



Erewhon Cultural Graph

Clean Status Wellness - the cultural territory around Erewhon

Cultural graph: Erewhon

250	10	431	2,233	2.6%
INFLUISTS	CLUSTERS	CO-OCCURRENCE SOURCES	AVG EST. AFFINITY	AVG EST. REACH

This audience believes the good life is built through disciplined pleasure: clean ingredients, credible experts, beautiful routines, and the quiet social power of knowing what is worth consuming.

Estimated affinity and reach are directional co-occurrence signals, not survey, panel, follower, or representative audience measurement. Affinity is indexed so that **100 = the average entity**: an estimated affinity of 1,000 means a person is roughly 10x more concentrated in the seed set's co-occurrence sources than average (4,000 ≈ 40x).

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Category Definition

This report maps Erewhon's cultural graph: the people, creators, experts, founders, editors, operators, and tastemakers that consistently appear in the same cultural space as Erewhon in co-occurrence data.

Clean Status Wellness is the editorial shorthand for what Erewhon's graph reveals: a world where the good life is built through disciplined pleasure, clean ingredients, credible experts, beautiful routines, and the quiet social power of knowing what is worth consuming.

Mapping Erewhon's cultural graph surfaced 250 Influists across 431 co-occurrence sources, with estimated affinity and estimated reach derived from entity-to-entity co-occurrence patterns. This is not a panel, survey, follower count, or measured customer audience. The strongest strategic signal is Erewhon's proximity to a specific kind of cultural authority: wellness figures who can make taste feel disciplined, retail feel editorial, and consumption feel like self-command. That matters for partnerships, content, merchandising, and positioning because Erewhon does not simply sit near wellness. It sits near the people who define what wellness is allowed to look like when it becomes status.

Executive Summary

What we mapped: The report maps the cultural graph around Erewhon - 250 Influists surfaced from 431 co-occurrence sources, organized into 10 cultural clusters - with estimated affinity and estimated reach treated as directional co-occurrence signal, not a panel or market read.

What the graph reveals: Erewhon's graph shows Clean Status Wellness as disciplined pleasure: clean ingredients, expert logic, beautiful routines, and edited abundance that makes consumption feel virtuous, desirable, and socially legible.

Why it matters: Erewhon is positioned less like conventional retail than a cultural editor, turning grocery into a dining cue, a lifestyle signal, and an authority system where indulgence becomes more powerful when it has ingredient scrutiny or expert proximity behind it.

Who to engage: Erewhon should prioritize the chefs, functional health experts, founders, editors, operators, design-minded hosts, and selective celebrity tastemakers closest to the Erewhon graph - the people who can translate the brand's authority into partnerships, media, retail moments, and social proof without flattening its taste.



Erewhon can own Clean Status Wellness by making disciplined pleasure feel intelligent, beautiful, and socially legible.

Cluster Summary

Nourishing Home Kitchen

50 Influists · 2,369 affinity · 2.6% reach

This is the largest home-kitchen layer of the graph: recipe developers, cookbook authors, food creators, and private-chef personalities who translate wellness into repeatable meals. It reveals an audience that wants food to feel nourishing, photogenic, and socially fluent without becoming joyless.

BEST EXAMPLE: CHEFBAE

Restaurant Prestige Circuit

34 Influists · 1,881 affinity · 2.5% reach

This is the restaurant-intelligence wing: critics, dining editors, city food guides, chefs, restaurateurs, and prestige hospitality operators. It keeps the audience from collapsing into wellness asceticism by tying Erewhon to reservation culture, chef credibility, and the LA-New York dining circuit.

BEST EXAMPLE: NANCY SILVERTON

Lifestyle Hosts & Socialites

21 Influists · 2,003 affinity · 2.5% reach

This cluster gathers lifestyle creators, podcasters, reality personalities, etiquette hosts, community builders, mothers, sober-curious voices, city guides, and social commentators. It maps the parasocial salon around the brand: the people who turn routines, relationships, domestic life, and aspiration into ambient cultural companionship.

BEST EXAMPLE: JOEY JURGOVAN

Plant-Forward Idealists

17 Influists · 3,047 affinity · 2.5% reach

This cluster covers vegan cooks, plant-based founders, regenerative-agriculture advocates, dairy-free specialists, and vegetable-forward chefs. It shows Erewhon's proximity to a moralized food aesthetic where sustainability, ingredient purity, and culinary pleasure are expected to coexist.

BEST EXAMPLE: RADHI DEVLUKIA

Pop Celebrity Halo

16 Influists · 1,394 affinity · 3.1% reach

Actors, musicians, athletes, artists, DJs, and celebrity entrepreneurs give the graph its wider halo beyond food and wellness. They matter because they make Erewhon legible as a cultural scene, not just a set of habits.

BEST EXAMPLE: RICK CARUSO

Functional Health Authorities

38 Influists · 2,307 affinity · 2.7% reach

Here sit the functional doctors, nutritionists, biohackers, hormone specialists, glucose educators, alternative-health authors, and low-tox explainers. The audience is not just buying food, it is buying an authority system for metabolism, longevity, fertility, inflammation, sleep, and nervous-system regulation.

BEST EXAMPLE: KELLY LEVEQUE

Fashion Beauty Design

28 Influists · 1,770 affinity · 2.5% reach

Fashion designers, models, beauty founders, interiors figures, creative directors, and style commentators form the graph's visual status layer. Their presence shows that Erewhon is read less like a supermarket and more like a lifestyle address, where what you carry, wear, apply, and photograph are part of the same taste code.

BEST EXAMPLE: ANINE BING

Boutique Bodywork & Fitness

18 Influists · 2,483 affinity · 2.3% reach

This cluster captures trainers, Pilates founders, sculpt instructors, lymphatic specialists, somatic practitioners, and wellness coaches who make the body a daily project. It gives the graph its studio-class rhythm: movement, recovery, fascia, tone, and visible discipline.

BEST EXAMPLE: MELISSA WOOD-TEPPERBERG

Editorial Food Literati

17 Influists · 2,714 affinity · 2.4% reach

This group includes food writers, editors, cookbook authors, test-kitchen voices, Substack recipe operators, and culinary hosts with literary or institutional credibility. It signals that the audience wants cultural permission from people who can make a recipe feel edited, not merely viral.

BEST EXAMPLE: MARK BITTMAN

Clean Grocery Commerce

11 Influists · 2,883 affinity · 2.6% reach

This cluster contains grocery scouts, better-for-you CPG founders, beverage entrepreneurs, salad-chain operators, food-system reformers, and wellness-commerce builders. It reveals the practical engine beneath the taste: new products, clean labels, founder stories, and the thrill of discovering what will appear on shelf next.

BEST EXAMPLE: ALLISON ELLSWORTH

STRATEGIC MAP

Cluster Landscape

3,047

HIGHEST EST. AFFINITY

Plant-Forward Idealists is the sharpest definition layer.

3.1%

HIGHEST EST. REACH

Pop Celebrity Halo gives the report its broadest visibility layer.

50

LARGEST CLUSTER

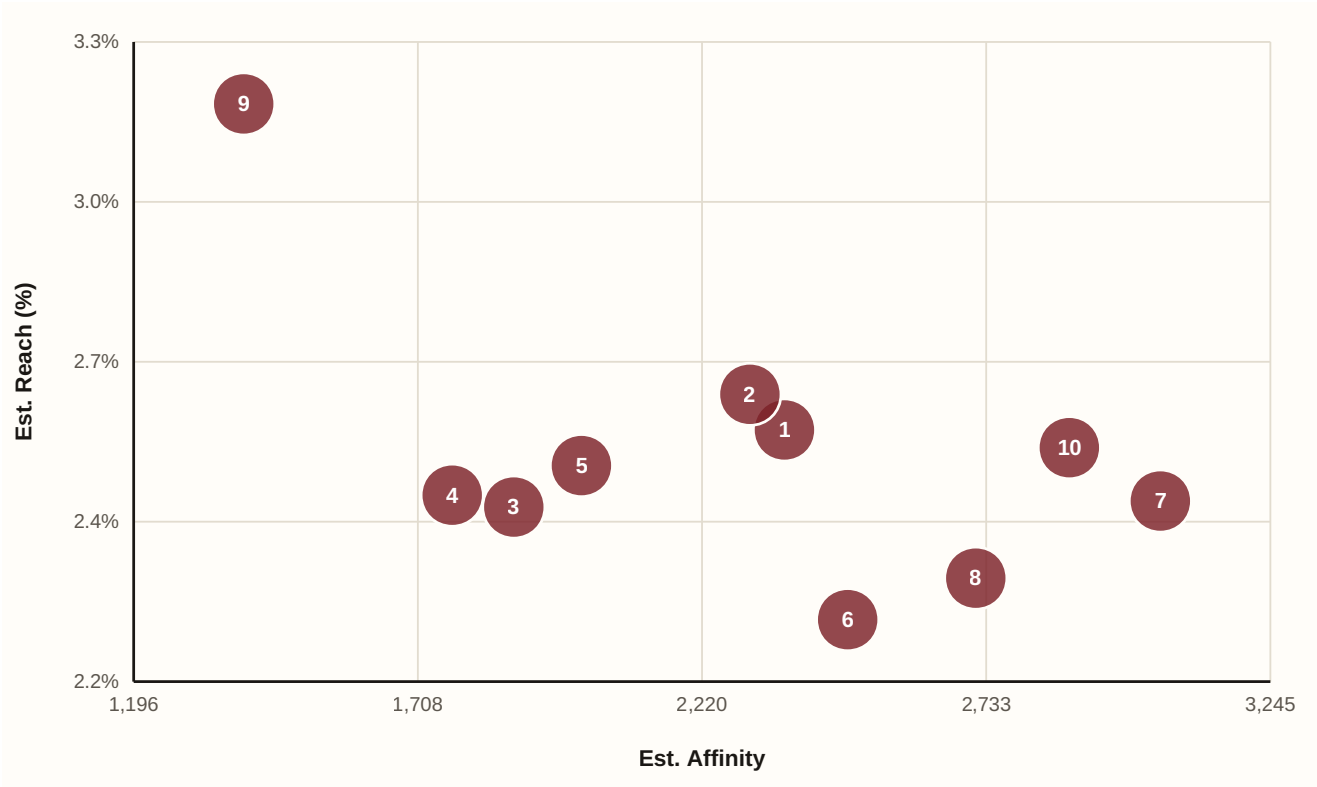
Nourishing Home Kitchen carries the biggest group of Influists.

