Social Media Analytics for Food
whoami

- Valerie R. Coffman, CEO and Founder
- BS Physics, Johns Hopkins 2000
- PhD Theoretical Physics, Cornell, 2007
- NIST software for Material Science 5 years
- Crunching Data since 1998
Passion Fruit Frozen Yogurt Recipe
### Valerie's Grocery List

#### Recipes
- Caramel Cookies
- Vanilla Bean-Cloudberry Ice-Cream with Waffles
- Passion Fruit Frozen Yogurt Recipe

#### Produce
- berry
- fruit

#### Dairy and Eggs
- egg
- cream
- butter
- yogurt

#### Baking and Spices
- vanilla bean
- sugar
- vanilla
- brown sugar
- flour
- salt
- vanilla essence

#### Confections and Candies
- nestle caramel

#### Soda, Juice and Water
- pineapple juice
The Feastie Blog

Mitt Romney's Favorite Meal: Meatloaf Cakes

I heard you all saying how great it is to have an easy to make, comforting, and delicious meatloaf. Here's a recipe for you, straight from the former Massachusetts governor's kitchen.

Meatloaf Cakes

My kids love a good meatloaf, but they can be a bit picky when it comes to meat. I came across a recipe for meatloaf cakes on a website, and they were a hit! The cakes are easy to make and can be served with a variety of sides, such as mashed potatoes, gravy, or vegetables. If you don't like meatloaf, you can still enjoy these meatloaf cakes. They're delicious and satisfying, and your kids will love them.

Fish Tacos with Lime Cilantro Cabbage Slaw

I've been looking for a new fish taco recipe, and I think I found it! This recipe is easy to make and full of flavor. The tacos are filled with fresh, colorful ingredients, and the slaw on the side is a perfect complement.

Recipe:

- 4 fish fillets
- 1 can diced tomatoes
- 1 onion, chopped
- 1 bell pepper, chopped
- 1/4 cup lime juice
- 1/4 cup cilantro
- Salt and pepper to taste

For the slaw:

- 1/2 head cabbage, shredded
- 1/2 red onion, finely chopped
- 1/4 cup lime juice
- 1/4 cup cilantro

Instructions:

1. Preheat the oven to 400°F.
2. Mix the fish fillets, diced tomatoes, onion, bell pepper, lime juice, and cilantro in a bowl.
3. Season with salt and pepper.
4. Place the fish mixture in an oven-safe dish and bake for 15-20 minutes, or until the fish is cooked through.
5. For the slaw, mix the shredded cabbage, red onion, lime juice, and cilantro in a bowl.
6. Serve the fish tacos with the slaw on the side.
Consumer Benefit

Discover recipes from 1K food blogs
Over 10,000 Food Blogs
### Current Most Influential Bloggers

<table>
<thead>
<tr>
<th>Rank</th>
<th>Blog</th>
<th>Feastie Score</th>
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<tbody>
<tr>
<td>1</td>
<td>How Sweet It Is</td>
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<tr>
<td>2</td>
<td>Iowa Girl Eats</td>
<td>94.18</td>
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<td>3</td>
<td>Eat. Live. Run</td>
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<td>Chocolate Covered Katie</td>
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<td>Joy the Baker</td>
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<td>Oh She Glows</td>
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<td>9</td>
<td>Bakers Royale</td>
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<td>10</td>
<td>Eat Yourself Skinny</td>
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### Biggest Movers for the Past 30 Days

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<td>2</td>
<td>Sarah Remmer's Nutrition Blog</td>
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<td>3</td>
<td>Diethood</td>
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<td>4</td>
<td>Pinch of Yum</td>
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<td>Family Fresh Cooking</td>
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<td>A Life of Spice</td>
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<td>Gourmandelle</td>
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<td>vodkitchen</td>
<td>20.40</td>
<td>9.03</td>
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<td>9</td>
<td>The Spiced Life</td>
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Sweet potato

