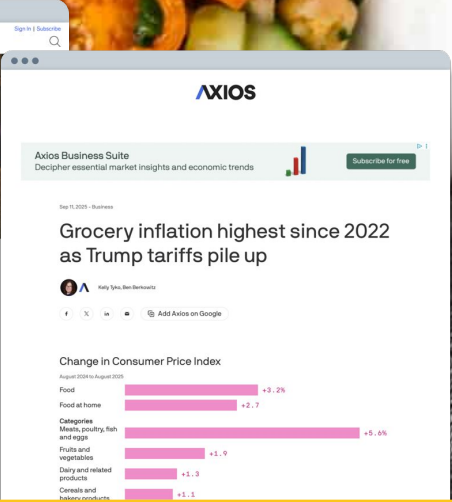
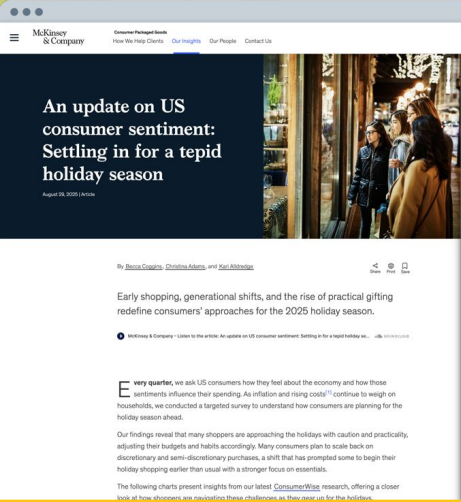
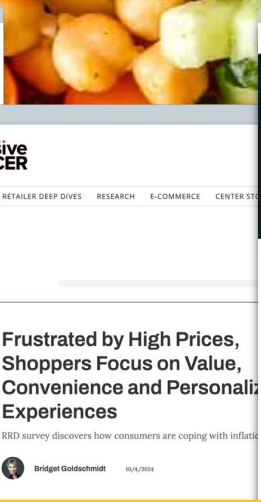
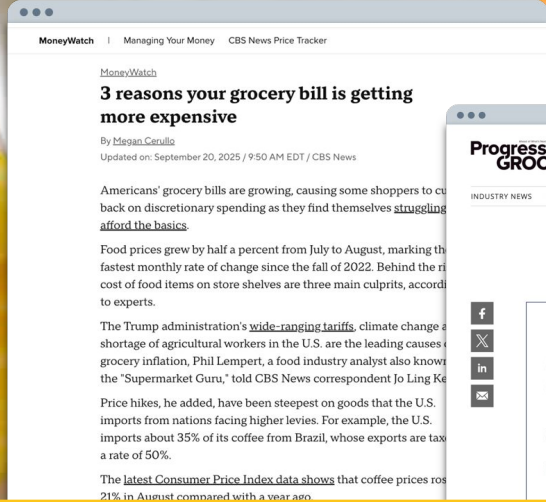




BUDGET BYTES

Helping home chefs spend less and enjoy more | 2026 General Presentation



THE 2026 HOME CHEF DILEMMA

Home Cooking & Tight Grocery Budgets Are Defining How Families Eat Today

For five years running, grocery inflation has strained family budgets and in 2026, more Americans than ever are tightening spending and turning to home cooking in order to gain more control over their food budgets.

+2.2%

Growth in overall food inflation is predicted for 2026, raising prices even further than what Americans saw in 2025

93%

Of Americans expect to cook at home as much or more in 2026 with **85% citing economic reasons for their motivation**



Source: Economic Research Service; Hellofresh Study, 2025



THE 2026 HOME CHEF DILEMMA

Today's Home Chef Needs to Know That Food Brands Understand Where They're At

38% of consumers believe food manufacturers care about people's concerns

To build a better relationship with Americans right now, food brands need an introduction from a trusted voice that's offering empathy and understanding for what home chefs need in the grocery store and kitchen right now.



