

Media Kit



Valerie Lugonja is...
A Canadian Foodie

A Canadian Foodie

2016

TRADITIONAL CANADIAN FOOD RECIPES SWEET AND SAVORY

*An award winning Canadian Food Blog owned by Valerie Lugonja;
educator, writer, gardener, traveler, (new Grandmother!) promoting regional
Canadian food, recipes and products while fervently cooking at home!*

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Who is A Canadian Foodie?

When she “makes or bakes” she is partly a mad scientist and partly a deeply reflective artist constantly thinking of those she is preparing for. The kitchen is the center of her home as she believes food made at home and shared between family and friends builds relationships and creates traditions that bind us to one another for generations. Her site portrays, in real time, the evolution of traditional Canadian Prairie Cuisine as she captures episodes from her ever-changing daily life on her plate each evening. Living on the expansive and deeply rich Canadian prairies, she inherently draws from the landscape of those who came before.

Passionately promoting regional Canadian food, producers, products, and companies are of keen interest, as are dog-eared regional Canadian recipes passed through generations. Creator of the [International CheesePalooza Project 2012-2013](#), she inspired many across North America and Australia to participate in the at-home-cheese-making project to make cheese and write about it for a year.

Working to identify the Canadian voice through food stories and recipes is an ongoing goal initiated through Valerie's founding of [The Canadian Food Experience Project in 2013](#).

As a passionate member of [Slow Food Edmonton](#), the Executive Secretary for [Slow Food in Canada](#) from 2011-2015, the founder of [Eat Alberta](#), 2011 to present, a Director on the [Alberta Culinary Tourism Board](#) from 2012 – 2015, a [Sales Consultant and Regional Team Leader for Thermomix Canada](#) and the owner of her up and coming venture: Taste Tripping: Culinary Tours, Travel and Cooking Classes, Valerie is committed to excellence, and walks her talk.

*Passionately promotes
Canadian food, producers,
products and companies!*

Awards



The “A Canadian Foodie” Manifesto

- When you know better, do better
- Keep your feet rooted in the soil that gave you birth
- Make it happen
- Make a difference
- Repetition creates culture and tradition at home
- Preserve our Canadian food stories
- Identify our Canadian writing voice
- Collaborate
- Listen Liaise Learn Love Live

Testimonials

- LinkedIn Testimonials: [scroll down...](#)
- Thermomix Client Testimonials: [re service provided](#)

Recent Clients

- alive magazine (only 2016 contract to date)
- Lavazza Canada
- Fairmont Jasper Park Lodge
- Tart Cherry Institute of America, Canadian Division

For a detailed list with links to work: [Partners](#), [Promotions](#), [Reviews](#)

* my [food philosophy](#) and personal ethos limit my promotional work; I do not advertise on my site

Services Offered

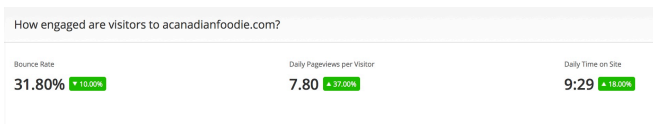
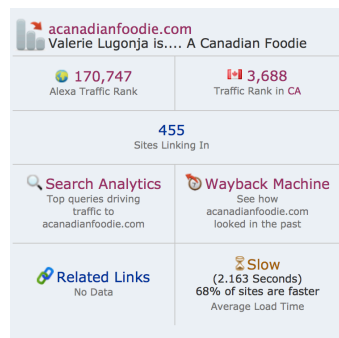
- Writing and/or Editing
- Recipe Development
- Food Photography and Styling for authored pieces only
- Promoting Canadian Regional Foods, Farmers, Producers, Products, Markets, Artisan Shops and Heritage Recipes
- Will Write to Travel: about Regional Canadian Food, Farmers, Producers, Products, Markets, Artisan Shops or Heritage Recipes

Website and Social Media Statistics

January 2016

Website: average of 2000 active readers a day 2015

For more information and past stats: [Work With Me](#)