Analyze Ingredient:

sweet potato

Recipes using sweet potato per Month

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<tr>
<th>Blog Title</th>
<th>Number of Recipes with sweet potato</th>
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<td>Healthy Food for Living</td>
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<td>Our Best Bites</td>
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<td>Eat, Live, Run</td>
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<td>Lauren's Latest</td>
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<tr>
<td>Spoon Fork Bacon</td>
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<td>59.69</td>
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Analytics for How Sweet It Is

www.howsweeteats.com/
Twitter: @howsweetblog

Feastie Score:
95
844 Recipes

Recipes by How Sweet It Is per Month

<table>
<thead>
<tr>
<th>Recipe Title</th>
<th>Date</th>
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<th>Likes</th>
<th>Tweets</th>
<th>Pins</th>
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<tbody>
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<td>9</td>
<td>156,165</td>
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Dashboard

Keywords: olive oil, extra virgin olive oil

Manage Keywords  More about this keyword

Most Influential Bloggers for olive oil

<table>
<thead>
<tr>
<th>Rank</th>
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<td>Kalyn's Kitchen</td>
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<td>Eat Yourself Skinny</td>
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<td>A Spicy Perspective</td>
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<td>10</td>
<td>Cookin Canuck</td>
<td>18</td>
<td>72.68</td>
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Recipes using olive oil per Month

Social Conversations in the Last 30 Days

Locations
Trending Desserts: Top 10 Popular Desserts

"Life is short. Eat dessert first!" Sound advice if you've ever heard it! And while there's always room for chocolate cake and vanilla ice cream, what about something a little less...vanilla? Avocado, perhaps? There are some interesting desserts trending right now, and we've done some fancy math and calculations and discovered the top 10 up-and-coming dessert trends starting right now. We've chosen our favorite recipe for each trend and shared them with you here - 10 unbelievably delicious and original treats for you to try right now!

**Lavender Ice Cream**
Lavender ice cream with the juxtaposition of floral lavender and sweet honey make for a delicious summery treat.

*Recipe from Demetria Marcus*

![Lavender Ice Cream](image)

**Chia Seed Pudding**
Chia seeds are super popular right now, and such a healthy ingredient. Here they're combined with chocolate in a sweet parfait.

*Recipe from Plant Love*

![Chia Seed Pudding](image)
Top 10 Most-Pinned Recipes on Pinterest!

By Feastie Analytics
May 16, 2013

Pinterest - It's so hot right now Pinterest is driving a lot of traffic to food blogs, and pinning your recipes and engaging in the Pinterest community is a great way to get your recipes noticed! So what are the top 10 most pinned recipes on Pinterest? We've put together the Feastie list of the top 10 most pinned recipes of all time on Pinterest - and you may be surprised by the results! This list just proves that you don't have to have a huge blog with tons of traffic to have a fantastic, popular recipe - some of the most pinned recipes come from smaller or up and coming food blogs. These recipes all have beautiful photos, but they also have a certain special something. What is it? Take a look at the list below and let us know what you think!

#10 with: 583,000 pins - No Bake Nutella Cheesecake from My Baking Addiction

No one can deny the popularity of Nutella, so incorporating it into a delicious no bake dessert! Brilliant.

#9 with: 583,000 pins - Queen Banana Split from Pancake on a Plate

Perfect for summer, this Queen Banana Split is sure to be a hit!
Recipes from fast food chains are some of the best, most well-tested recipes out there, and this beautiful photo perfectly captures the essence of a simple, delicious meal. And you probably have all of the ingredients in your fridge right now!

Beautiful little bite-sized treats... so perfect for a party. Mini versions of dessert favorites are fantastic, as you can indulge in a sweet little bite without the guilt of a huge slice of cheesecake.
Surprising Facts about How Recipes are Shared

1. Over 90% of recipe sharing is happening at Pinterest.

2. People pin (and repin) older recipes.

3. Facebook sharing has been falling since early 2011.

4. Twitter is the smallest by far, but has strong growth.
Enterprise Benefits

• Connect with who is most influential and relevant

• Verify blogger traffic and influence

• Discover emerging trends
Technology: FeastieBot

4.5 MM Data Points
Revenue Model Rejects

- Coupons that match your grocery list
- Affiliate fees for grocery delivery
- More deeply targeted banner ads
Vegan Banana Split Popsicles
by LEANNE VOGEL (HEALTHFUL PURSUIT) on AUGUST 13, 2012
Vegan Banana Split Popsicles

by LEANNE VOGEL (HEALTHFUL PURSUIT) on AUGUST
The Epiphany

• Influence not Eyeballs
• People not Pixels
• Love Food?
• Love Data?

valerie.coffman@feastie.com
@valerierose
How would you use this data?