250

RANKED INFLUISTS

Full set appears in the appendix and cluster tables below.

Read this map as a strategic tradeoff: clusters farther right are more culturally concentrated; clusters higher up have broader estimated reach within the seed audience.



Each bubble is a cluster · x = est. affinity, y = est. reach

- 1 Nourishing Home Kitchen

4 Fashion Beauty Design

7 Plant-Forward Idealists

10 Clean Grocery Commerce
- 2 Functional Health Authorities

5 Lifestyle Hosts & Socialites

8 Editorial Food Literati
- 3 Restaurant Prestige Circuit

6 Boutique Bodywork & Fitness

9 Pop Celebrity Halo

CLUSTER 01

Nourishing Home Kitchen

SIZE:	AVG EST. AFFINITY:	AVG EST. REACH:	BEST EXAMPLE:
50	2,369	2.6%	chefbae

Nourishing Home Kitchen is the practical layer of Erewhon's cultural graph. It turns Clean Status Wellness from a shopping ritual into a domestic operating system: recipes, prep habits, dessert permissions, family meals, and camera-ready plates that make discipline feel pleasurable. The estimated affinity and estimated reach in the table should be read as directional signals from co-occurrence patterns, not as panel data. What this cluster contributes is repeatability. Other clusters may define taste or authority; this one shows how Erewhon's cultural orbit gets cooked at home.

- chefbae** - The signal here is wellness food as social performance. Her private-chef polish and viral recipe language sit close to Erewhon because both make clean eating feel aspirational without making it feel austere.
- Gal Shua-Haim** - In the graph, she functions as the permission structure for easy nourishment. Her registered-dietitian credibility and dessert-forward warmth connect Erewhon to a version of health that is structured, sweet, and highly livable.
- Lindsey Eats** - She gives Erewhon proximity to the home cook who wants restaurant energy without restaurant labor. Her accessible recipes translate the Erewhon idea of ingredient discernment into weeknight fluency.
- Ellen Marie Bennett** - This is the bridge between the kitchen as a workspace and the kitchen as an identity system. Her founder story, apron-world authority, and family-life visibility place Erewhon near people who treat cooking as both craft and personal presentation.
- Kendra Vaculin** - For Erewhon, the relevance is editorial credibility. Her Bon Appétit and Epicurious context pulls the cluster beyond influencer recipe culture and into a more rigorous food-media authority system.
- Kit Keenan** - Her role is to make the home meal feel socially literate. The chic, approachable recipe format mirrors Erewhon's own tension: wellness that is practical enough to repeat and polished enough to signal taste.
- Kalejunkie** - She expands the cluster into high-reach habit formation. Her easy, healthier recipe world gives Erewhon cultural proximity to the everyday routines that turn clean ingredients into a lifestyle rather than an occasional indulgence.

Nourishing Home Kitchen

What this means for Erewhon - Nourishing Home Kitchen shows that Erewhon's strongest food signal is not only the prepared case, the smoothie, or the status errand. It is the belief that a better life can be assembled through repeatable, beautiful meals. Strategically, this is partnership white space around recipe utility, ingredient education, hosted cooking formats, and private-chef codes translated for the home. Erewhon has permission here to move from destination to discipline: not just where the good life is purchased, but how it is practiced.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
chefbae     	Food & Drink	3,381	4.4%
Celebrity private chef creating viral recipes and lifestyle content.			

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Eli Sussman 🌐 📷 Chef and social media personality known for humorous kitchen content and food industry commentary.	Food & Drink	2,792	3.9%
Gal Shua-Haim (Something Nutritious) 🌐 📷 Registered dietitian creating easy, wholesome recipes and daily dessert inspiration.	Food & Drink	2,993	2.8%
Lindsey Eats 🌐 📷 Food influencer and cookbook author sharing accessible, home-style recipes on social media.	Food & Drink	3,006	2.6%
Carina Wolff 🌐 🎵 📷 Food creator and recipe developer sharing nourishing meals and motherhood moments in Los Angeles.	Food & Drink	2,455	2.8%
Ellen Marie Bennett 🌐 📷 Founder of a kitchen brand, author, and host of a cooking show who shares entrepreneurial and...	Lifestyle & Vlog	2,997	2.3%
Nea Arentzen 🌐 📷 📺 Recipe developer and food content creator specializing in desserts and seasonal baking.	Food & Drink	4,155	2.1%
Kalejunkie 🌐 📷 Food creator and cookbook author sharing easy recipes and lifestyle content.	Food & Drink	1,327	7.4%
Rachel Mansfield 🌐 📷 Food creator and cookbook author sharing easy, healthier recipes for families and busy home cooks.	Food & Drink	1,756	3.0%
Toasted Table 🌐 📷 🎵 Food content creator sharing approachable breakfast-ish recipes and lifestyle content.	Food & Drink	5,578	1.9%
Kendra Vaculin 🌐 📷 Cook and food writer creating recipes for Bon Appétit, Epicurious, and a Substack newsletter.	Author	5,256	1.9%
Kit Keenan 🌐 📷 Food influencer and cookbook author known for chic, approachable recipes and lifestyle content.	Food & Drink	2,770	2.1%
Elena Besser 🌐 📷 Chef and culinary influencer specializing in easy and elevated recipes, founder of The Lineup Dinner.	Food & Drink	4,633	1.9%
Justine Doiron 🌐 📷 Cookbook author and food content creator based in Brooklyn, known for seasonal recipes.	Food & Drink	1,258	4.6%
Carolina Gelen 🌐 📷 Cookbook author and recipe developer known for accessible, flavorful dishes and a James Beard...	Author	1,317	3.9%
Molly Baz 🌐 📷 Two-time New York Times bestselling cookbook author and recipe developer known for bold, creative...	Author	1,302	3.9%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Nara Smith   Social media influencer and cookbook author known for homemade cooking and family lifestyle content.	Food & Drink	1,198	4.9%
Easy Gay Oven   Recipe developer and baker sharing approachable elevated recipes from Brooklyn.	Food & Drink	2,384	2.1%
Meredith Hayden (Wishbone Kitchen)      Chef and New York Times bestselling cookbook author sharing recipes and lifestyle content.	Author	1,260	3.7%
Calla Ramont    Food creator sharing easy, healthy, gluten-free and low-sugar recipes for everyday cooking.	Food & Drink	2,244	2.1%
Ambitious Kitchen   NYT best-selling cookbook author and food blogger sharing nourishing recipes from Chicago.	Author	1,428	2.8%
Angie Caruso    Healthy recipe creator and intuitive eating advocate based in New York City.	Food & Drink	2,010	2.1%
Jeanine Donofrio (Love and Lemons)   New York Times bestselling cookbook author and food blogger known for simple, healthy vegetarian recipes.	Author	1,491	2.6%
Jazz Leaf   Former NBA private chef turned mom creating easy 30-minute healthy recipes and kitchen hacks.	Food & Drink	2,628	1.9%
Lauren Sephton (Bright Moment Co.)     Food content creator sharing homemade recipes for comfort food, baking, and seasonal dishes.	Food & Drink	1,241	3.0%
Owen Han     Food content creator and cookbook author known for recipe videos and fusion dishes.	Food & Drink	1,227	2.8%
Olivia Noceda    Food and lifestyle creator based in the Bay Area, sharing recipes and daily life.	Food & Drink	1,737	2.1%
lupacotta    Food creator and culinary consultant sharing pizza recipes, travel, and cooking inspiration.	Food & Drink	4,271	1.6%
Alix Traeger    Content creator sharing cooking tutorials and lifestyle content, often featuring Persian cuisine...	Food & Drink	2,119	1.9%
Ella Henry    Food and beverage creator sharing seasonal recipes and wellness content.	Food & Drink	2,071	1.9%
Cedric & Edith    Two foodie dogs who share home-cooked whole food recipes and authored a dog cookbook.	Food & Drink	1,110	3.0%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Upbeetandkaleingit      Healthy recipe creator and food blogger sharing nutritious, high-protein meals on social media.	Food & Drink	2,010	1.9%
Gabrielle Reyes (The Singing Chef)   Actress, chef, and musician known for vegan cooking and hosting a television cooking show.	Actor	1,995	1.9%
Maddy DeVita    Private chef and food content creator known for her Substack newsletter Forklore.	Food & Drink	1,601	2.1%
Fationate Food Belly   Food content creator sharing easy recipes, cooking hacks, and sponsored culinary content based in...	Food & Drink	3,232	1.6%
Ali Slagle    Recipe developer, writer, and author of a popular newsletter and cookbook.	Food & Drink	1,859	1.9%
James Park   Korean food creator and cookbook author specializing in chili crisp recipes and Korean cuisine.	Food & Drink	2,953	1.6%
Anya Fernald      Open-fire cooking expert, Iron Chef judge, and cheesemaker sharing detailed recipes and techniques.	Food & Drink	1,834	1.9%
Farideh Sadeghin     Chef, recipe developer, and food writer specializing in hot dogs and comfort food.	Food & Drink	2,847	1.6%
Feel Good Foodie   Food blogger and cookbook author sharing healthy Mediterranean-inspired recipes and kitchen tips.	Food & Drink	986	3.2%
Tessa Sinatro      Home cook and recipe creator known for comfort food and sandwich recipes.	Food & Drink	1,741	1.9%
Caroline Chambers    Recipe developer and cookbook author known for her practical, low-effort cooking content for busy...	Food & Drink	1,730	1.9%
She Bakes Sourdough     Home baker and sourdough recipe creator sharing tips, tutorials, and guides.	Food & Drink	1,220	2.3%
Join Jules   Cocktail recipe creator and host who shares boozy drinks, hosting tips, and party ideas.	Food & Drink	1,349	2.1%
Iram Mansoor   Food content creator sharing recipes and meal inspiration from Florida.	Food & Drink	1,071	2.6%
Emily English   Nutritionist and bestselling cookbook author creating accessible, healthy recipes.	Food & Drink	1,608	1.9%
Marissa Mullen (That Cheese Plate)    Cookbook author and food influencer known for cheese plates and appetizer recipes.	Food & Drink	1,260	2.1%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Shauna Faulisi    Celebrity chef and wellness strategist known for cooking on world tours and promoting balanced nutrition.	Food & Drink	12,058	1.4%
Notorious Foodie    Food content creator sharing recipes, restaurant reviews, and cooking tutorials on social media.	Food & Drink	887	3.0%
The Pasta Queen      Italian-American cookbook author and social media personality known for pasta recipes and dramatic flair.	Food & Drink	824	3.5%

CLUSTER 02

Functional Health Authorities

SIZE:	AVG EST. AFFINITY:	AVG EST. REACH:	BEST EXAMPLE:
38	2,307	2.7%	Kelly LeVeque

Functional Health Authorities are the credential layer inside Erewhon's cultural graph. They turn Erewhon from a place to buy clean food into an authority system for disciplined pleasure - metabolism, inflammation, fertility, sleep, glucose, toxins, and nervous-system regulation. The estimates here are directional signals from co-occurrence patterns, not audience measurement, and this cluster contributes something the lifestyle and tastemaker clusters cannot: a reason to treat consumption as self-governance.

