



BellyFull

THE **cookie** rookie

MAMA + KNOWS
glutenfree

Where everyday cooking meets extraordinary engagement | 2026 General Presentation



STATE OF THE INDUSTRY

Today's Food Resources Don't Address What Consumers Really Need

Scale

Driven by search and scale—not a curated approach to their overall food needs

allrecipes! 
delish

Aspiration

Not realistic for everyday life, they limit the type of home chefs they serve

bon appétit The New York Times **Cooking**
FOOD&WINE

Lifestyle

Providing content as entertainment—not practical solutions

 kitchn
 **Simply**
RECIPES

User-Generated

Content isn't tested or proven, diminishing reliability for real life consumers

— HALF-BAKED —
H A R V E S T

93%

of Americans expect to cook more next year, with **85% citing economic factors as a motivation**

Today's food media brands aren't positioned to support home chefs as they navigate a shift towards **tighter budgets, more home cooking, and their need for real world solutions.**

WHO WE ARE

Where Everyday Cooking Meets Extraordinary Engagement

Our brands combine chef credibility and home-cook loyalty to deliver fierce engagement, organic reach, and real purchase intent



Community

Trust

Accessibility

Authority

OUR BRANDS

Voices That Address Every Perspective of Today's Cooking Experience



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



7k
Total Published
Recipes



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.



540+
New & Updated
Recipes per Month



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



150k+
Search Questions
Answered per Month



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.



52%
Search-Driven
Traffic

OUR IMPACT

Recipes that Resonate With Home Chefs in a Big Way

Our ability to solve real problems for real home chefs allows us to connect with audiences at scale who turn to us for solutions month after month.

21M

Average Monthly Pageviews

15M

Average Monthly Sessions

11.6M

Average Monthly Unique Visitors



Total Brand Reach

12M

Budget Bytes
Total Brand Reach

7M

Belly Full
Total Brand Reach

6M

The Cookie Rookie
Total Brand Reach

1.7M

Mama Knows Gluten Free
Total Brand Reach

OUR ENGAGEMENT

A Trusted Resource for Helping Them Win Dinner Time

Top search queries include:

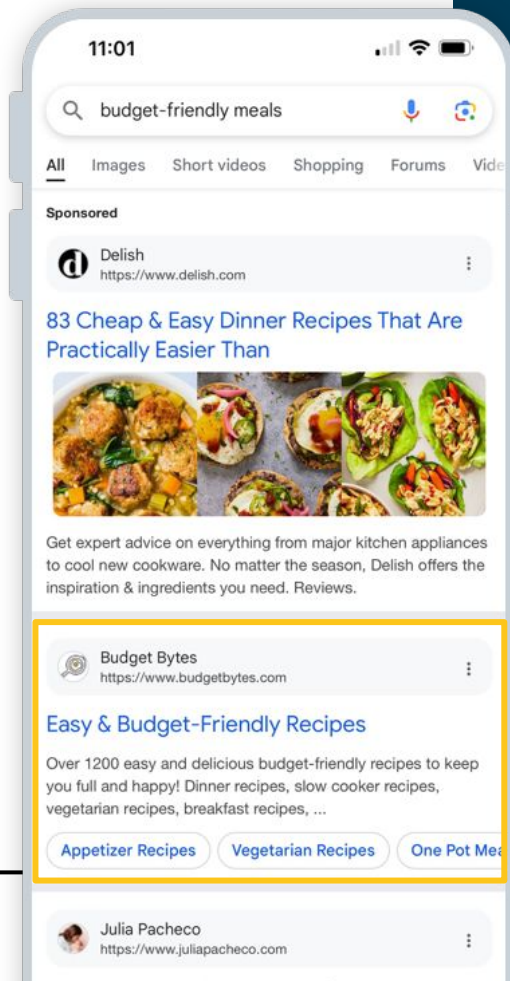
🔍 budget-friendly meals

🔍 grocery checklist

🔍 meal ideas under \$10

🔍 family grocery list ideas

🔍 delicious dinner ideas



1.5k+

Dinner-related search queries where we rank #1 or #2

1k+

Budget-related search queries where we rank #1 or #2

850+

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

COMMUNITY OUR AUDIENCE

Busy Household CEOs Rely on Us to Solve Real Problems in the Kitchen

89%

Are Age 35+

78%

Are Women

71%

Have a HHI
\$60k+



94%

Do the Grocery
Shopping

90%

Are Feeding a Family

73%

Are Primary Decision
Makers

72%

Trust Our
Recommendations

63%

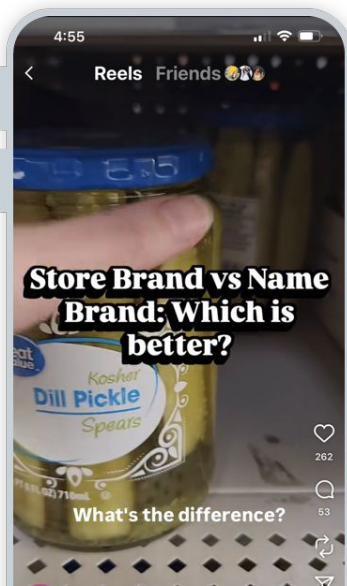
Cook Every Day

TRUST OUR CONTENT

Editorial Series Are Designed to Help Them Find Solutions They Need



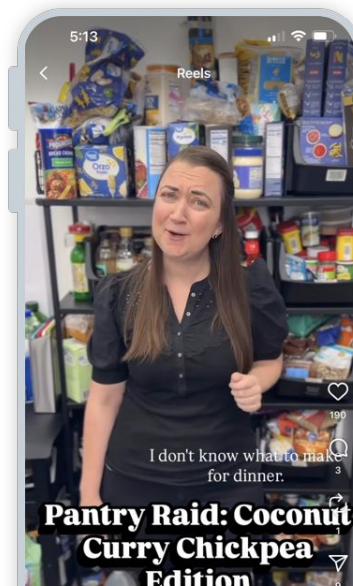
**1 INGREDIENT,
5 WAYS**



**STORE BRAND VS.
NAME BRAND**



**\$50 FAMILY FEED
CHALLENGE**



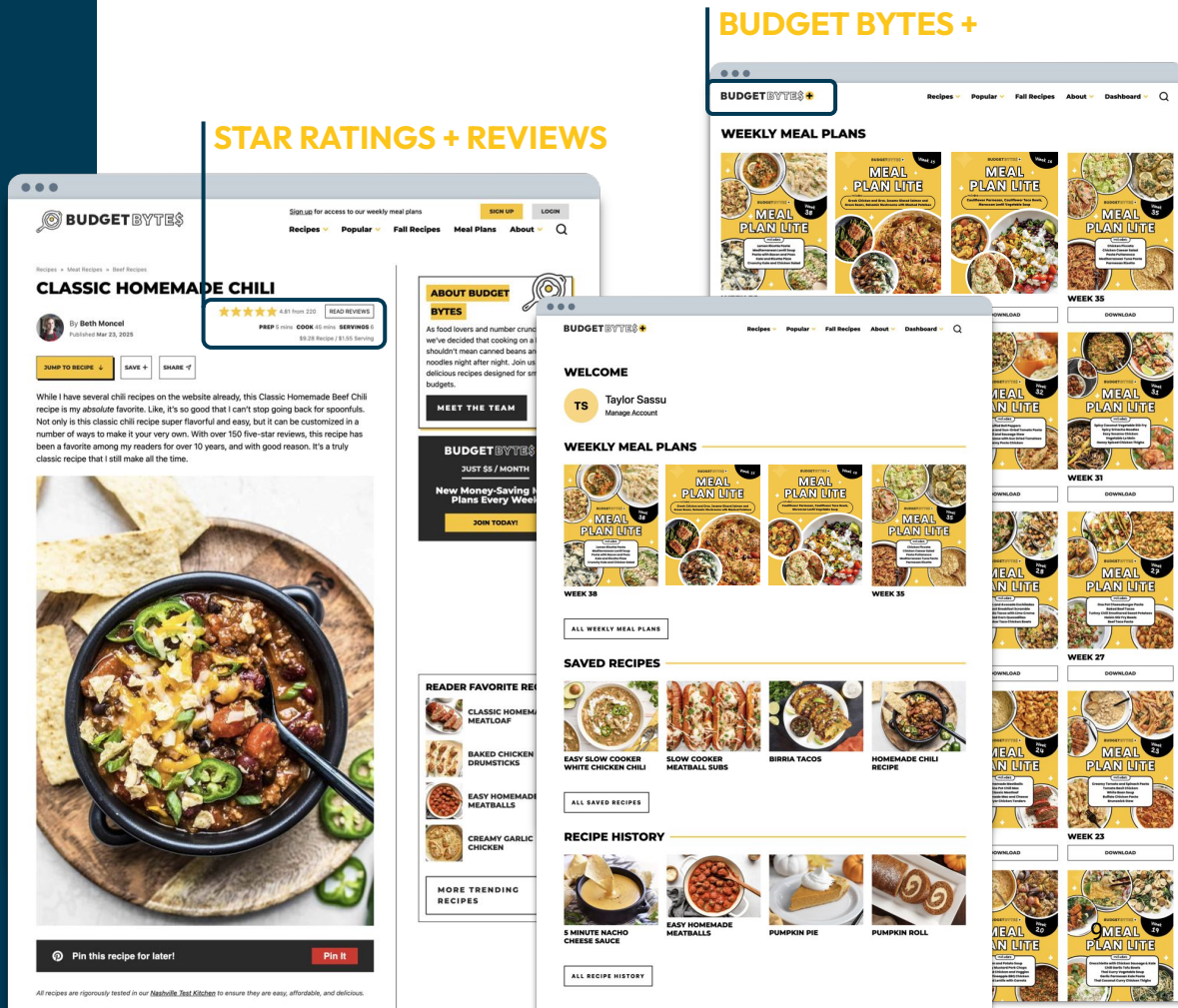
PANTRY RAID