Source: Food Navigator Study, 2025

WHAT WE DO

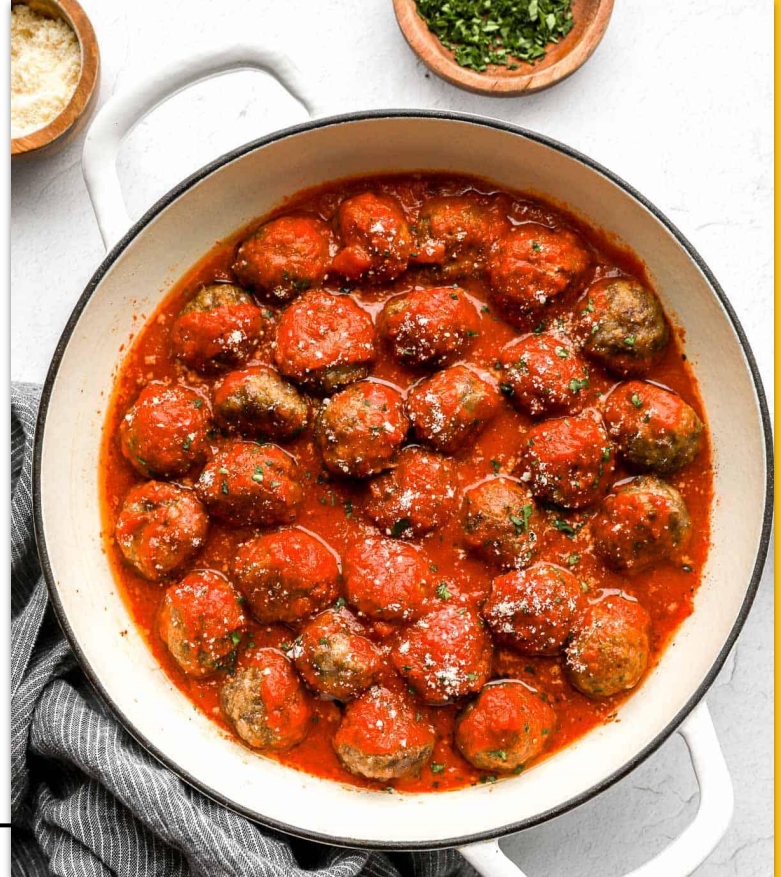
We Make Every Bite Worth Their Budget

Budget Bytes is the only food brand positioned to help families navigate tighter grocery budgets without sacrificing flavor.

At Budget Bytes, we take a real, no nonsense approach to how today's American families are cooking at home.

Backed by a team of the world's greatest grocery shoppers and expert recipe developers, we connect with the busy heads of household trying their hardest to stretch their dollars to their limit.

We've developed trust with these audiences based on our reliable solutions that help them hold onto their kitchen creativity on a budget.



OUR POSITION

The Only Budget-Focused Food Site Connecting With Audiences at Scale

We offer a specialized focus with mass engagement as the only budget-focused epicurean brand serving up millions of home chefs with expert-backed, budget-friendly, tasty recipes they can trust.



11M

Average Monthly
Pageviews

7.9M

Average Monthly
Sessions

4.1M

Total Unique Visitors

1.6M

Total Social Followers

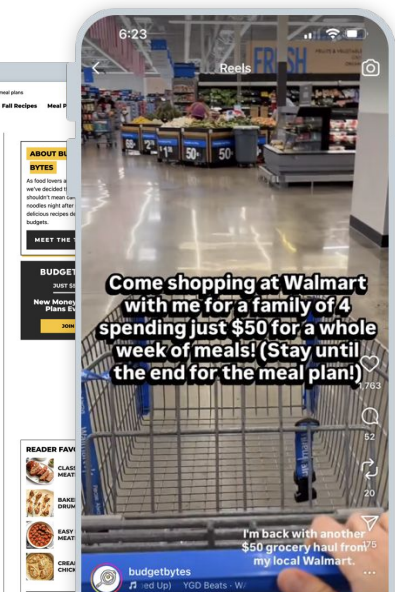
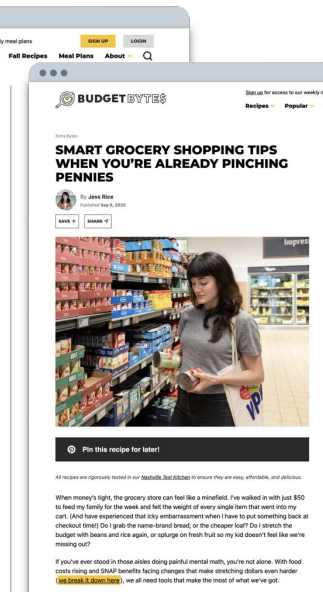
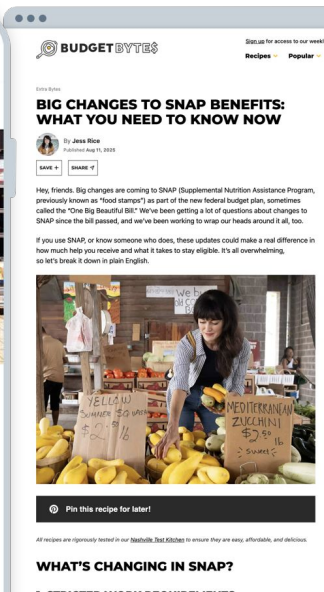
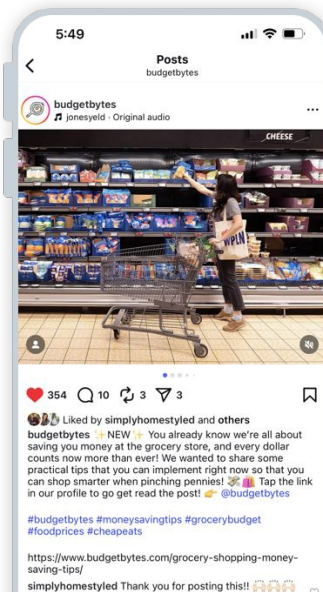