Kelly LeVeque - The central signal is blood-sugar literacy made elegant. Her Fab Four framework gives Erewhon cultural proximity to the idea that a smoothie is not indulgence, but metabolic design.

Casey Means - In Erewhon's graph, she functions as the metabolic-health validator. She reframes clean eating as a systems issue, which fits Erewhon's move from premium grocery into a broader philosophy of how the body should be managed.

Max Lugavere - He brings brain health into the clean-status wellness equation. For Erewhon, the relevance is cognitive performance as an everyday aspiration: food as focus, longevity, and self-optimization, not just taste.

Mona Vaynerchuk - The signal here is pharmacy translated into low-tox domestic authority. She connects Erewhon to the person who reads labels, swaps ingredients, and treats the pantry as part of the medicine cabinet.

Dr. Will Cole - He gives Erewhon proximity to root-cause wellness, especially around inflammation, hormones, gut health, and autoimmune concerns. That matters because the brand's cultural orbit is full of people looking for explanation, not just recommendation.

Courtney Swan - This is the bridge between food-system skepticism and premium clean consumption. Her Realfoodology world makes Erewhon legible as a place where organic living, ingredient scrutiny, and status taste can coexist.

Andrew Weil - He anchors the cluster with older institutional credibility. His anti-inflammatory worldview gives Erewhon's newer wellness codes a deeper lineage, moving the brand away from trend and toward a long-running integrative-health tradition.

Functional Health Authorities

What this means for Erewhon - Functional Health Authorities make Erewhon feel intellectually justified. The strategic value is not simply expert endorsement, but permission: permission to charge more, to ritualize everyday eating, and to frame pleasure as disciplined health behavior. In Clean Status Wellness, the smoothie, supplement, and prepared meal all gain power when they sit near credible explainers who can turn desire into doctrine.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Kelly LeVeque   Clinical nutritionist and best-selling author known for blood sugar balancing with the Fab Four method.	Author	2,793	3.0%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Casey Means 🌐 📷 Bestselling author and physician advocating for metabolic health and holistic wellness.	Author	2,016	4.4%
Max Lugavere 🌐 📷 New York Times bestselling author and health expert specializing in nutrition and brain health.	Author	1,990	2.8%
Dr. Daniel Pompa 🌐 📷 Health and wellness doctor who shares alternative health advice and runs a workshop on cellular...	Education & Expert	1,583	3.9%
Mona Vaynerchuk 🌐 🗣️ 🎵 📺 📷 Holistic pharmacist and content creator sharing clean eating and lifestyle advice.	Food & Drink	4,271	2.1%
Rachael DeVaux Harlington 🌐 📷 Registered dietitian, certified trainer, and two-time New York Times bestselling cookbook author.	Author	1,925	2.8%
Dr. Will Cole 🌐 📷 Functional medicine doctor, New York Times bestselling author, and podcast host focused on...	Business Leader	1,528	3.2%
Dave Asprey 🌐 🎵 🗣️ 📺 📷 Creator of the biohacking movement and Bulletproof brand, four-time New York Times bestselling...	Education & Expert	1,514	3.2%
Zach Bush, MD 🌐 📷 Triple board-certified physician and regenerative health expert focused on nature and microbiome.	Author	1,569	3.0%
Courtney Swan (Realfoodology) 🌐 📷 Nutrition expert and podcast host advocating for food system reform and organic living.	Education & Expert	1,601	2.8%
Andrew Weil 🌐 🎵 🗣️ 📺 📷 Renowned integrative medicine physician, Harvard-trained MD, and bestselling author promoting...	Business Leader	2,606	2.1%
Alexandria Noel 🌐 ✕ 🗣️ 📺 📷 Health coach and real food advocate sharing non-toxic swaps and clean eating tips.	Food & Drink	3,504	1.9%
Kyle Fitzgerald 🌐 🎵 📺 📷 Health and nutrition influencer sharing clean eating tips, grocery finds, and product recommendations.	Food & Drink	1,888	2.3%
Jess Bippen 🌐 🗣️ 📺 📷 Registered dietitian specializing in women's hormone health and nutrition who creates recipes and...	Education & Expert	1,867	2.3%
Mark Hyman, M.D. 🌐 🗣️ 🎵 ✕ 📷 Functional medicine physician, bestselling author, and health advocate who emphasizes nutrition...	Journalist/Host	1,012	7.9%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Calley Means 🌐 📺 Health advocate and co-author of 'Good Energy' who advises on nutrition and chronic disease policy.	Author	1,898	2.1%
Dr. Josh Axe 🌐 📺 Doctor, New York Times bestselling author, and podcast host known for natural health and...	Education & Expert	1,193	3.2%
Carnivoreishh 🌐 📺 📺 Duo of health and wellness influencers advocating for a carnivore diet and clean eating lifestyle.	Food & Drink	2,297	1.9%
Dr. Natazia zu Stolberg 🌐 📺 📺 Acupuncturist and herbalist sharing simple habits for well-being, founder of a tea brand and a Los...	Education & Expert	5,435	1.6%
Grace Terrell 🌐 📺 Holistic nutritionist based in Miami specializing in metabolism and hormone health.	Fitness & Health	5,199	1.6%
Dr. William Li 🌐 📺 Physician and author leading the Food as Medicine movement, founder of the Angiogenesis Foundation.	Education & Expert	1,518	2.3%
Dr Rangan Chatterjee 🌐 📺 📺 📺 Doctor, author, and podcast host promoting lifestyle medicine and holistic health.	Education & Expert	1,224	2.8%
Jessie Inchauspé (Glucose Goddess) 🌐 📺 French biochemist and bestselling author who translates complex glucose science into accessible...	Education & Expert	1,003	4.2%
Dr. Jolene Brighten 🌐 📺 📺 📺 Naturopathic doctor and hormone expert who educates women on ADHD, endometriosis, and hormonal health.	Education & Expert	1,708	2.1%
Tasha Rosales (Wellness Homemade) 🌐 📺 📺 Certified health coach and nutrition student creating content on sustainable eating and balanced...	Education & Expert	4,053	1.6%
Leigh Erin Connealy, M.D. 🌐 📺 📺 📺 Integrative medicine physician, author of The Cancer Revolution, and medical director of holistic...	Business Leader	1,981	1.9%
Anna Mondanaro 🌐 📺 📺 📺 Health and fertility coach advocating ancestral nourishment and holistic wellness through her...	Fitness & Health	3,066	1.6%
Medical Medium 🌐 📺 📺 📺 New York Times bestselling author and podcast host who promotes alternative health remedies and...	Author	992	3.2%
Dr. Caroline Leaf 🌐 📺 📺 📺 Neuroscientist and neuroplasticity expert who hosts The Dr. Leaf Show and writes books on mental health.	Author	1,289	2.3%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Paul Saladino, MD 🌐 📺 Board-certified physician and health educator promoting an animal-based diet and ancestral health...	Education & Expert	912	3.9%
Aubrey Marcus 🌐 📺 📺 Founder of Onnit and host of the Aubrey Marcus Podcast, known for discussions on health,...	Author	1,775	1.9%
Daniel Amen 🌐 📺 Psychiatrist and founder of Amen Clinics, known for brain health advocacy and bestselling books.	Business Leader	863	4.4%
Jasyra Santiago Hines (The Holistic RN) 🌐 🎧 📺 📺 Registered nurse and mother teaching non-toxic lifestyle swaps and natural remedies for families.	Lifestyle & Vlog	1,677	1.9%
Shawn Stevenson 🌐 📺 Bestselling author of Eat Smarter and Sleep Smarter, research scientist, and host of top-ranked...	Author	2,256	1.6%
Dr. Bobby Price 🌐 📺 📺 Holistic health expert, detox specialist, and content creator promoting natural remedies and...	Education & Expert	1,308	2.1%
Nisha Melvani (Cooking for Peanuts) 🌐 📺 Registered dietitian nutritionist and cookbook author creating healthy recipes and nutrition content.	Fitness & Health	1,245	2.1%
Danielle Duboise 🌐 📺 Founder of Sakara Life and nutrition expert with a master's in functional medicine.	Education & Expert	7,069	1.4%
Dr. Bre (Breanna Danielle) 🌐 📺 📺 Sociologist and wellness educator creating content on food, identity, and health.	Education & Expert	6,029	1.4%

CLUSTER 03

Restaurant Prestige Circuit

SIZE:	AVG EST. AFFINITY:	AVG EST. REACH:	BEST EXAMPLE:
34	1,881	2.5%	Nancy Silverton

Restaurant Prestige Circuit is Erewhon's restaurant-intelligence layer. It gives Clean Status Wellness a table, not just a routine - connecting clean ingredients and functional consumption to chef authority, reservation culture, critics, city guides, and prestige hospitality. The estimated affinity and estimated reach behind this section come from co-occurrence patterns across the cultural graph around Erewhon, so the read is directional: this cluster shows where Erewhon sits near dining credibility, not just wellness signaling.

Nancy Silverton - Culinary authority is the signal. In Erewhon's graph, she anchors the idea that ingredient obsession can be both disciplined and indulgent, linking the brand's clean-status language to the deeper prestige of Los Angeles restaurant craft.

Nobu Matsuhisa - He brings global hospitality legitimacy into Erewhon's orbit. The relevance is not sushi or celebrity tables alone, but a model of wellness-adjacent luxury where taste, access, and restraint all read as status.

Tejal Rao - Critical context matters here. As a Los Angeles restaurant critic, she places Erewhon near the authority system that decides what is culturally worth eating, not merely what is optimized or clean.

