosi**

([138k IG followers](#) / [5k TikTok followers](#) / [1.7k FB followers](#) / [13k Pinterest followers](#))

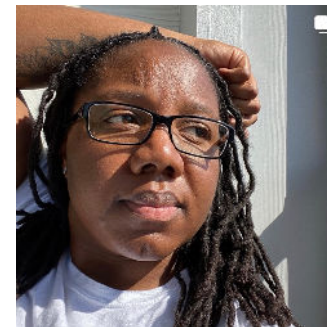
**Rationale:** A self-proclaimed "meatball making meatballs", Dan Pelosi is an at-home chef and recipe developer who's always welcoming friends and family into his home for a delicious meal.



## **Carolina Gelen**

([1M IG followers](#) / [545k TikTok followers](#) / [2.3 FB followers](#) / [121.2k Pinterest followers](#))

**Rationale:** Carolina is a recipe developer previously seen on Food52 and freelancing at NYTCooking. She's originally from Romania but moved to the US to hone her passion for cooking in restaurants across NY.



## **Quin**

([54.8k IG followers](#) / [1.2k TikTok followers](#) / [4.1k FB followers](#) / [13.1k Pinterest followers](#))

**Rationale:** Quin is a self-taught home cook & recipe developer. Recipes are simply delicious, Southern-inspired, and Caribbean-focused recipes.

# Amplifying Influencer Content

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Leveraging useful insight from influencer partners, we can deploy creative tactics and pitch angles across media verticals to take an always-on approach throughout the year.

## Creative Tactics:

- Leverage influencer partner(s) as spokesperson for media interviews to add credibility from a recognizable third-party
- Host a tasting event where influencer partners can debut their recipes to consumers
- Share video content on NYSPMA channels and make available to media
- Pitch NYSPMA producers who regularly use the toolkit to regional media as a way to drive participation
- Consider targeted media buys to amplify content
- Future Tactic: Partner with the Culinary Institute of America to develop new recipes to excite our Culinary Enthusiasts, media members as well as restaurants to consider adding pure maple to menus

## Pitch Angles:

- Your favorite summer recipes with a sweet twist
- Maple syrup isn't just for pancakes: unexpected ways to use pure maple in your everyday recipes
- Simple dressings to elevate your next salad
- What to look for when shopping for pure maple syrup
- Myths about pure maple syrup debunked
- Holiday cocktail recipes featuring pure maple

Media Targets:

**delish**

 **kitchn**

**FOOD52**

**Living**

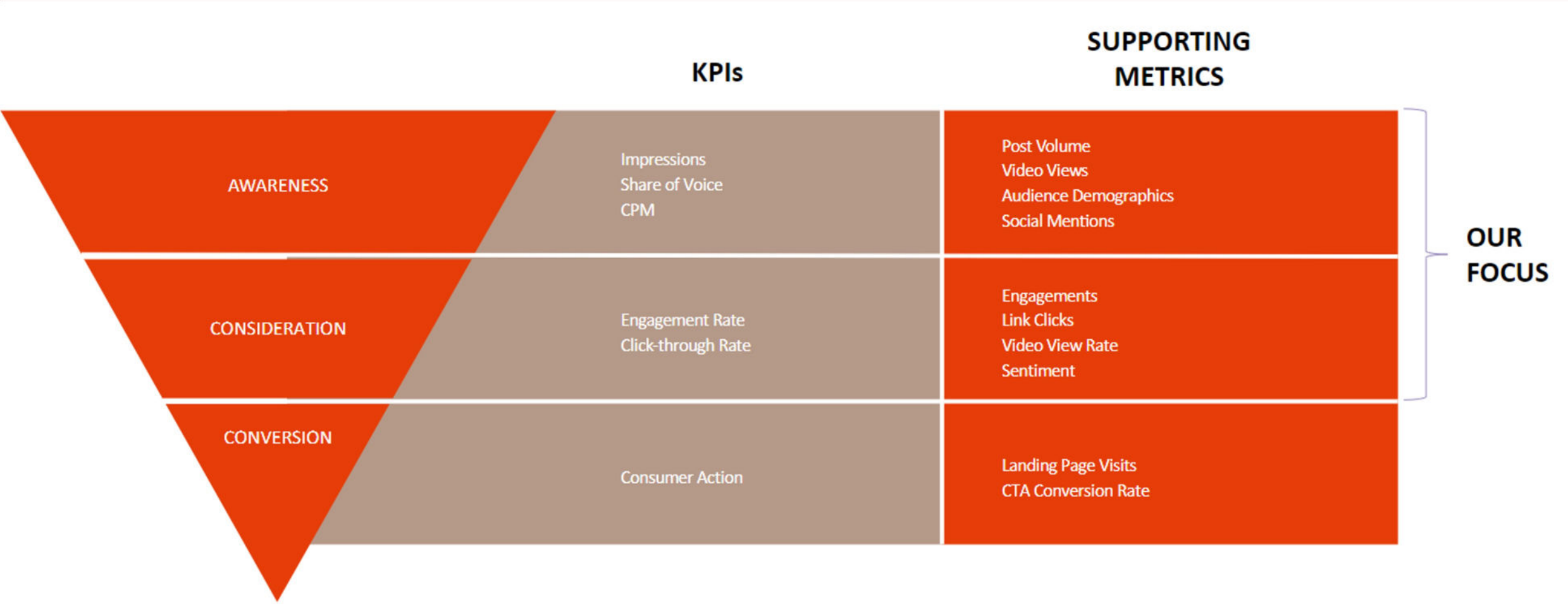
 **food**  
NETWORK

 **Cooking**

**bon appétit**



# Measuring Impact





# Appendix





# Methodology

It is easier to change audience opinions than it is to cause audiences to change their behavior and interests as well as their opinions. Thus, observations of audiences' interests and media consumption patterns facilitates thematic and tactical connection with them: allowing us to reach them where they already are and shape discourse they're already following.

This study is based on analysis of clickstream data sourced from an opt-in panel of millions of internet users in the U.S.

The model focused on those whose desktop and mobile internet browsing history over 24 months from January 2021 - December 2022 was consistent with "foodie": sourcing upscale ingredients, seeking complicated cooking and baking recipes, and browsing "food culture" content.



# FOODIE BEHAVIOR: What needs, interest, passions, and habits define them?

**Day-to-day Shopping:** Foodies are a significant driver of consumption in retail and grocery. In many ways their shopping patterns are similar to their economic peers: **Amazon, Target, Walmart, Home Depot, Wayfair, Costco, and Sam's Club** are high-traffic sites for this audience as they are for many others. However, this audience is around 5x more likely than the average person to launch a web session with one of these retailers.

**Groceries:** They are over 14x more likely than average to use **Instacart**, around 10x more likely to spend time on the websites of everyday grocers like **Kroger** and **Safeway**, and nearly 60x more likely than average to visit **Whole Foods'** website.

**Specialty Items:** Foodies are very frequent **Etsy** users, opening that website in about one-in-six browser sessions. This behavior typically indicates a **desire for uniqueness and self-expression**. They are more likely to be crafters – over 7x more likely than average to shop on **Michaels.com** and **Joann.com**, and 6x more likely to be a **Ravelry** user.

**Food and Kitchenware:** Their passion is in the kitchen. They are off-the-charts frequent patrons of **Web Restaurant Store, The Spice House, Williams-Sonoma, Penzeys, Crate and Barrel, Bob's Red Mill, Sur la Table, Diaspora Co, Nuts.com, Vitacost, Betty Crocker, King Arthur, Spice Jungle, Spices Inc., Thrive Market, West Elm, World Market, and the Container Store.**

**Clothes:** Despite having some high-income traits this group's clothes shopping is mainstream. Their highest-frequency clothes-focused retailers are **Macy's** and **Kohl's**, and they are just 2-3x likelier than average to shop there. Lower in their overall shopping mix, their aesthetic may be inferred by their likelihood to visit **REI.com** (7x), **LL Bean** (8x), and **Land's End** (8x). They may be buying clothes for others in their household.

**Other Traits:** They are readers (6x for **Barnes & Noble**) and learners: 18x more likely to use **Masterclass**. And they over-index with experiences (6x for **Eventbrite**). Behavior indicates likely pet ownership: 5x over-index for **Chewy.com**. Home ownership seems important to them, and their passion for kitchenware may be a **nesting/security-seeking** behavior.