Source: ComScore, Nov 2025; Delta Digital Proprietary Data

OUR CONTENT

Going Where No Other Food Site Can

We're talking SNAP benefits, Dollar Store hauls, \$5 or less meals, and more to help real Americans with real concerns maintain a positive, flavor-focused perspective in the kitchen without breaking the bank.



How Other Sites Cover Groceries

Bon Appetit
The Best Prepared Meal Delivery for When You Need Dinner Now

NYT Cooking
Healthy Weeknight Dinners

The Kitchn
The 7 Cheapest Grocery Stores in America in 2025

Food & Wine
5 Ways to Shop Smarter at the Grocery Store

EatingWell
12 Ways to Save Money on Groceries, According to a Food Writer



OUR ENGAGEMENT

A Trusted Resource for Keeping Them Within Their Budgets

Top search queries include:

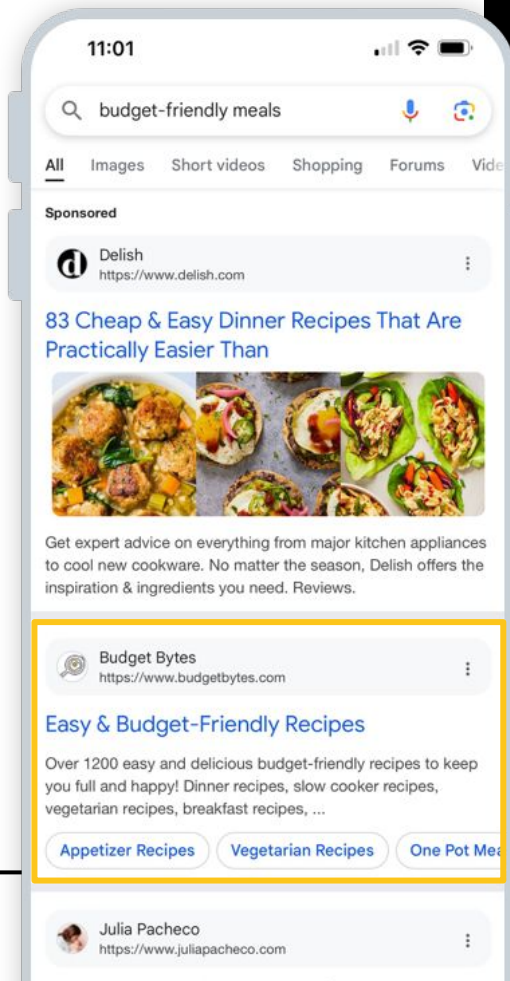
easy meal prep on a budget

cheap dinner ideas

meal ideas under \$10

recipes under \$5

budget weeknight family dinners



#1

Most Trafficked Page is
"Budget Friendly Meal Prep"
2.8M YTD Pageviews

2.7M

Average Monthly Sessions
with "Recipes Under \$10"
#1 Most Trafficked Recipe Category

780+

Meal prep-related search
queries where we rank
#1 or #2



Source: Delta Digital Proprietary Data

OUR AUDIENCE

Engaging Young Families Trying to Figure It All Out

Young and new to cooking, our audiences are eager to learn the ropes as they're navigating the challenges of meeting a budget.



210

Audience Index
for Adults 18-24

91%

Are Feeding
a Family

78%

Are Women

54%

Are Adults <44
Years of Age

51%

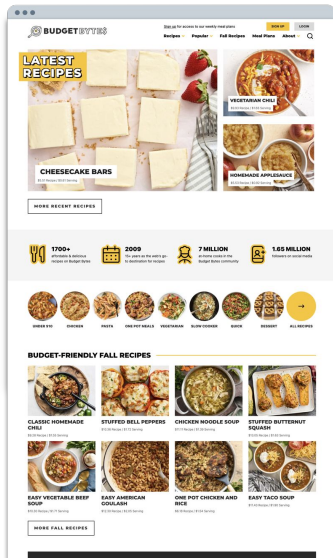
Earn <\$100k
HHI per Year



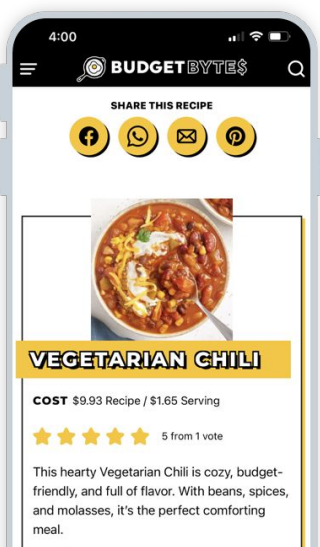
Source: ComScore, Aug 2025; Delta Digital Proprietary Data