AUTHORITY OUR ENGAGEMENT

Innovative Tools & Resources Help Us Understand What They Need

We're creating new tools and solutions that help our audiences communicate what they need more of and navigate their biggest dinner time challenges.

Source: ComScore, Aug 2025; Delta Digital Proprietary Data



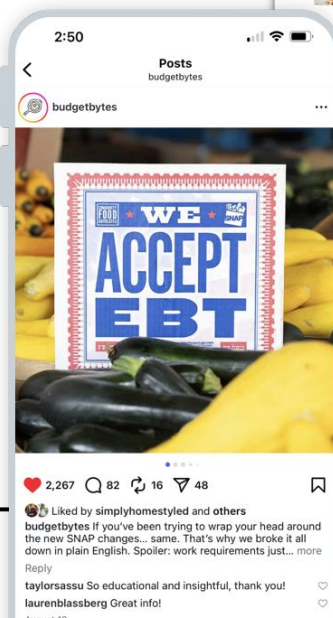
ACCESSIBILITY OUR MISSION

The Only Site Developing Recipes for Real Life and Real People

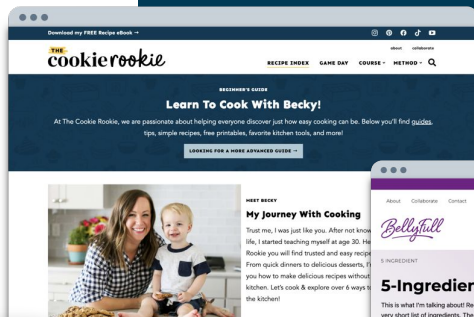
In an industry where aspiration and inspiration stand out, we aim to provide the practicality that helps real home chefs every single day.

Ideas are subject to final editorial approval.

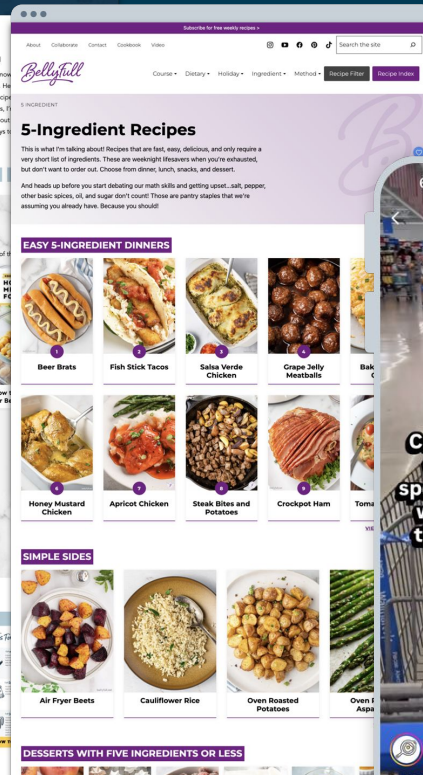
ACCESSIBILITY



DOABILITY



FEWER
INGREDIENTS



REALISTIC
INGREDIENTS



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
- Custom Targeting Packages

Questions?

Reach out to our partnerships expert

Melissa Consorte

Chief Revenue Officer

melissa.consorte@deltadigital.co