# FOODIE BEHAVIOR: Digital Platforms

Foodies use social media but it's not the center of their universe. The social media sites they over-index on are **NextDoor** (6x), **Yelp** (5x), **GoodReads** (3x), **Patreon** (3x), **Reddit** (2x), and **Medium** (2x)

Tier 1 Reach (45%+ of sessions): YouTube, Facebook

Tier 2 Reach (20-44%): Twitter, Reddit, Instagram\*

Tier 3 Reach (10-19%): LinkedIn, Pinterest

Tier 4 Reach (5-9%): Quora, Yelp, NextDoor, Twitch

Tier 5 Reach (2-5%): TikTok\*, GoodReads, Tumblr, Spotify, Discord, Patreon, Medium

\*The web sessions method undercounts the significance of certain platforms with app-driven interfaces such as TikTok and Instagram. The Foodie audience is roughly **half as likely as an average user to use both TikTok and IG.**

However, this audience is 2x more likely than average to open a linktr.ee page in a given web session, which indicates **they are very likely to follow product recommendations from paid and affiliate influencers, despite being on the platforms less than other users.**



# FOODIE BEHAVIOR: Digital Media

The Foodie audience has an **incredibly rich mix** of digital media consumption. They are highly focused on recipes, cooking, and baking and frequent a core set of principal outlets but consume a quite wide range of content from a variety of smaller cooking-focused sites. **Foodies are the audience core for these smaller sites**, 20+ times more likely than average users to visit.

Mixed in with the cooking content are more mainstream interests in **current events and politics**. This audience is **well-read, up-to-date, and demonstrates casual interest in a variety of different subjects ranging from sports to entertainment to technology**.

**Tier 1 (10%+ of sessions):** NY Times, Netflix, CNN

**Tier 2 (6-9% of sessions):** AllRecipes, Washington Post, Twitter (as aggregator), The Weather Channel, NY Times Cooking, The Spruce Eats, Bon Appetit, Food Network, Serious Eats, Taste of Home, The Kitchn

**Tier 3 (4-5% of sessions):** Epicurious, Hulu, Google News, Healthline, MSN Weather Underground, ESPN, Food52, FOX News, NPR, Food and Wine, Food.com, Sally's Baking Addiction, HuffPost, The Guardian, Yahoo! Finance

**Tier 4 (2-3% of sessions):** BBC, NBC News, BuzzFeed, NY Post, Daily Mail, WebMD, Accuweather, HBO Max, Yahoo! News, Martha Stewart, Delish, CNBC, Business Insider, People, Trip Advisor, USA Today, Simply Recipes, Wall Street Journal, Cooks Illustrated, Forbes, NY Mag, CNET, America's Test Kitchen, AP News, Smitten Kitchen, MyRecipes, Archive of our Own, Good Housekeeping, Southern Living, LA Times, The Atlantic, Disney+, StackOverflow, Politico, Reuters, Legacy.com, The Pioneer Woman, Yummly, Patch

**Tier 5 (1% of sessions):** The Fresh Loaf, Consumer Reports, Slate, CBS News, MLB.com, New Yorker, The Spruce, Timeo, The Hill, Newsweek, Better Homes & Gardens, Yahoo! Sports, The Daily Beast, Eating Well, ABC News, Vox, Feedly, Rotten Tomatoes, Tasty.co, Wikihow, Medical News Today, Rumble, Half Baked Harvest, The Woks of Life, The Perfect Loaf, Real Simple, CBS Sports, HGTV, Breadtopia, Preppy Kitchen, ResearchGate, Bloomberg, PBS, The Verge, TMZ, Houzz, Daily Kos, Recipe Tin Eats, The Gateway Pundit, Once Upon a Chef, Cooks Country, The Epoch Times, Vulture, Ravelry, Eat This

# FOODIE BEHAVIOR: Observations and Opportunities

## Foodies are:

- Part of a broad, globally-minded community
- Well-read, voracious consumers of media
- Career professionals, more likely to be women
- Curious explorers and tinkerers in the kitchen
- Conscious consumers who conserve their relative wealth but splurge on food and food-related goods
- Collectors of specialty cookware
- Highly likely to engage with holiday cooking trends
- Cooking as a means of self-expression and caring for themselves, their family, and their friends
- Also interested in craft cocktails
- **Self-Expressive:**
  - Seekers of one-of-a-kind experiences, as individuals or in small groups
  - Crafters who use their creativity in a variety of mediums and support the craftiness of others
  - Not followers of high-fashion -- styled in a cozy, possibly outdoorsy aesthetic
  - Home gardeners who may also pursue interior design as a means of self-expression
- **Intersectional Interests:**
  - Sports: Soccer, Baseball, Basketball, Climbing
  - Social Sciences
  - Volunteering with local communities