Mario Carbone - This is the bridge between ingredient culture and reservation theater. His presence in the graph ties Erewhon to the social performance of dining, where knowing the right order carries as much currency as knowing the right supplement.

Yotam Ottolenghi - He gives Erewhon proximity to beautiful, vegetable-forward abundance. The signal is disciplined pleasure rather than denial: flavor, color, cookbooks, entertaining, and a version of health that still wants the table to feel generous.

Mike Chau - City food intelligence is the point. In the graph, he represents the guide layer around Erewhon: the people who translate cultural proximity into where to eat, what to order, and which places are worth the trip.

Christina Tosi - She keeps the cluster from becoming too austere. For Erewhon, her role is to connect functional wellness to play, nostalgia, and dessert culture - proof that clean-status consumption still needs moments of permission.

Restaurant Prestige Circuit

What this means for Erewhon - Restaurant Prestige Circuit protects Erewhon from being read as wellness asceticism. Strategically, it positions the brand closer to the dining circuit than the supplement aisle: a place where expert taste, ingredient standards, city knowledge, and social ritual converge. The white space is not another health claim. It is chef-led credibility, restaurant-world collaborations, and editorial food intelligence that make Erewhon feel like part of the same cultural calendar as the hardest table to get.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Nancy Silverton    Acclaimed chef, cookbook author, and co-owner of Mozza Restaurant Group.	Author	1,922	4.2%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Nobu Matsuhisa 🌐 📷 World-renowned chef and restaurateur known for fusion cuisine and upscale dining.	Food & Drink	2,847	2.6%
Mike Chau 🌐 📷 Food influencer and critic who reviews restaurants and shares dining recommendations in New York City.	Food & Drink	2,456	2.6%
Mario Carbone 🌐 📷 Chef and co-founder of Major Food Group known for Italian-American cuisine and restaurants like Carbone.	Food & Drink	3,075	2.1%
Jeremy Jacobowitz (Brunchboys) 🌐 🎧 🗨️ 📺 📷 Digital creator and food influencer known for NYC food and travel guides.	Food & Drink	1,409	3.7%
Yotam Ottolenghi 🌐 📷 Chef, cookbook author, and restaurateur known for bold flavors and Middle Eastern-inspired cuisine.	Author	1,293	4.4%
Tejal Rao 🌐 📷 Restaurant critic for the New York Times covering Los Angeles food scene.	Journalist/Host	2,460	2.1%
Mike Bagale 🌐 📷 Chef, restaurateur, and creative director behind award-winning NYC restaurant and bar Sip&Guzzle.	Business Leader	3,644	1.9%
NYC Food Faves 🌐 🗨️ 📷 Food influencer sharing restaurant recommendations and dining experiences in New York City.	Food & Drink	1,547	2.8%
Eat This - NYC Eats & Experiences 🌐 📷 Curated recommendations for dining and experiences in New York City and beyond.	Food & Drink	2,654	1.9%
Edward Lee 🌐 📷 James Beard Award-winning chef, restaurateur, and cookbook author known for blending Korean and...	Food & Drink	1,331	2.8%
Christina Tosi 🌐 📷 Pastry chef, cookbook author, and founder of Milk Bar known for creative desserts and baking community.	Author	1,392	2.6%
Elazar Sontag 🌐 📷 Food critic for The Washington Post covering restaurant reviews and dining culture.	Journalist/Host	2,259	1.9%
thecarboholic 🌐 🗨️ 🎧 📷 Food influencer and content creator based in New York City, sharing restaurant reviews and...	Food & Drink	1,518	2.3%
Nadia Chaudhury 🌐 📷 Deputy dining editor for Eater covering New York and Northeast restaurant scene.	Journalist/Host	3,466	1.6%
James Kent 🌐 📷 Multi-Michelin-starred chef and restaurateur behind Saga, Crown Shy, and Overstory in New York City.	Food & Drink	3,368	1.6%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Grant Achatz    Chef and co-owner of Alinea Group, known for avant-garde cuisine in Chicago.	Business Leader	1,021	3.0%
Hungryinla    Los Angeles food photographer and influencer sharing local restaurant recommendations and food content.	Food & Drink	1,478	2.1%
Morgan Raum    Food influencer based in New York City, known for fast food and restaurant reviews.	Food & Drink	1,741	1.9%
Daniel Humm   Swiss chef and restaurateur known for Eleven Madison Park and plant-based cuisine.	Food & Drink	1,229	2.3%
Jack's Dining Room    Digital creator sharing food reviews and dining experiences from around the world.	Food & Drink	818	5.8%
Girls Who Like to Eat Food   Food influencer based in New York City sharing restaurant recommendations and supporting local...	Food & Drink	1,398	2.1%
Steve Dolinsky      Food journalist, TV host, author, and pizza tour founder with multiple James Beard Awards.	Journalist/Host	2,440	1.6%
Jeremy Fox   Celebrated chef and cookbook author known for vegetable-focused cuisine and restaurant leadership.	Author	1,598	1.9%
Keith McNally   New York restaurateur known for founding Balthazar, Pastis, and Minetta Tavern.	Business Leader	1,320	2.1%
Cedric Grolet   French pastry chef known for trompe-l'œil fruit sculptures and innovative desserts.	Visual Artist	812	4.4%
Laurent Dagenais     Chef and restaurateur known for indulgent pasta, seafood, and luxury comfort food creations.	Food & Drink	1,297	2.1%
Laila Gohar   Food artist, chef, and designer celebrated for whimsical culinary installations and brand collaborations.	Visual Artist	2,155	1.6%
Kristen Kish    Chef, Emmy-nominated host of Top Chef, and New York Times bestselling author who won Top Chef season 10.	Reality TV Personality	894	3.0%
Anthony Mangieri    Celebrated pizzaiolo and restaurateur who has run Una Pizza Napoletana in New York City since 1996.	Business Leader	2,098	1.6%
Brian Can't Stop Eating    Food content creator based in New York City, known for reviewing diverse cuisines and documenting...	Food & Drink	940	2.8%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Bill Addison   Restaurant critic for the Los Angeles Times known for annual best restaurants lists and thoughtful...	Journalist/Host	2,027	1.6%
Jenn Harris   Restaurant critic for the Los Angeles Times covering food and dining in Southern California.	Journalist/Host	2,027	1.6%
Rick Lox   Food critic and content creator reviewing restaurants from cheap eats to Michelin stars in Los...	Food & Drink	2,027	1.6%

CLUSTER 04

Fashion Beauty Design

SIZE:	AVG EST. AFFINITY:	AVG EST. REACH:	BEST EXAMPLE:
28	1,770	2.5%	Anine Bing

Fashion Beauty Design is Erewhon’s visual status layer. Where other clusters give the brand nutritional credibility, founder authority, or celebrity heat, this one explains why Erewhon reads as a lifestyle address: a place where the smoothie, the tote, the skin routine, the workout set, and the kitchen counter belong to the same taste code. The estimated affinity and estimated reach in this section are directional signals from co-occurrence patterns, not a panel or audience measurement.

- Anine Bing** - The signal here is polished minimalism with entrepreneurial authority. Her proximity to Erewhon reinforces the idea that clean wellness is not ascetic, but styled, disciplined, and commercially fluent.
- Jonathan Anderson** - In the graph, he functions as a marker of high-fashion literacy. His presence pulls Erewhon closer to the world of creative direction, where objects, packaging, and everyday rituals become cultural status.
- Athena Calderone** - She gives Erewhon proximity to the home as a stage for taste. The connection is less about wellness as performance and more about the curated domestic life: beautiful food, spare interiors, and routines that photograph well without looking forced.
- Paige Lorenze** - This is the bridge between lifestyle branding and soft-prep aspiration. Her presence points to Erewhon’s overlap with a younger taste world where nostalgia, leisure, and clean consumption are packaged as a personal aesthetic.
- Eva Chen** - For Erewhon, the relevance is fashion media fluency. She represents the social layer that knows how trends travel, how objects become signals, and how a grocery run can sit inside the same cultural orbit as a runway recap.
- Dr. Barbara Sturm** - Her role is to connect beauty status with expert-coded science. In Erewhon’s graph, she sharpens the idea that premium wellness gains power when it sounds clinical, looks luxurious, and feels like a private protocol.
- Kelly Wearstler** - The design cue is maximal, architectural, and highly intentional. Her proximity suggests that Erewhon’s status is not only in what is consumed, but in the environments and surfaces that make consumption feel elevated.

