

# DIDN'T I JUST FEED YOU

A weekly podcast about feeding families —  
even for parents who hate to cook



## About

Did you know that kids eat 1,095 meals every year? And parents have the great honor of making sure they're fed each one. As parents ourselves, we can tell you that it sucks. But finally, there is some real help and camaraderie too.

DIJFY is a food podcast and community for parents – even the ones that hate to cook – hosted by Stacie & Meghan, two professional cooks and tired working parents. From how to turn nachos into a legit family dinner to the magic of meatballs, these two get real every week about what it takes to feed our families.

EST AUG 2018

**52K**

AVERAGE DLS/MONTH

**13K**

AVERAGE WKLY DLS

**14K**

INSTAGRAM

**94%**

LISTEN THROUGH RATE

### About Our Community

## DIJFY Fanbase

The Didn't I Just Feed You audience is comprised of 86% women ages 25 to 44, all of whom are in the thick of parenting children from toddlers through middle school.

From avid home cooks to those desperately seeking help in the kitchen, our listeners tune in weekly for tips, cooking solutions, and most of all, Stacie and Meghan's expert-approved recommendations to help them navigate feeding their family.

# The Power of Our Community

Parents are overwhelmed by what it takes to feed a family. Inundated with a never ending stream of Internet-supplied recipes, warehouse-sized grocery stores, virtual grocery store "aisles" packed with options they can't see or touch, and new food and cookware brands launching daily, they trust our expert curation. And not just because we are food experts, but because we're all in it together.

**Our community — our camaraderie with each other and with our audience — sets Didn't I Just Feed You apart and gives our brand partnerships power.**



C Grubb, 08/29/2021

#### No kids necessary!

I don't have children and this podcast is still super helpful to me. There are a ton of tips and tricks for cooking and meal planning that are useful for everyone.



some midwestern mom, 11/03/2022

#### Fun & Inspiring

I really enjoy this podcast. These ladies are fun and have so many good suggestions, some for stepping it up and others that are super practical and easy. Between this and Pinterest, I'm always inspired and enjoy planning for food, even if I don't follow through all the time. Love how they balance passion for food & cooking with real life timelines and pressures.



kristincareyl, 07/20/2022

#### This Helps My Life

I love this podcast because there are so many helpful suggestions about how to make life easier when trying to feed my household. Of all the recipe searching I have done, all the meal prepping articles I have read, nothing has provided as much practical advice as this podcast. Meal shortcuts, freezer strategies, no-cook meals ... they speak my language!



Reganatofoods, 01/14/2023

#### Great advice, recipes, entertaining and supportive!

Love this show, has introduced me to many books, people, other podcasts and products that I love. Have so many episodes to catch up on since I recently found the show. Love the what we eating now the most! Lots of honest and great advice and topics we can all relate to. Meghan and Stacey are great, love following them on IG as well.

#### Can't get enough



LOVE this podcast. Stacie and Meghan are those funny friends you can't wait to spend an hour with. They make topics like braising fun!? As a working mom with three kids age 10, 2, and 1, I am almost always saying DIDN'T I JUST FEED YOU and this podcast is a welcome reprieve to the often thankless job of churning out meal after meal. And it's not just about what to make for your kids, but really, what to make for yourself and if the kids eat it too, great. If not, there's always apples and yogurt. Loved episode 106 on kitchen gadgets, episode 92 on ground meat (let your ground meat brown first girl!), and all the 'what we're eating now' episodes. A couple months ago my \$15 toaster broke. I went on Amazon to replace it and whoops, I bought a countertop toaster oven (10 times the price of my original toaster) because Stacie and Meghan made me do it! A COVID purchase, but well worth it. Thanks for all the content and sass!

Kristen Karen via Apple Podcasts · United States of America · 12/22/2020



Katie Gilding

December 14, 2020 · 🌐



I made sure to leave my 5 star rating and review on iTunes but as someone who has listened from the very beginning but rarely comments... you guys just keep getting better!!! I'm on maternity leave and had a long sick pregnancy with my third- life is nuts- I was burned out- but this group and podcast inspire me so much. I'm currently braising a roast for dinner after listening to the braising episode which was a topic I wasn't even that excited about going in. I seriously love the cookbook and gift guides, and can't wait to make more edible gifts next year. I love that the podcast isn't about dieting. I love that you are both hilarious and kind to each other. And I LOVE the sponsors you choose. I ordered the book from your ad for my niece and it is great. Kiwico and rebel girls are great as well. Just a giant mushy love fest from me and a plea to keep this podcast going forever!!!

These are just a few examples of what our listeners have to say about their trust in our recommendations.

Our review rate and the number of listeners who take time to write extensive reviews of the show are the truest testament to the power of partnering with Didn't I Just Feed You.

### About our partnerships

## DIJFY Values

Given our commitment to creating a non-judgemental space where any home cook can find value regardless of their cooking skill, budget, or schedule, we're open to a wide variety of brands and products. With that, the key to maintaining our listeners' trust is ensuring that our brand partners' values align with our own: quality, accessibility, a commitment to helping ease the burden that busy home cooks carry, and fun.

Some of our past partners include:

- Green Giant
- Thrive Market
- Enlightened Foods
- Cabot Cheese
- Breyer's
- Mom's Best Cereals
- Banza
- Oregon Fruit
- Made Good Snacks
- Bada Bean Bada Boom
- Cook Smarts Meal Planning App
- KiwiCo
- Moink
- Fancy Sprinkles
- Zoup!
- Hiya
- Nature Sweet





# Stacie Billis

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Stacie is a cookbook author, food writer/editor, and on-air personality. Her first cookbook, *Make It Easy*, is a busy parent's real-life manual for family eating. Her second cookbook, *Winner! Winner! Chicken Dinner*, solves dinner using America's favorite protein.

Stacie's work has been featured in publications including *Parents*, *Every Day with Rachael Ray*, *The Washington Post*, *Redbook*, *Kitchn.com*, and *PBS Family*. She has appeared on the *TODAY Show*, *Hallmark Channel's Home & Family*, *QVC*, and regularly hosts syndicated media tours for brand partners.



# Meghan Splawn

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Meghan is a recipe developer, culinary producer, mom of two, and baker at heart. While she earned her culinary degree in Baking and Pastry Arts from the New England Culinary Institute, she cut her chops as a food media maven working for over a decade as part of Alton Brown's culinary crew. Meghan's writing regularly appears on *Kitchn.com* where she teaches instructional cooking. Her work has been featured in *Parents*, *Redbook*, and *Better Homes and Gardens*.



## LETS PARTNER!

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