



press kit 2017

FOR INQUIRIES ON FEATURES, SPONSORSHIPS, OR PARTNERSHIPS
EMAIL JENNE@THENOURISHINGVEGAN.COM
WWW.SWEETPOTATOSOUL.COM

FOOD
HEALTH
VEGAN
LIFESTYLE
DELICIOUS
VIDEO
NOURISHMENT
INSPIRATION



RECIPES

DELICIOUS, SOULFUL, VEGAN,
EASY TO MAKE, HEALTHY

OVER 300



VIDEOS



ENERGETIC,
COLORFUL,
INSPIRING,
EDUCATIONAL,
PERSONAL
COOKING, FASHION,
TRAVEL, BEAUTY

POSTED
WEEKLY

LIFESTYLE

HEALTH, PLANT-
BASED NUTRITION,
FITNESS, YOGA,
BEAUTY, FASHION

HOLISTIC



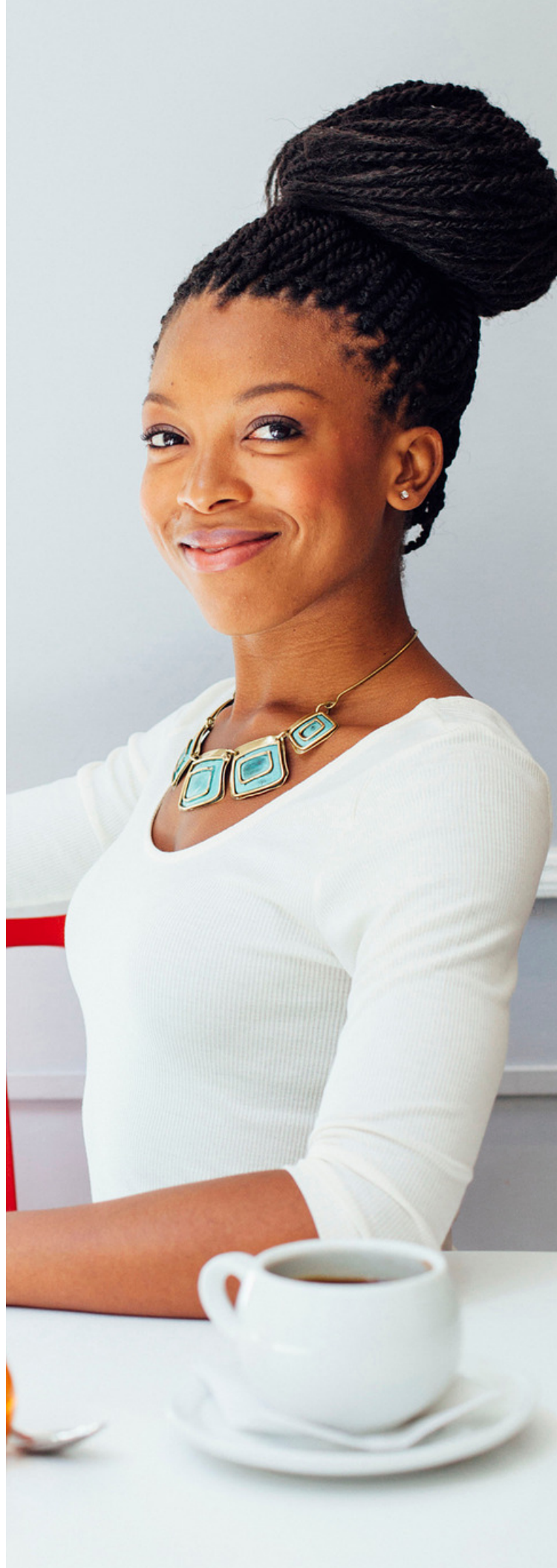
MEET JENNÉ

Sweet Potato Soul is the creation of New York City-based vegan chef Jenné Claiborne. On the blog Jenné shares delicious vegan recipes (both savory and sweet), cooking videos, healthy eating inspiration, and inspired lifestyle advice.

Though she originally moved to NYC to pursue a career as an actress, Jenné decided to turn her passion for nourishing plant-based cuisine into a career shortly after becoming vegan. Sweet Potato Soul was born in 2010, and in 2012 Jenné started her personal chef and health coaching business, The Nourishing Vegan.

Her recipes are inspired by her travels around the globe, her southern upbringing, and her soul stirring love of sweet potatoes.

Today Jenné runs Sweet Potato Soul, teaches classes throughout NYC, and is writing her first published cookbook. She is also co-founder of the online meal plan company SoBuddhalicious.com





TRAFFIC STATS

WHO'S LOVING SWEET POTATO SOUL?

MINIMUM
PAGE VIEWS
PER MONTH

135k

83% WOMEN

34%

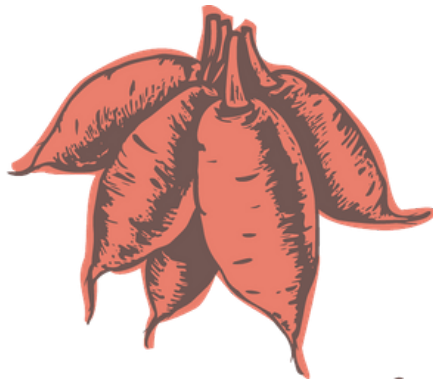
25-34 YEARS OLD

22%

18-24 YEARS OLD

INTERESTS

Recipes, Cooking
Videos, Fitness, Ethical
Fashion & Beauty,
Nutrition Advice,
Interviews, Healthy
Snacks



94K
YOUTUBE

21K
FACEBOOK

31K
INSTAGRAM

RAVING FANS +
GROWING EVERYDAY!



InStyle VegNews

Greatist



REFINERY29

Readers Digest

SHAPE

vegetarian times

well+GOOD nyc
YOUR HEALTHIEST RELATIONSHIP



BAZAAR Harper's



CONTACT

JENNE@THENOURISHINGVEGAN.COM

FOR PRESS, SPONSORSHIP, AND
PARTNERSHIP INQUIRIES, AS
WELL AS ADVERTISING RATES.



@SWEETPOTATOSOUL

WWW.SWEETPOTATOSOUL.COM