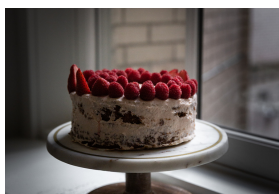


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the Korean  Vegan.



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The Korean Vegan

Let's Work Together



JoanneMolinaroTeam@unitedtalent.com

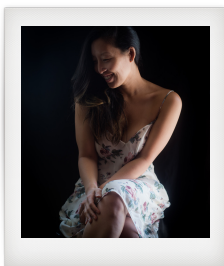


www.thekoreanvegan.com



The Korean Vegan

Storytelling Through Food



With over 5 million fans spread across her social media platforms, New York Times best-selling author and James Beard Award-winner Joanne Molinaro, a.k.a The Korean Vegan, has appeared on

The Food Network, CBS Saturday Morning, ABC's Live with Kelly and Ryan, The Today Show, PBS, and The Rich Roll Podcast. She's been featured in the Los Angeles Times, The Washington Post, The Atlantic, NPR, and CNN; and her debut cookbook was selected as one of "The Best Cookbooks of 2021" by The New York Times and The New Yorker, among others.

“A lawyer by day, long-distance runner by morning, and author-slash-blogger by night... Molinaro has a characteristic efficiency that made her a natural on the short-form video platform....”
Healthy-ish by Bon Appetit Magazine

3.1 Mil

TikTok
Followers

80K+

Monthly Website
Viewers

689K

Instagram
Followers

57K

Twitter
Followers

1.0 Mil

YouTube
Subscribers

127K

Facebook
Followers

TikTok Demographics



USA, UK,
Canada,
Australia



Female 85.4%
Male 14.6%



Engagement
Rate: 24%

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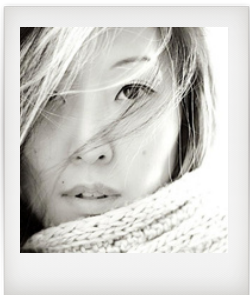


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Background

Molinaro is a Korean American trial lawyer, born in Chicago, Illinois. Her parents were both born in what is now known as North Korea. Molinaro started her blog, The Korean Vegan, in 2016, after adopting a plant-based diet. In July 2020, she started her TikTok (@thekoreanvegan), mostly as a coping mechanism for the isolation caused by the global pandemic. She began posting content related to politics and life as a lawyer during quarantine.

However, after a single post of her making Korean braised potatoes for dinner (while her husband taught a piano lesson in the background) went viral, Molinaro shifted her attention to producing 60 second recipe videos, while telling stories about her family—immigrants from what is now known as North Korea. In under two years, she has amassed more than 3 million followers and tens of millions of views.

Popular TikTok Posts

The Korean Vegan is not only a resource for plant-based derivations of traditional Korean recipes, but also a platform dedicated to sharing Joanne's family stories and her "tough love" advice:

- [The story of her mother's escape from North Korea at the outset of the Korean War](#)
- [The story of how her father had to grapple with being made fun of for his "kimchi breath" at work](#)
- [Advice on how to deal with heartbreak](#)
- [The story about Molinaro's divorce and her parents' reaction to the taboo](#)
- [Advice on how to deal with getting hurt](#)