OUR TOUCHPOINTS

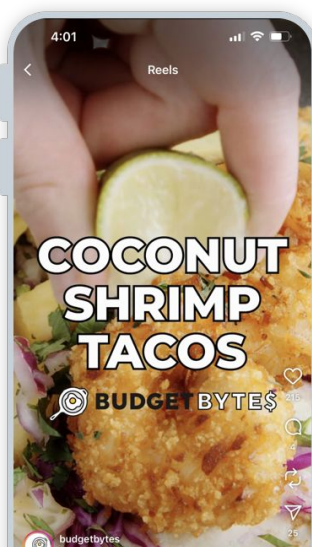
Reaching Audiences Wherever They Are



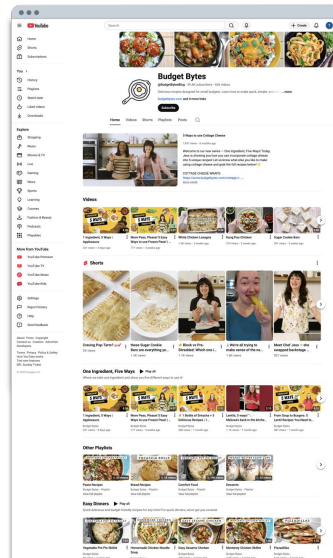
Desktop
600k+ recipes
discovered monthly



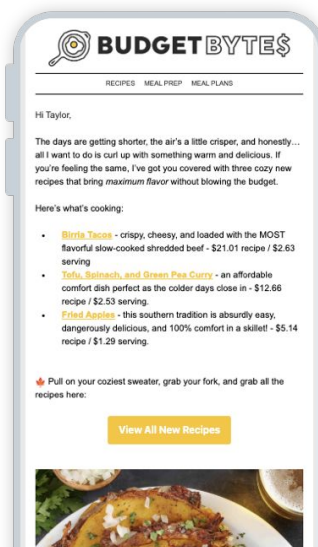
Mobile
90% of audiences
are on mobile



Social
1.6M total social
followers



Video
1k+ total on-site and
YouTube videos



Email
42% average
newsletter open rate



OUR EDITORIAL SERIES

Offering Practical Solutions Through an Uplifting and Entertaining Lens

Our proprietary editorial series take on a fun, engaging, and episodic approach to empowering our audiences to save money and eat better.



ONE INGREDIENT, FIVE WAYS

We show audiences how to use one budget-maximizing ingredient in five very different meal ideas to help them plan out a simple weekly dinner menu that stretches their grocery budgets to new lengths.

SWAP 'N SAVE

When key ingredients seem to be going for the price of gold, we show audiences how to Swap n' Save by substituting with cheaper ingredients that save on their grocery bill without sacrificing deliciousness.

PANTRY PURGE

Our expert chefs show audiences how to dig into their pantries and use an everyday staple in new ways to make delicious meals with very few, very inexpensive ingredients.



Ideas are subject to final editorial approval.

Our Portfolio of Brands Come Together to Address Every Perspective of the Cooking Experience



Provides always wholesome, always budget-friendly recipes that are designed to help people eat well without overspending.



20M

Combined Monthly Average Pageviews



Offers recipes designed to empower people to learn how to cook with easy yet elevated ideas that surprise our chefs with what they're capable of.



14M

Combined Average Monthly Sessions



Shares simple, carefully tested gluten-free dishes that cater to dietary needs without sacrificing the special experience of eating delicious foods.



7.6M

Combined Monthly Unique Visitors



Delicious and simple recipes for every occasion and every course, we offer a mix of creative, fun dishes and classic staples that elevate any meal.



6.4M

Combined Total Social Followers



Place Your Brand at the Center of Our Simple, Delicious Solutions



Custom Solutions

- Custom Video Series
- Video Series Integrations
- Social Video Integrations
- Hands n' Pans Videos
- Custom Recipes + Articles

Sponsorships

- Curated Recipe Collections
- Recipe Card Takeovers
- Recipe Guide Sponsorships
- Category Sponsorships
- Digital Cookbook Sponsorships

Digital Media

- High-Impact Display
- Rich Media Capabilities
- Outstream Video



Questions?

Reach out to our partnerships expert

Melissa Consorte

Chief Revenue Officer

melissa.consorte@deltadigital.co