Fashion Beauty Design

What this means for Erewhon - This cluster shows that Erewhon’s advantage is not only health credibility. It is cultural packaging. The brand sits near people who turn taste into systems: wardrobes, rooms, skincare, objects, and daily rituals. Strategically, that makes Fashion Beauty Design a high-value partnership white space for Erewhon, especially where limited products, store design, merch, editorial content, and beauty-adjacent wellness can make the brand feel less like a retailer and more like the physical address of Clean Status Wellness.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Anine Bing   Danish fashion designer and founder of her eponymous fashion brand, also a musician	Business Leader	4,312	3.0%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Jonathan Anderson   Fashion designer known for founding his namesake label and leading creative direction at Loewe.	Visual Artist	1,824	3.5%
Athena Calderone   Interior designer, author, and lifestyle influencer known for minimalist design and home cooking content.	Lifestyle & Vlog	1,779	3.5%
Paige Lorenze     Founder and creative director of lifestyle brand Dairy Boy, known for nostalgic fashion and...	Fashion & Style	1,978	2.6%
Eva Chen   Fashion executive at Instagram, author of children's books, and prominent figure in the fashion industry.	Fashion & Style	2,308	2.3%
Kelly Wearstler    Interior designer, architect, and creative director known for bold, eclectic style and luxury brand.	Visual Artist	1,301	3.5%
Jenna Lyons   Fashion executive and style influencer known for her role as creative director at J.Crew and...	Fashion & Style	1,464	2.8%
Joe Freshgoods   Streetwear designer and creative director known for collaborations with New Balance and...	Fashion & Style	1,898	2.1%
DATA, BUT MAKE IT FASHION   Fashion analyst using data to dissect trends, designer collections, and cultural intersections.	Fashion & Style	1,898	2.1%
Dr. Barbara Sturm   German aesthetics doctor and founder of a luxury molecular skincare line specializing in...	Business Leader	2,398	1.9%
Rosie Huntington-Whiteley   British model and actress known for Victoria's Secret and founding lifestyle brand Mémoire.	Model	1,372	2.6%
Aimee Song     Fashion influencer, author, and entrepreneur known for her blog Song of Style and lifestyle content.	Fashion & Style	1,777	2.1%
Sandy Liang   Fashion designer known for playful, feminine aesthetic and New York-based boutique.	Visual Artist	2,086	1.9%
Gabbriette   Model and fashion influencer known for collaborations with luxury brands like Gucci and Burberry.	Model	1,593	2.1%
Ashley Stark Kenner    Creative director and content creator sharing interior design, fashion, and lifestyle content.	Lifestyle & Vlog	1,329	2.3%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Sofia Richie Grainge     Model and fashion entrepreneur known for personal style and the SRG Atelier brand.	Model	968	3.2%
Lori Harvey   Model, socialite, and entrepreneur known for fashion partnerships and own swimwear and skincare brands.	Model	1,043	2.8%
Chriselle Lim     Fashion influencer and founder of fragrance brand PHLUR, recognized as a top creator in fashion.	Fashion & Style	2,599	1.6%
Jasmine Tookes    Model represented by IMG Models and co-founder of skincare brand Brunel.	Model	1,719	1.9%
Emily Schuman    Founder of Cupcakes and Cashmere and Lavune Home, lifestyle influencer, and author sharing...	Lifestyle & Vlog	2,300	1.6%
Mister Cartoon      Tattoo artist, muralist, and graffiti writer known for his iconic style and influence on LA car culture.	Visual Artist	1,608	1.9%
Becca Bloom     Lifestyle and fashion influencer known for luxury brand partnerships and travel content.	Lifestyle & Vlog	896	3.2%
Lilliana Vazquez   TV host and digital creator known for fashion, beauty, and retail trend forecasting.	Fashion & Style	2,214	1.6%
Bobby Hundreds    Co-founder of streetwear brand The Hundreds and global creative director at Disney.	Business Leader	2,194	1.6%
Matthieu Blazy   Artistic director at CHANEL known for his fashion collections and creative direction in haute...	Fashion & Style	1,562	1.9%
Victoria Beckham   British fashion designer and former pop star known for her role in the Spice Girls.	Musician	766	5.3%
Amber Lewis    Interior designer and author of bestselling home design books and founder of a lifestyle brand.	Author	892	3.0%
Ashtin Earle   Fashion and lifestyle influencer known for luxury brand collaborations and Vogue features.	Fashion & Style	1,485	1.9%

CLUSTER 05

Lifestyle Hosts & Socialites

SIZE:	AVG EST. AFFINITY:	AVG EST. REACH:	BEST EXAMPLE:
21	2,003	2.5%	Joey Jurgovan

Lifestyle Hosts & Socialites is the salon layer of Erewhon's cultural graph. It contributes something the expert, founder, and performance clusters cannot on their own - the feeling of everyday social instruction. The estimated affinity and estimated reach attached to this cluster are directional readings from co-occurrence patterns, not behavioral measurement. Its role is to make Clean Status Wellness feel lived-in: the smoothie, the pantry, the playdate, the date advice, the city recommendation, the non-alcoholic drink, the etiquette cue. Around Erewhon, aspiration becomes ambient companionship.

Joey Jurgovan - The cultural claim is disciplined domestic fluency: real food, daily movement, and non-toxic living presented without institutional distance. For Erewhon, she sharpens the signal that clean consumption is not a treat, but a daily operating system.

Gwyneth Paltrow - In the graph, she functions as the legacy authority for upscale wellness as taste. Her proximity reinforces Erewhon's position inside a world where ingredients, rituals, and self-optimization carry social meaning.

Lauryn Bosstick - The signal here is intimacy as infrastructure. Her podcast-and-product universe connects Erewhon to women who process wellness through conversation, routine, beauty, and entrepreneurial self-design.

Isaac Hindin-Miller - He gives Erewhon proximity to the city-guide class: people who turn where to go, what to order, and who to know into cultural currency. This is Erewhon as part of the itinerary, not just the errand.

Emily Mariko - Her relevance is the quiet conversion of domestic life into aesthetic authority. In Erewhon's orbit, she points to the power of meals, baby products, and household rituals becoming soft-status signals.

Sara Jane Ho - This is the bridge between wellness and conduct. Her etiquette lens places Erewhon near a more polished idea of modern living, where what one consumes sits beside how one hosts, speaks, and moves through social life.

Soberish Mom - For Erewhon, the relevance is sober-curious pleasure without moral heaviness. Her presence maps a beverage and ritual opportunity: mocktails, mindful drinking, and motherhood content as credible extensions of clean indulgence.

Lifestyle Hosts & Socialites

What this means for Erewhon - This cluster shows that Erewhon's cultural power is not only in products or expertise. It is in social choreography. The people closest to this cluster teach the routines around consumption: how to host, how to prep, how to date, how to travel, how to drink less, how to make family life look composed. Strategically, this is partnership white space for Erewhon beyond classic wellness talent - city guides, etiquette hosts, lifestyle podcasters, sober-social voices, and domestic tastemakers who can make Clean Status Wellness feel like a way to belong.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Joey Jurgovan 🌐 📷 Former accountant turned content creator sharing advice on real food, daily movement, and...	Lifestyle & Vlog	2,669	2.3%
Gwyneth Paltrow 🌐 🎧 📷 Actress, entrepreneur, and founder of the lifestyle brand Goop.	Actor	1,265	8.6%
Lauryn Bosstick 🌐 📷 Lifestyle influencer, podcast host, and founder of The Skinny Confidential.	Lifestyle & Vlog	1,998	2.3%
Isaac Hindin-Miller 🌐 📺 📷 City guide creator, DJ, and interviewer known for producing curated travel content with notable guests.	Lifestyle & Vlog	1,837	2.3%
Emily Mariko 🌐 📷 Lifestyle influencer and mother sharing family life, cooking, and baby product recommendations.	Lifestyle & Vlog	1,808	2.3%
Erin Foster 🌐 🎵 📺 📷 Writer, actress, producer, and co-founder of fashion brand Favorite Daughter, creator of Netflix's...	Filmmaker	2,628	1.9%
Sara Jane Ho 🌐 🎧 ✂️ 📺 📷 Etiquette expert, Netflix host, and podcast host known for blending Chinese traditions with modern...	Reality TV Personality	1,864	2.1%
Hannah Bronfman 🌐 📺 📷 Wellness entrepreneur, former DJ, and content creator documenting motherhood, beauty, and lifestyle.	Lifestyle & Vlog	2,316	1.9%
Sami Spalter 🌐 📷 Co-founder of a fashion brand and podcast host, sharing motherhood and lifestyle content.	Lifestyle & Vlog	4,512	1.6%
Tinx 🌐 📷 Best-selling author, radio host, and dating advice influencer known for humorous and relatable content.	Lifestyle & Vlog	1,689	2.1%
Kamie Crawford 🌐 🎧 🎵 📺 📷 TV host and podcast producer known for co-hosting MTV's Catfish and the Webby-winning Relationship...	Reality TV Personality	1,671	2.1%
Soberish Mom 🌐 ✂️ 📺 📷 Creator sharing mindful drinking strategies, mocktail recipes, and honest motherhood content.	Lifestyle & Vlog	1,898	1.9%
Alex Cooper 🌐 📷 Host of a top-ranked podcast and founder of a media and lifestyle company.	Lifestyle & Vlog	888	5.1%
Guy Raz 🌐 📺 🎧 🎵 📷 Podcast host and author known for How I Built This and other interview programs.	Journalist/Host	2,749	1.6%
Liv Schreiber 🌐 🎵 📷 Founder of Camp Social and matchmaking series creating offline communities for women.	Lifestyle & Vlog	2,628	1.6%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Crunchy Mom Kate   Christian mother and influencer sharing her journey of holistic living, non-toxic home, and...	Lifestyle & Vlog	2,345	1.6%
Laurie Cooper   Real estate broker and digital creator sharing dating and lifestyle advice for New York City women.	Lifestyle & Vlog	1,617	1.9%
Lewis Howes    Host of The School of Greatness podcast and bestselling author known for motivational content and...	Journalist/Host	794	4.6%
Aur�lie Bouti   Travel influencer from France known for luxury destination content and brand collaborations.	Lifestyle & Vlog	1,287	2.1%
Jeremy Abramson   Podcast host and founder of Soulful Shabbat who coaches executives on mindset, spirituality, and...	Education & Expert	2,098	1.6%
Whitney Port      Reality television personality, fashion designer, and podcast host known for appearing on "The Hills."	Reality TV Personality	1,494	1.9%

CLUSTER 06

Boutique Bodywork & Fitness

SIZE: 18	AVG EST. AFFINITY: 2,483	AVG EST. REACH: 2.3%	BEST EXAMPLE: Melissa Wood- Tepperberg
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Boutique Bodywork & Fitness is the discipline layer inside Erewhon's cultural graph. It contributes the studio-class cadence that other clusters do not: sculpt, fascia, lymphatic drainage, nervous-system regulation, plant-based performance, and the visible maintenance of the body as a daily practice. The estimated affinity signal here is directional, drawn from co-occurrence patterns, not a panel or a count of Erewhon's actual consumers.

Melissa Wood-Tepperberg - The cultural claim is soft discipline: low-impact movement, clean beauty, and emotional regulation packaged as an elegant routine. For Erewhon, she anchors the idea that wellness status is not only what one consumes, but how visibly composed the routine looks.

Megan Roup - The signal here is boutique fitness as lifestyle infrastructure. Her Sculpt Society universe sits close to Erewhon because both turn repeatable health rituals into a polished social language.

Rebecca Faria (Detox by Rebecca) - In the graph, she functions as the bodywork authority: lymphatic drainage, de-puffing, recovery, and maintenance as beauty logic. That gives Erewhon proximity to a highly specific wellness belief system where the body is edited, supported, and optimized between meals, supplements, and appointments.

Tracy Anderson - She brings legacy authority to the cluster, linking Erewhon to the longer Los Angeles tradition of celebrity training and method-based physical transformation. The relevance is not novelty, but institutional credibility inside the clean-status wellness orbit.

Dale Stabler (Sweats & The City) - This is the bridge between studio discovery and cultural taste. Her presence suggests that Erewhon's graph is close not just to trainers, but to the people who know which class, method, treatment, or ritual is worth trying next.

