

FIVE MARYS

Press Kit



Mary has mastered using social media to build a brand. She collaborates with many brands for wildly successful campaigns and is a fixtured brand ambassador for Carhartt. Mary and her family have appeared on the cover of numerous magazines, in print features and on National TV including the Today Show. Her cookbook, “Ranch Raised” was published nationwide this year.

MEET MARY



Instagram

@fivemarysfarms

180K

followers

94%

post reach

5 - 8%

average post engagement

35 - 50K

average story views

35M

impressions per month

45%

content interaction



@fivemarysburgerhouse 9K @fivemarysrecipes 19K

@M5ranchschool 4.3K @M5entrepreneurs 9.3K

Email Audience

weekly newsletters

Mary and Brian have built a loyal audience as well as several businesses around the heart of their ranch:

- Five Marys Burgerhouse
- Five Marys Custom Butchery
- M5 Entrepreneurs Academy
- M5 Ranch School

40K
subscribers

30-40%
average open rate



A man and a woman are standing in a field, smiling at each other. The man is wearing a grey beanie, a tan Carhartt jacket over an orange shirt, and blue jeans. The woman is wearing a green beanie with a pom-pom, a tan Carhartt jacket over a red and black plaid shirt, and dark pants. They are both holding beer cans. The background shows a field with trees and a building in the distance.

PARTNERSHIPS

**Carhartt
Can-Am
Riggs Distributing
Sub-Zero Wolf
US Stove
Lucchese Boots
Kimes Jeans**

IN THE PRESS

Today Show
Home&Family
Country Living
Sunset
Country Home
Oprah Magazine
Real Simple

California Bountiful
Eating Well
Floret
For Girls Like You
The Furrow
Gentry Magazine
Golden State
Paleo Magazine
Politico
Parents Magazine
The Ruralist
San Francisco Chronicle
Verizon
W&M Alumni Magazine



M5 Test Kitchen

Our state-of-the-art studio kitchen is fully equipped for recipe and video production or collaborations.



Events & Retreats

Our outdoor cooking and glamping “camp” is available for collaborative events, projects, or photoshoots.



CONTACT US

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fivemarysfarms.com

We look forward to working with you!

mary@fivemarys.com

“Mary's ability to collaborate and ideate to support our marketing goals is unparalleled. Between her entrepreneurial spirit, can-do attitude, and expertise, Mary is an amazing partner who we are very fortunate to work with.” -Gwen, Carhartt Director of Influencer Relationships



fivemarysfarms.com | mary.today