



**A podcast exploring the
unspoken rules and traditions
of the kitchen.**



About Copper & Heat



Genre: Society & Culture (food & restaurants)

Format: Sound-rich narrative storytelling

2019 James Beard Media Award:

Best Podcast winner for our first season, *Be A Girl* [\[more info\]](#)

2020 International Association of Culinary Professionals

Podcast Series Finalist [\[more info\]](#)

Google Podcasts / PRX Podcast Creator contest runner-up [\[more info\]](#)

Episodes Released to date: 19 (and 3 mini-episodes)

Downloads to date: 66,173

Downloads per episode (first 30 days): 1,900

Listener Base:

- Cooks, chefs and other restaurant industry insiders
- Food media professionals and influencers
- “Foodies” and others interested in what happens in kitchens

Who We Are



Katy Osuna | Creator, Executive Producer, and Host

Katy is the creator and executive producer of Copper & Heat. She is formally trained as both a cook and an anthropologist. She has been working in the restaurant industry for 8 years, including 2 years as a chef de partie in the 3-Michelin-starred Manresa Restaurant.



Ricardo Osuna | Co-creator, Composer & Sound Designer

Ricardo is a digital media producer and musician. By day, he works at FFW, a web production agency that serves clients like NBC Sports, LUSH, and Panasonic. He is also the Business Manager for Bello Collective, a podcast industry publication. He is a classically trained composer and guitarist.



Rachel Palmer | Story Editor

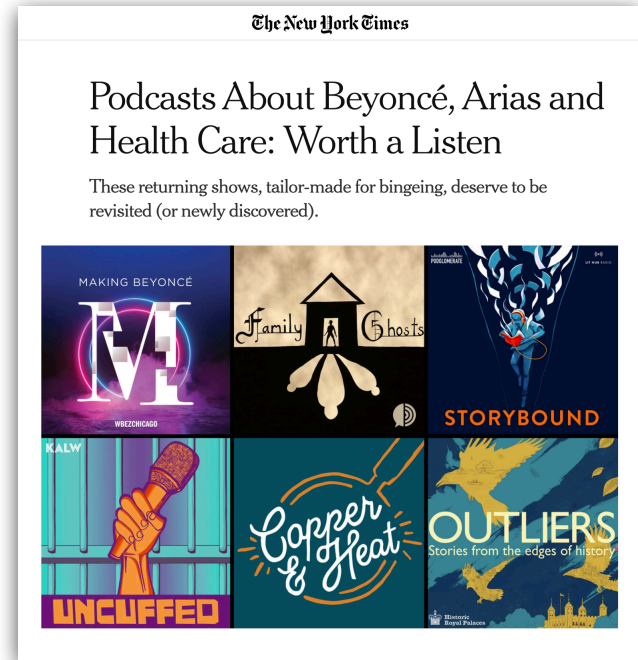
Rachel is an artist, educator, and self-proclaimed podcast fanatic. From jamming the graveyard college radio shift to grassroots reporting with the local radio station, she loves audio storytelling in its many different forms. She studied broadcast journalism and has been dabbling in the media industry for the past 8 years.

Press Coverage



- **Podcasts Worth a Listen**
- New York Times
- **100 Outstanding Podcasts of 2019**
- Bello Collective
- **Four Bay Area podcasts digging deep into food and restaurant culture - 7x7**
- **James Beard award-winning Oakland podcast focuses on restaurant kitchens and inequality**
- East Bay Times, The Mercury News

See more coverage that we've received for our first two seasons on our website: copperandheat.com/press



Who Is Listening



Podcasts at Large*

- Largely 18 to 54, affluent, educated professionals
- 90% of podcast listening is done at home
 - 59% of people listen while doing housework or chores
 - 50% of people listen while cooking or baking

Copper & Heat Audience

- 72% between 23 and 44 years old
- 67% female
- Restaurant industry professionals & influencers
- New listeners binge listen to all previous episodes

*Source: ["The Podcast Consumer 2019", Edison Research and Triton Digital](#)

Thank you

★★★★★

I feel like I've needed this Podcast my entire life. It's my own personal form of group therapy. "You are not alone."

Apr 26, 2019
HayleyEve

They are listening to copper and heat during staff.



Kat Kinsman
@kittenwithawhip

This @CopperandHeat bonus episode with @everywhereist about impostor syndrome, awards & access is a mighty and good thing.



Dessi
@pouty_princessa

I literally just binged the first season of @CopperandHeat in 2 days & I recommend this podcast to ANYBODY and EVERYBODY who works in the culinary industry. Hearing the perspectives from men & women on these issues are so eye opening. Thanks for starting the conversation!

8:30 PM · Jul 1, 2019 · Twitter for Android

Defining our Collaboration



As a Copper & Heat sponsor we want to work with you to define a sponsor or partner package that best suits your needs. This may take the shape of one of the following, but we are also open to any ideas you'd like to bring to the table.

- **Single episode sponsorship.**
- **Full season sponsorship.**
- **Branded content partnership.** Let's work on producing custom content! To be defined collaboratively with you.

Partnership Showcase



We partnered with ChefsFeed and Maker's Mark to produce a 4-episode podcast mini series called *The Makers*, as well as wrote accompanying written web pieces and hosted live events with the podcast guests.

Listen to the trailer: [The Makers](#)

More info: chefsfeed.com/Makers

Season 3: Pre-Shift



After conversations and surveys with listeners and industry workers, we developed our third season into a concept that we're calling *Pre-Shift*. Each week, we'll be talking to experts to help workers figure out how to deal with everything from mental health to unemployment, from anti-racism to negotiating pay.

We are seeking partnerships with companies and organizations we feel aligned with to help us produce *Pre-Shift* and help folks in the hospitality industry navigate a really rough time. A sponsorship or partnership would get your brand and message in front of Copper & Heat's engaged and growing audience.

The season will include:

- 6 weeks of "how to" episodes
- 2-3 episodes a week
- IG Live every week for live Q&A with experts
- Weekly newsletter with additional resources and info



**Season 3 of Copper & Heat will run
from October to November 2020.**

Thank you.

We would love to work with you!

Email: hello@copperandheat.com

Phone: Katy - 208.691.9755

Social: [@copperandheat](#) | [#copperandheat](#)

Website: www.copperandheat.com