Ben Greenfield - He gives the cluster its performance edge: biomarkers, biohacking, recovery protocols, and optimization culture. For Erewhon, the connection sharpens the difference between casual healthy living and disciplined pleasure backed by systems, experts, and proof-coded routines.

Jules Horn - The emerging signal is somatic maintenance, where fascia release and nervous-system work become part of the same wellness stack as smoothies, supplements, and sculpt classes. She expands Erewhon's graph from visible tone into felt regulation.

Boutique Bodywork & Fitness

What this means for Erewhon - Boutique Bodywork & Fitness makes Erewhon feel less like a grocery destination and more like the commissary for a disciplined life. Strategically, this cluster points to partnership white space around recovery menus, studio-adjacent drops, lymphatic and fascia education, trainer-curated routines, and expert-led rituals that translate clean ingredients into visible, repeatable self-command.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Melissa Wood-Tepperberg      Health and wellness influencer and founder of a fitness platform focused on mind-body exercise and...	Fitness & Health	1,934	3.5%
Megan Roup   Founder of The Sculpt Society and celebrity trainer sharing fitness and lifestyle content.	Fitness & Health	3,106	2.3%
Rebecca Faria (Detox by Rebecca)   Wellness entrepreneur and lymphatic drainage specialist known for educational content and spa services.	Fitness & Health	2,824	2.3%
Tracy Anderson      Fitness entrepreneur and creator of the Tracy Anderson Method, known for her workout programs and...	Fitness & Health	2,250	2.6%
Dale Stabler (Sweats & The City)     Fitness influencer and consultant known for boutique fitness reviews and industry insights.	Fitness & Health	2,847	2.1%
Ben Greenfield   Health and fitness expert, podcast host, author, and biohacker known for optimizing human performance.	Education & Expert	2,651	2.1%
Max (Vegan Physique Coach)    Vegan physique coach helping build elite physiques on a plant-based diet through nutrition and...	Fitness & Health	1,507	2.8%
Samantha Clarke   Fitness and lifestyle creator who co-founded activewear brand Form and co-hosts the Transform podcast.	Fitness & Health	2,939	1.9%
Aggie Lal   Wellness influencer and biohacker helping women optimize health, fitness, and fertility through...	Fitness & Health	2,761	1.9%
Hunter Stoler     Certified health coach and content creator sharing simple, sustainable tips for weight loss and...	Fitness & Health	1,560	2.3%
Rich Roll    Podcast host, author, and ultrarunner known for plant-based lifestyle and inspirational conversations.	Journalist/Host	1,028	3.7%
Jules Horn   Somatic healing practitioner teaching fascia release and nervous system regulation through online...	Fitness & Health	1,418	2.3%
Samantha Christine (Samcfit)   Certified nutritionist and personal trainer helping women feel empowered through fitness, macro...	Fitness & Health	3,147	1.6%
Kira Stokes   Fitness trainer, celebrity trainer, and founder of KSFITAPP and Stoked Gear with over 30 years...	Fitness & Health	2,749	1.6%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Harley Pasternak   Best-selling fitness and nutrition author, gym designer, and adjunct professor at the University...	Author	2,718	1.6%
lessie.fitness    Fitness influencer and Pilates content creator promoting home workouts and the BetterMe brand.	Fitness & Health	921	3.0%
Emma Lovewell    Peloton instructor, speaker, and best-selling author known for fitness and lifestyle content.	Fitness & Health	1,260	2.1%
Kim Strother   Personal trainer and holistic health coach creating digital fitness and nutrition content.	Fitness & Health	7,069	1.4%

CLUSTER 07

Plant-Forward Idealists

SIZE: 17	AVG EST. AFFINITY: 3,047	AVG EST. REACH: 2.5%	BEST EXAMPLE: Radhi Devlukia
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Plant-Forward Idealists give Erewhon its moral food vocabulary. This cluster is less about deprivation than discernment: vegan cooking, regenerative agriculture, dairy-free craft, seasonal produce, and recipes that make purity feel pleasurable. The estimated affinity and estimated reach signals here come from entity-to-entity co-occurrence patterns, not a panel, and they position Erewhon close to a food culture where sustainability and taste are expected to reinforce each other.

Radhi Devlukia - The signal here is wellness food as daily ritual, not dietary restriction. Her Ayurveda-inflected recipes and lifestyle work place Erewhon near a softer, highly aesthetic version of plant-based discipline.

Samah Dada - In the graph, she functions as the bridge between heritage cooking and the clean pantry. That matters for Erewhon because her work makes plant-forward eating feel culturally rooted rather than clinically optimized.

Chloé Crane-Leroux - She gives Erewhon proximity to the Mediterranean end of plant-based aspiration: olive oil, vegetables, visual calm, and meals that photograph as well as they perform. The signal is beauty as a form of nutritional credibility.

Camilla Marcus - This is the sustainability backbone of the cluster. Her advocacy around regenerative agriculture connects Erewhon to a more serious food-system conversation, where ingredient purity is tied to soil, sourcing, and operator credibility.

Danielle Brown - For Erewhon, the relevance is accessibility without aesthetic collapse. Healthy Girl Kitchen translates vegan food into repeatable home routines, which supports Erewhon's role as a premium destination for habits that still feel achievable.

Nisha Vora - Her value is instructional authority. Rainbow Plant Life brings technique, substitution literacy, and plant-based confidence into Erewhon's orbit, turning clean eating from a status signal into a practiced skill.

Miyoko Schinner - She anchors the dairy-free specialist lane. Her presence points to Erewhon's closeness to founders who changed the plant-based shelf from compromise into craft, especially around cheese, creamery, and indulgence without animal products.

Plant-Forward Idealists

What this means for Erewhon - Plant-Forward Idealists show that Erewhon's clean status is not only built through celebrity wellness or luxury convenience. It also depends on a principled food culture where vegetables, dairy alternatives, regenerative sourcing, and global home cooking carry social meaning. Strategically, this is partnership white space for Erewhon: the cluster can make the store feel less like a wellness spectacle and more like an authority system for what thoughtful people should eat next.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Radhi Devlukia   Plant-based cook, New York Times best-selling author, podcast host, and wellness entrepreneur...	Food & Drink	2,158	4.2%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Samah Dada    Chef, television host, and cookbook author known for healthy, plant-forward recipes and...	Author	2,949	2.8%
Chloé Crane-Leroux     Plant-based cookbook author and content creator known for Mediterranean-inspired recipes and...	Author	2,290	2.8%
Camilla Marcus    Chef, activist, and author promoting regenerative agriculture and sustainable cooking practices.	Food & Drink	6,356	1.9%
Danielle Brown (Healthy Girl Kitchen)   Plant-based cookbook author and content creator sharing healthy recipes and lifestyle tips.	Author	1,196	4.9%
Laura Wright (thefirstmess)   Food blogger creating lush and wholesome vegan recipes with a focus on seasonal ingredients.	Food & Drink	3,460	1.9%
Nisha Vora (Rainbow Plant Life)   Vegan recipe developer, cookbook author, and content creator known for plant-based cooking tutorials.	Food & Drink	1,392	3.0%
Plant Romance   Home cook sharing vibrant, plant-forward dishes with artistic presentation and detailed flavor...	Food & Drink	3,333	1.9%
Turnip Vegan      Vegan chef and recipe creator building a solar-powered greenhouse in the desert.	Food & Drink	1,207	3.7%
Plantfully Based   Vegan recipe creator and cookbook author known for plant-based comfort food content.	Food & Drink	2,680	1.9%
Strength and Sunshine   Food blogger and author sharing gluten-free, vegan, and allergy-free recipes and nutrition advice.	Food & Drink	12,587	1.6%
Miyoko Schinner   Plant-based chef, entrepreneur, and activist known for pioneering vegan cheese and creamery products.	Business Leader	1,727	2.1%
Larisha (Make It Dairy Free)   Vegan recipe creator and food blogger sharing dairy-free, plant-based meals for all diets.	Food & Drink	3,737	1.6%
Jenné Claiborne (Sweet Potato Soul)   Vegan recipe developer and cookbook author known for vibrant plant-based dishes and lifestyle content.	Food & Drink	1,810	1.9%
Catherine Perez (Plant Based RD)      Registered dietitian and cookbook author creating plant-based recipes for nourishing meals.	Food & Drink	1,049	2.8%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
WoonHeng Chia   Digital creator and cookbook author specializing in vegan Asian cuisine.	Food & Drink	2,322	1.6%
Shakayla Felice     Plant-forward recipe creator and newsletter writer based in Seattle, Washington.	Food & Drink	1,544	1.9%

CLUSTER 08

Editorial Food Literati

SIZE: 17	AVG EST. AFFINITY: 2,714	AVG EST. REACH: 2.4%	BEST EXAMPLE: Mark Bittman
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The Editorial Food Literati cluster gives Erewhon's cultural graph its culinary permission structure. Built from co-occurrence patterns, not a panel, this group shows where Erewhon sits near food writers, cookbook authors, editors, recipe operators, and hosts who can make consumption feel selected rather than simply promoted. In Clean Status Wellness, they contribute what other clusters cannot: the authority to turn clean ingredients and beautiful routines into edited taste.

Mark Bittman - Minimalism is the authority signal: he makes restraint feel intelligent rather than joyless. For Erewhon, his proximity frames clean eating as an edited cooking philosophy, not just a premium retail habit.

Zaynab Issa - The signal here is modern recipe literacy, where home cooking moves through newsletters, food media, and cookbook culture with a distinct point of view. She connects Erewhon to a younger editorial food world that wants ease, specificity, and taste without flattening everything into wellness content.

Oset Babür-Winter - In the graph, she functions as a room-maker: part editor, part host, part culinary scenemaker. Her relevance to Erewhon is social permission, the idea that knowing what to eat also means knowing which tables, publications, and gatherings matter.

Natasha Pickowicz - She gives Erewhon proximity to disciplined pleasure, especially the kind that treats dessert, communal cooking, and hospitality as serious cultural work. That matters because Erewhon's strongest food signal is not austerity, but indulgence made legible through craft.

Kat Odell - This is the bridge between clean status and restaurant-world fluency. Her presence pulls Erewhon toward fine dining, cocktails, travel, and culinary trend intelligence, suggesting that the brand's orbit is as interested in taste hierarchy as ingredient purity.

Melissa Clark - Her role is institutional confidence: the recipe column as a trusted habit. For Erewhon, that points to a quieter form of authority, where repeated usefulness can be more powerful than novelty.