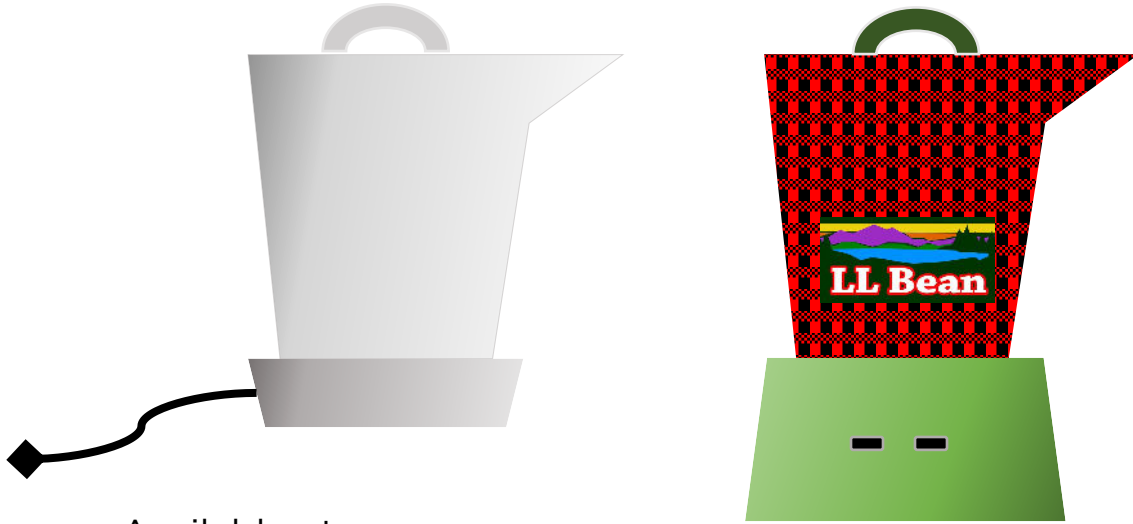
## Connecting with Foodies:

- Continue pushing cooking and baking influencers and bloggers to include maple syrup as key flavor profile building ingredient in recipes
- Position Pure Maple Syrup as an "authentic" experience
- Position varieties of Pure Maple Syrup as a "terroir"-like collection of tastes enabling the consumer to connect with the places and people the product comes from
- Develop an international rivalry to drive up category consumption: Challenge consumers to select Pure Maple Syrup product as means to express their individual personality, e.g., are you a Chichibu, Saint Laurent, Adirondack, Catskills, Upper Peninsula, Green Mountains, White Mountains, or Appalachian Maple Syrup person?
- Develop Pure Maple Syrup-specific kitchen gadgets/home appliances that spotlight physical distinctions between Pure Maple Syrup and breakfast syrups.
- Inspire a DIY trend for homeowners with sugar maples to tap and refine their own sap into syrup
- Work with beverage wholesalers and distributors to include high-end Pure Maple Syrup products and cocktail recipes in industry publications and catalogs



# OPPORTUNITY: Introduce a New “Must Have” Kitchen Appliance

Black Friday 2023’s “must-have” appliance:  
The Pure Maple Induction Warmer



Available at:

WILLIAMS SONOMA  
CALIFORNIA

Crate&Barrel

Sur la table  
THE ART & SOUL OF COOKING

REI  
CO-OP

WHOLE  
FOODS  
MARKET

## Product Features:

- 0.5L Easy-fill Crock can easily hold 16oz of Pure Maple Syrup and be safely refrigerated for weeks of use
- Gently warms Pure Maple Syrup to the perfect 100F pouring temperature
- Insulated sides to keep hands and syrup comfortable
- Easy-clean dishwasher-safe non-stick internal surface
- Low-profile 110v induction plate stashes away easily
- Outdoors edition USB-C chargeable induction plate also serves as a convenient camp battery