



CURD IS THE WORD *Media Kit*

GOURMET FOOD &
BEVERAGE RESOURCE



5,100+
FOODIES AND
CONSUMERS



~5,500+
MONTHLY SITE
VISITORS



20,000+
INDUSTRY
PROFESSIONALS, BUYERS,
AND CONSUMERS



CURD IS THE WORD

ABOUT

Curd is the Word is dedicated to serving up gourmet food industry news and product reviews, as well as insightful educational articles about gourmet food including, but not limited to, cheese, wine, beer and charcuterie.

CITW'S AUDIENCE

- Food Service Buyers
- Retail Buyers
- Wholesalers
- Foodies

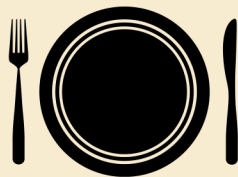
Curd is the Word's audience consists of gourmet food industry professionals, buyers and food lovers alike! Food industry professionals visit Curd is the Word for industry news and to stay up-to-date on current trends. Consumers visit our blog for recipe ideas and to discover new products that they'll love.

SERVICES

- Sponsored Posts
- Product Reviews
- Flat Fee Advertising

RATES

- Top Website Banner Ad: \$750/month
- Left Side Banner Ad: \$500/month
- Right Side Banner Ad: \$500/month
- Email Banner Ad: \$750/month
- Product of the Week: \$800/product
- Product Review: \$800/product



BLOG STATISTICS

Since the launch of our site, we have acquired over 20,000 subscribers consisting of industry professionals, buyers, and consumers. Each month, our subscriber count steadily climbs as new members engage in our online activities and our community grows.

We are looking to partner with key producers that can continue to grow with us as our online presence rapidly expands.

"Food brings people together on many levels. It's nourishment of the soul and body; it's true love."



5,100+

FOODIES AND CONSUMERS



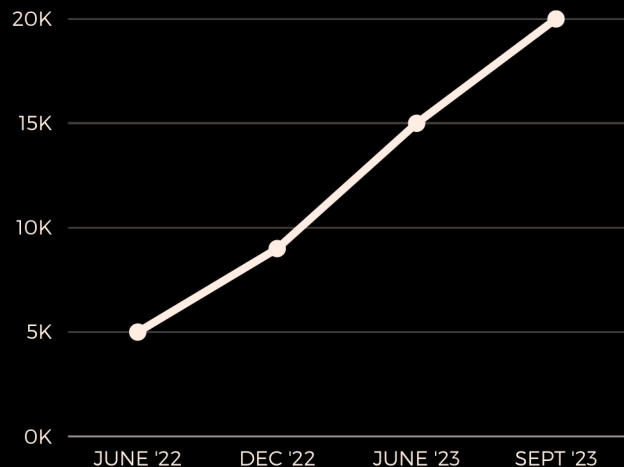
~5,500+

MONTHLY SITE VISITORS



20,000+

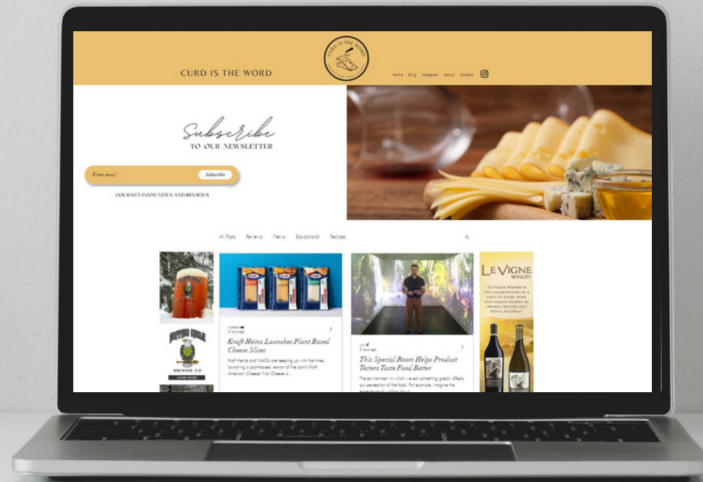
INDUSTRY PROFESSIONALS, BUYERS AND CONSUMERS





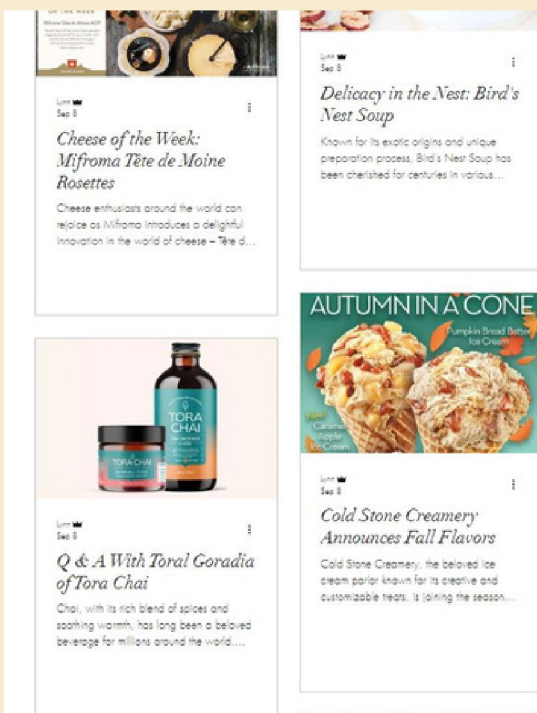
CURD IS THE WORD

gourmet food / news / reviews
www.curdistheword.com



EXAMPLES OF OUR WORK

To see more of our work, please visit curdistheword.com



LaClare Creamery Unveils Trio of Delectable Goat Cheese Flavors

LaClare Creamery, known for its exceptional goat dairy products, has once again captivated the palates of [cheese](#) enthusiasts with the introduction of three enticing fresh goat cheese flavors: Mediterranean, Chili Lime, and Pumpkin!




Image source: LaClare Creamery via Perishable News.

Chili Lime Goat Cheese: This tangy and zesty delight is a harmonious blend of creamy goat cheese infused with the invigorating spiciness of chipotle chilis and the bright, citrusy notes of lime.

Mediterranean Goat Cheese: A well-defined blend of olives, savory herbs, and spices meet the creamy goat cheese base, creating a taste that transports you to sun-soaked shores of the Mediterranean.

Pumpkin Goat Cheese: This seasonally available creation combines creamy goat cheese with the sweetness of pumpkin, accented by a delicate touch of cinnamon.