Alison Roman - The cultural claim is that a recipe can become a lifestyle object when the voice is strong enough. Erewhon sits close to that same logic: pantry items, prepared foods, and routines gain meaning when they feel authored.

Editorial Food Literati

What this means for Erewhon - The strategic opportunity is to treat food editorial as a status layer, not an afterthought. Erewhon does not need more generic wellness language here; it needs recipe authorship, chef notes, contributor-led menus, cookbook-world collaborations, and small-format food media that make its ingredients feel chosen by people with taste. This cluster suggests that Erewhon's clean status is strongest when it is not only good for you, but well edited.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Mark Bittman 🌐 📺 Food journalist, author, and former New York Times columnist known for his minimalist cooking approach.	Journalist/Host	2,153	3.5%
Zaynab Issa 🌐 📺 📖 Food writer, recipe developer, and cookbook author whose work appears in major food publications...	Author	3,796	2.3%
Natasha Pickowicz 🌐 📺 Four-time James Beard finalist and chef-author known for cookbooks 'More Than Cake' and 'Everyone...	Author	2,723	2.6%
Oset Babür-Winter 🌐 📺 Writer, editor, and events curator who founded Prix Fixe and contributes to Food & Wine and New...	Author	6,508	1.9%
Sarah Ahn 🌐 📺 📖 Korean cooking content creator and bestselling cookbook author known for sharing family recipes...	Food & Drink	1,405	3.7%
Carla Lalli 🌐 📺 Chef, cookbook author, and Substack newsletter writer known for accessible recipes and food storytelling.	Author	1,678	2.6%
Kat Odell 🌐 📺 Food journalist, author, and consultant covering fine dining, cocktails, and culinary trends.	Author	3,333	1.9%
Melissa Clark 🌐 📺 Prolific New York Times food columnist and cookbook author known for her recipe columns and...	Journalist/Host	1,634	2.6%
Alison Roman 🌐 📺 Cookbook author and writer known for minimalist recipes and a popular newsletter and grocery store.	Author	1,085	3.7%
Stacey Mei Yan Fong 🌐 📺 📖 Author and pie baker behind the "50 Pies, 50 States" book and project.	Author	5,315	1.6%
Matt Rodbard 🌐 📺 📖 Food writer, editor of TASTE magazine, author of award-winning cookbooks, and host of the This Is...	Author	4,123	1.6%
Shilpa Uskokovic 🌐 📺 Senior food editor at Bon Appétit and co-owner of Hani's Bakery in New York City.	Journalist/Host	3,857	1.6%
Adeena Sussman 🌐 📺 📖 Two-time New York Times bestselling cookbook author and food writer based in Tel Aviv.	Author	2,055	1.9%
Priya Krishna 🌐 📺 📖 Food reporter for The New York Times and bestselling cookbook author known for Indian-ish and On...	Journalist/Host	1,201	2.6%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Khushbu Shah    Food journalist, cookbook author, and newsletter writer focusing on Indian-American cuisine and...	Journalist/Host	2,814	1.6%
Sarah Fennel   New York Times bestselling cookbook author and baking blogger known for nostalgic dessert recipes.	Author	1,002	2.6%
Ruth Reichl    Food writer, former New York Times restaurant critic, and editor of Gourmet magazine.	Journalist/Host	1,462	1.9%

CLUSTER 09

Pop Celebrity Halo

SIZE: 16	AVG EST. AFFINITY: 1,394	AVG EST. REACH: 3.1%	BEST EXAMPLE: Rick Caruso
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Pop Celebrity Halo gives Erewhon's cultural graph its public wattage. Where the expert, founder, and wellness clusters explain the discipline behind Clean Status Wellness, this group makes the territory socially legible: actors, athletes, musicians, DJs, and celebrity entrepreneurs turn Erewhon from a set of consumption rules into a recognizable scene. Read directionally, the estimated affinity and estimated reach signals come from co-occurrence patterns, which is why the cluster is less about endorsement and more about recurring cultural adjacency.

Rick Caruso - LA place-making is the dominant signal. His proximity ties Erewhon to the built environment of affluent Los Angeles: curated retail, outdoor leisure, civic lifestyle, and the idea that where one spends time is itself a status marker.

Bethenny Frankel - Commercial candor is her currency. In Erewhon's graph, she connects wellness consumption to product scrutiny, founder mythology, and the public performance of knowing which packaged promises are worth believing.

Justine Lupe - Prestige-TV adjacency gives Erewhon a quieter kind of status. Her presence pulls the graph toward smart, tasteful, culturally fluent entertainment circles rather than pure optimization culture.

Phil Rosenthal - Pleasure is the point here. He bridges Erewhon's clean-ingredient discipline with food as warmth, curiosity, travel, and generosity, which keeps the brand from reading as ascetic.

Naomi Osaka - Athletic self-possession sharpens the performance signal. For Erewhon, her proximity reinforces the idea that wellness is not just aesthetic restraint, but a credible routine for people whose bodies and reputations are under pressure.

Kaytranada - Sound culture widens the room. His presence links Erewhon to nightlife-adjacent taste communities, where the brand becomes part of a broader rhythm of hotels, listening rooms, fashion dinners, and LA social movement.

Pharrell - The relevance is style authority across categories. Music, fashion, design, and beauty converge around him, which mirrors Erewhon's own role as a grocery concept that behaves like a cultural signal.

Pop Celebrity Halo

What this means for Erewhon - This cluster says Erewhon should treat celebrity not as borrowed fame, but as scene validation. The strongest partnership white space sits with figures who make clean consumption feel social, mobile, and aesthetically literate: athlete routines, music-led gatherings, film-world rituals, and limited collaborations that place Erewhon inside LA's broader authority system for taste.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Rick Caruso    Businessman, philanthropist, and real estate developer known for creating The Grove and Palisades...	Business Leader	2,847	3.5%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Bethenny Frankel      Entrepreneur and reality television personality known for founding Skinnygirl brand and appearing...	Reality TV Personality	1,022	5.8%
Justine Lupe   Actress known for roles in television series including Succession and Nobody Wants This.	Actor	2,297	1.9%
Phil Rosenthal   Television creator and host known for the sitcom Everybody Loves Raymond and the travel series...	Filmmaker	1,165	2.8%
Aryna Sabalenka   Professional tennis player from Belarus known for powerful game and grand slam titles.	Individual Sports	1,335	2.3%
HUGEL   French DJ and electronic music producer known for club anthems and Ibiza residencies.	Musician	1,515	2.1%
Kaytranada   Canadian electronic music producer and DJ known for genre-blending sound and Grammy-winning album.	Musician	1,087	2.8%
Naomi Osaka   Professional tennis player known for multiple Grand Slam titles and advocacy for social justice.	Individual Sports	1,085	2.8%
LP Giobbi     Electronic musician, DJ, and founder of Femme House, known for house music and live piano performances.	Musician	1,752	1.9%
Jorja Smith   British singer and songwriter known for soulful R&B and pop music.	Musician	1,256	2.3%
Pharrell      Grammy-winning musician, producer, and fashion designer known for hit songs and innovative style.	Musician	820	6.0%
Austin Butler   Actor known for roles in film and television, notably portraying Elvis Presley.	Actor	1,086	2.6%
Maria Sharapova     Former professional tennis player and Grand Slam champion turned entrepreneur and podcast host.	Individual Sports	2,256	1.6%
Rosalía   Spanish singer and songwriter known for flamenco-infused pop and reggaeton hits.	Musician	800	4.4%
Jessica Alba   Actress and entrepreneur known for starring in films like "Sin City" and "Fantastic Four," and...	Actor	743	5.6%
Jonathan Cheban (Foodgod)   Reality television personality and food critic known for appearances on 'Keeping Up with the...	Reality TV Personality	1,240	2.1%

CLUSTER 10

Clean Grocery Commerce

SIZE:	AVG EST. AFFINITY:	AVG EST. REACH:	BEST EXAMPLE:
11	2,883	2.6%	Allison Ellsworth

Clean Grocery Commerce is the practical engine in Erewhon's cultural graph. It is where taste becomes retail behavior - the product scout, the founder story, the ingredient audit, the shelf drop, the better-for-you swap. Other clusters may explain Erewhon's aura, but this one explains its velocity: why a drink, dressing, bar, salad, or low-tox staple can move from niche signal to status object. The table's estimated affinity and estimated reach figures come from co-occurrence patterns, not a panel, and should be read as directional cultural proximity.

Allison Ellsworth - The signal here is founder-led beverage as modern wellness theater. Poppi's rise sits close to Erewhon's own logic: functional ingredients, bright packaging, and a product story designed to travel beyond the refrigerator case.

Whole Foods Hype - In the graph, this account functions as the shelf-spotter instinct made visible. Its relevance to Erewhon is the thrill of discovery: the idea that grocery shopping is not an errand, but a form of cultural literacy.

Sprouts Farmers Market Finds - This is the bridge between clean-commerce curiosity and retail reconnaissance. For Erewhon, the signal is not just that people want cleaner products, but that they want to be early to the exact item worth trying next.

Vani Hari - She gives Erewhon proximity to the ingredient watchdog tradition. Her presence in the cultural graph reinforces the authority system beneath the pleasure: labels matter, additives matter, and clean eating is treated as both personal discipline and public position.

Nicolas Jammet - For Erewhon, the relevance is premiumized daily food at scale. Sweetgreen helped turn salad into an operationalized lifestyle choice, which sits near Erewhon's own transformation of grocery, lunch, and wellness ritual into a single status routine.

Bobby Parrish - His role is the grocery translator: taking dense label literacy and turning it into simple swaps. That matters to Erewhon because the store's cultural power depends on consumers believing there is a smarter version of almost every pantry decision.

Marianna Hewitt - She brings beauty-commerce discipline into the clean grocery frame. Her proximity suggests that Erewhon's orbit is not only about food purity, but about the broader routine economy where skincare, hydration, supplements, and smoothies all belong to the same polished life.

