



CURD IS THE WORD *Media Kit*

GOURMET FOOD &
BEVERAGE RESOURCE



5,800+

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

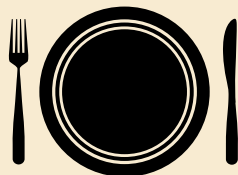
Curd is the Word's audience consists of gourmet food industry professionals, buyers and food lovers alike! Food industry professionals visit Curd is the Word for industry news and to stay up-to-date on current trends. Consumers visit our blog for recipe ideas and to discover new products that they'll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



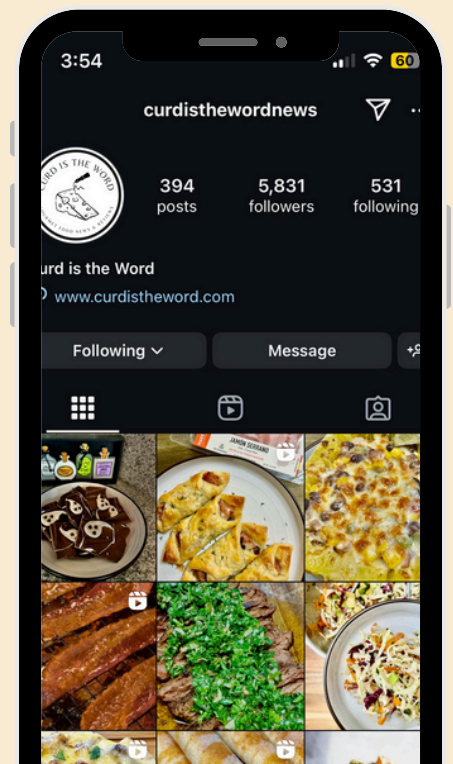
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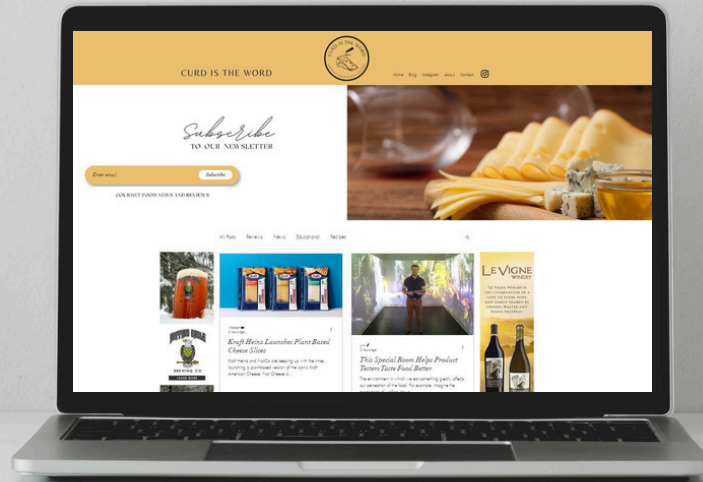
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CURD IS THE
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gourmet food / news /
reviews
www.curdistheword.com



EXAMPLES OF OUR WORK

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



Madison
7 hours ago

Jamón Serrano, Cranberry & Brie Baked Rolls: A Delicious Twist for Your Next Gathering!


When it comes to appetizers that deliver both elegance and comfort, Jamón Serrano with Cranberry and Brie Baked Rolls is an...



Madison
7 hours ago

Award-Winning Flavor Meets Eco-Friendly Initiatives: Brigand du Jorat Takes the...

Milama Press Release: Swiss Cheese Awards Urby, October 7, 2024 - We are thrilled to announce that Brigand du Jorat has been...



Madison
7 hours ago

Embrace the Funk: The Blue Cheese Dirty Martini

Celebrate National Moldy Cheese Day with a Blue Cheese Dirty Martini! Let's be real: when you think of martinis, blue cheese...



Madison
7 hours ago

5 Mild Beginner-Friendly Blue Cheeses for National Moldy Cheese Day

When you think of blue cheese, you might picture something bold, funky, and maybe

From Gouda to Goat to Coffee: Basiron Doppio's Three-Layered Cheese

Cheese lovers, brace yourselves—there's a new gamechanger in town, and it's serving up a triple threat of flavor that you won't want to miss. Basiron Doppio, a masterpiece that's not just a cheese; it's a full-on sensory experience. This wedge takes you on a culinary journey from creamy Gouda, to tangy goat cheese, and—wait for it—a layer of bold, aromatic coffee in between. Yeah, you heard that right. Cheese and coffee are teaming up, and it's the collab you never knew you needed!

The Taste Symphony You Didn't Know Existed

Let's break it down. Basiron Doppio doesn't just give you one flavor profile—it hits you with a trifecta of textures and tastes, all in one bite. First, you've got the young Gouda, a smooth and buttery delight that acts as your mild-mannered starting point. But then, things get interesting as a layer of mild goat cheese kicks in with just the right amount of tang and saltiness to make your taste buds sit up and pay attention. And then, the grand finale—the unexpected but also-perfect layer of coffee. That rich, roasted note adds a depth that elevates this cheese into something you'll be talking about long after the cheese board is cleared.