- [Twitter](#): 3850 Followers
- [Facebook](#): 1502 Likes
- [Pinterest](#): 665 Followers
- [Instagram](#): 477 Followers
- [LinkedIn](#): 500+ Connections
- [YouTube](#): new
- [BlogLovin](#) (over 100 subscribers)
- [A Canadian Foodie Newsletter](#) (over 1000 subscribers)
- Klout Score: 60-61

I am also a BlogHer Influencer: site stats required to participate in the program



Packages and Rates

Not-for Profit and Charity Organizations:

- I consider free work, when available and passionate about the organization or cause

Series Work: (preferred style of work)

- Series of articles, recipes, photographs or promotions for projects are negotiable, depending upon the needs or requirements of the customer; proposals are accepted

Recipe Development:

- Proposals accepted
- Rates can be negotiated for product of equal value
- Rate of 1000 CA to include
 - More than 1 recipe to develop*
 - Photographs*
 - Personal Story
 - Full Social Media

Timely communication
Deadlines met
Relationships valued



- Campaign to include Facebook, Instagram, Pinterest, Twitter, SnapChat
- Rate of 500+ CA to include
 - Recipe to develop*
 - Photographs*
 - Personal Story
 - Full Social Media Campaign to include Facebook, Instagram, Pinterest, Twitter, SnapChat
- Rate of 350 CA to include
 - Products for creating recipe are provided and recipe is supplied
 - Photographs*
 - Personal Story
 - Full Social Media Campaign to include Facebook, Instagram, Pinterest, Twitter, SnapChat

Product Promotion:

- Proposals accepted
- Rates can be negotiated for product of equal value
- Rate of 500 CA to include
 - Post written and published promoting product in an authentic, personal and believable manner
 - Detailed photography*
 - Full and Ongoing Social Media Campaign for an agreed upon time period to include Facebook, Instagram, Pinterest, Twitter, SnapChat
 - Giveaway (optional)
- Rate of 400 CA to include
 - Post written and published presenting product in an authentic setting
 - Detailed photography*
 - Social Media Campaign to include Facebook, Instagram, Pinterest, Twitter, SnapChat
 - Giveaway required
- Rate for 300 CA to include
 - Post written and published presenting product
 - Photography*
 - Social Media Campaign to include Facebook, Instagram, Pinterest, Twitter, SnapChat
- Rate of 150 CA to include
 - Full and Ongoing Social Media Campaign for an agreed upon time period to include Facebook, Instagram, Pinterest, Twitter, SnapChat
 - Images, links and information supplied

Product Reviews

- Rate of 400 CA to include:
 - detailed review of product if it aligns with my food philosophy
 - product must be supplied in a timely fashion
 - Giveaway Optional

Magazine Articles

- Rate negotiated and dependent upon topic, expectations word count and photography
- Must be linked back to my site

Photographs

- Rate Negotiated depending upon photograph starting at 100 Canadian Dollars

Sponsorships

- Rate for “in kind” work if I am interested in the product or opportunity equivalent to dollar value as per above

Travel Promotions:

- Rate for junkets: all expenses are paid plus a stipend for travel
- A contract or outline will cover expectations from both parties
- No Fee for articles, photographs* or social media campaign will be charged unless recipe development is required



*Recipes and photographs remain my personal property; if the recipe is purchased it will remain credited to me and my rate will double

What to Expect

1. My posts start with the best photo of the final product: "the money shot"
2. A personal connection or story follows, as the photos continue.
3. "How to" step-by-step photos accompanied by a written step-by-step explanation of the recipe (most posts are recipe posts) follows.
4. Just before the recipe, information about the company, the contest, promotion, customer required links etc. are provided with company logos
5. A detailed, carefully written recipe concludes each post.
6. A full disclosure follows at the very end if the post is paid for or sponsored.

Final Words

I worked to provide you a distillation of my services and abilities. I look forward to an opportunity to chat about a project or proposal.



The ACF guarantee:

- Timely communication
- Deadlines met
- Relationships valued



<http://www.acanadianfoodie.com>