Clean Grocery Commerce

What this means for Erewhon - Clean Grocery Commerce shows that Erewhon's advantage is not just curation, but anticipation. The cluster points to a tastemaker class that treats the shelf as media, the founder as proof, and the ingredient list as social knowledge. Strategically, this is Erewhon's partnership white space: emerging beverages, functional snacks, clean-label staples, salad-adjacent meals, and low-tox lifestyle products that arrive with a story strong enough to make discovery feel like status.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Allison Ellsworth   Founder of the beverage brand Poppi who gained recognition as a TIME100 Next honoree and Shark Tank alum.	Business Leader	3,050	2.3%
Brooke Yoakam   Brand marketing strategist and founder sharing insights on consumer brands, startups, and digital...	Education & Expert	2,920	2.3%
Marianna Hewitt    Co-founder of skincare brand Summer Fridays and lifestyle content creator.	Business Leader	3,044	2.1%
Vani Hari (Food Babe)   Food activist and author who investigates food ingredients and advocates for cleaner eating.	Food & Drink	1,245	5.8%
Whole Foods Hype   Food influencer sharing favorite finds and new product discoveries at Whole Foods Market.	Food & Drink	3,037	1.9%
Sprouts Farmers Market Finds   Social media account curating product finds and new items from Sprouts Farmers Market grocery chain.	Food & Drink	6,643	1.6%
Daniel Lubetzky      Founder of KIND Snacks, investor on Shark Tank, and activist against extremism promoting civil discourse.	Business Leader	2,316	1.9%
Nicolas Jammet   Co-founder of the salad chain Sweetgreen and a fitness enthusiast.	Business Leader	4,982	1.6%
Emma Grede     Entrepreneur and CEO known for co-founding Skims and Good American, and author of "Start With Yourself."	Business Leader	987	3.0%
Healthillie   Founder of a low-tox marketplace and author, sharing a health-focused lifestyle.	Lifestyle & Vlog	2,657	1.6%
Bobby Parrish    Digital creator and founder of FlavCity who teaches smart grocery shopping and better-for-you food swaps.	Food & Drink	825	4.2%

Recommendations & Takeaways

Cross-Cluster Interpretation

1. **Erewhon sits at the point where discipline becomes pleasure.** The Clean Status Wellness territory is not ascetic. It is edited abundance: smoothies, supplements, immaculate pantry staples, plant-forward recipes, and home rituals that feel both virtuous and socially legible. That is why the Nourishing Home Kitchen, Plant-Forward Idealists, and Clean Grocery Commerce clusters sit so naturally around Erewhon.
2. **Erewhon's authority system depends on credible operators, not just beautiful people.** The proximity to functional health voices like **Kelly LeVeque** and bodywork figures like **Melissa Wood-Tepperberg** gives the brand's indulgence a rational spine. In this world, pleasure is permitted when it has a protocol, an ingredient logic, or an expert adjacent to it.
3. **Erewhon has made grocery feel adjacent to restaurant prestige.** Its cultural orbit includes culinary names such as **Nancy Silverton** and editorial food authorities like **Mark Bittman**, which places the store closer to taste culture than conventional retail. The result is a grocery environment that behaves like a dining recommendation, a lifestyle cue, and a status signal at once.
4. **Erewhon's status is quiet because it travels through taste, design, and hosting.** Fashion, beauty, design, and lifestyle-host clusters suggest that the brand functions as part of a broader aesthetic grammar. Figures such as **Anine Bing** and **Joey Jurgovan** point to a consumer culture where what is stocked, served, worn, and photographed belongs to the same social language.
5. **Erewhon's celebrity halo is useful, but not the center of the story.** Names like **Gwyneth Paltrow** and **Rick Caruso** expand recognition, yet the stronger reading comes from the tastemaker clusters closest to Erewhon: chefs, wellness experts, founders, editors, and hosts. The signal comes from co-occurrence patterns across 431 sources, so estimated affinity and estimated reach should be read as directional cultural proximity, not as a claim about who Erewhon reaches in the market.

Recommended Strategic Uses

Use the graph to define Erewhon's cultural territory

- **Nourishing Home Kitchen** - Treat this as Erewhon's daily-use credibility layer. The cluster shows that Erewhon is not only a premium grocery reference, but a shorthand for the home ritual of making clean food feel abundant, photographed, and socially legible.
- **Functional Health Authorities** - Use this cluster to protect Erewhon's expert permission structure. The cultural graph around Erewhon rewards nutritionists, doctors, and wellness educators who make indulgence feel disciplined rather than reckless.
- **Restaurant Prestige Circuit** - Position Erewhon adjacent to culinary authority, not just wellness consumption. This cluster gives the brand room to speak in the language of chefs, provenance, and taste, which keeps Clean Status Wellness from collapsing into supplement culture.

- **Fashion Beauty Design** - Use this cluster to frame Erewhon as part of an aesthetic operating system. The point is not that wellness and fashion overlap in a generic way, but that Erewhon sits inside a world where ingredients, skin, wardrobe, interiors, and routine all signal judgment.

Use the graph to find partnership white space

- **Plant-Forward Idealists** - This is Erewhon's strongest moral and culinary white space. Partners in this cluster can help Erewhon make plant-forward eating feel generous, contemporary, and socially desirable without sounding punitive.
- **Editorial Food Literati** - Use this cluster for credibility campaigns that explain taste, sourcing, and discipline with more cultural weight. The right editorial food voices can make Erewhon feel less like a status object and more like an authority system for what is worth consuming.
- **Boutique Bodywork & Fitness** - This cluster is useful when Erewhon wants to connect products to embodied routine. The opportunity is not another smoothie collaboration, but a clearer bridge between recovery, movement, nervous-system language, and the store as a post-practice destination.
- **Clean Grocery Commerce** - Treat this as the operator and founder lane. It can help Erewhon sharpen narratives around standards, retail curation, and modern grocery innovation, especially where the brand wants to be seen as more than a Los Angeles phenomenon.

Use the graph to prioritize reach versus distinctiveness

- **Pop Celebrity Halo** - Use this cluster when Erewhon needs broad cultural recognition. **Gwyneth Paltrow** has the highest estimated reach in the graph at 8.6%, but the strategic use is precision: celebrity should amplify Erewhon's codes, not dilute them into generic wellness fame.
- **Lifestyle Hosts & Socialites** - This cluster gives Erewhon social proof at a more intimate register. It is useful for dinners, hosting formats, and limited moments where the brand wants to look embedded in taste networks rather than advertised into them.
- **Plant-Forward Idealists** and **Clean Grocery Commerce** - Prioritize these clusters when distinctiveness matters more than scale. Their co-occurrence patterns point to the parts of Erewhon's cultural orbit that feel most specific to Clean Status Wellness: clean ingredients, founder standards, and ethical pleasure.
- **Fashion Beauty Design** and **Restaurant Prestige Circuit** - Use these clusters as balancing mechanisms. They give Erewhon enough cultural proximity to style and dining to keep the brand aspirational, while still anchoring it in the discipline of food, health, and curation.

All affinity and reach signals here are estimates derived from entity-to-entity co-occurrence patterns across 431 co-occurrence sources. They are directional indicators of cultural proximity, not survey results, audience measurement, or a representative sample.

Final Thesis

The co-occurrence patterns around Erewhon reveal Clean Status Wellness as a status system built through disciplined pleasure: ingredient scrutiny, expert credibility, beautiful routines, and the social instinct to know what is worth consuming before it becomes obvious. The tastemaker clusters closest to Erewhon are not organized around abstinence or generic optimization. They orbit a more specific idea of the good life - beauty, restraint, indulgence, and discernment made visible through daily choices. In that sense, Erewhon is less a store than a cultural editor: it turns consumption into a signal of taste, care, and access.

Erewhon can own Clean Status Wellness by making disciplined pleasure feel intelligent, beautiful, and socially legible.

Appendix: The Full Ranked Influiist Set

All 250 people, ranked by combined estimated affinity and reach.

#	INFLUIST	CATEGORY	SUBCATEGORY	EST. AFFINITY	EST. REACH
1	chefbae    	Creator/Influencer	Food & Drink	3,381	4.4%
2	Anine Bing  	Public Figure	Business Leader	4,312	3.0%
3	Eli Sussman  	Creator/Influencer	Food & Drink	2,792	3.9%
4	Rick Caruso   	Public Figure	Business Leader	2,847	3.5%
5	Radhi Devlukia  	Creator/Influencer	Food & Drink	2,158	4.2%
6	Kelly LeVeque  	Celebrity/Artist	Author	2,793	3.0%
7	Casey Means  	Celebrity/Artist	Author	2,016	4.4%
8	Gal Shua-Haim (Something Nutritious)  	Creator/Influencer	Food & Drink	2,993	2.8%
9	Samah Dada   	Celebrity/Artist	Author	2,949	2.8%
10	Mark Bittman  	Public Figure	Journalist/Host	2,153	3.5%
11	Nancy Silverton   	Celebrity/Artist	Author	1,922	4.2%
12	Lindsey Eats   	Creator/Influencer	Food & Drink	3,006	2.6%
13	Carina Wolff   	Creator/Influencer	Food & Drink	2,455	2.8%
14	Nobu Matsuhisa  	Creator/Influencer	Food & Drink	2,847	2.6%
15	Melissa Wood-Tepperberg    	Creator/Influencer	Fitness & Health	1,934	3.5%
16	Zaynab Issa   	Celebrity/Artist	Author	3,796	2.3%
17	Chloé Crane-Leroux    	Celebrity/Artist	Author	2,290	2.8%
18	Natasha Pickowicz  	Celebrity/Artist	Author	2,723	2.6%
19	Jonathan Anderson  	Celebrity/Artist	Visual Artist	1,824	3.5%
20	Megan Roup  	Creator/Influencer	Fitness & Health	3,106	2.3%
21	Athena Calderone  	Creator/Influencer	Lifestyle & Vlog	1,779	3.5%
22	Allison Ellsworth  	Public Figure	Business Leader	3,050	2.3%
23	Mike Chau  	Creator/Influencer	Food & Drink	2,456	2.6%
24	Ellen Marie Bennett  	Creator/Influencer	Lifestyle & Vlog	2,997	2.3%
25	Brooke Yoakam  	Creator/Influencer	Education & Expert	2,920	2.3%
26	Max Lugavere  	Celebrity/Artist	Author	1,990	2.8%
27	Dr. Daniel Pompa  	Creator/Influencer	Education & Expert	1,583	3.9%
28	Rebecca Faria (Detox by Rebecca)  	Creator/Influencer	Fitness & Health	2,824	2.3%
29	Mona Vaynerchuk    	Creator/Influencer	Food & Drink	4,271	2.1%
30	Tracy Anderson    	Creator/Influencer	Fitness & Health	2,250	2.6%
31	Nea Arentzen    	Creator/Influencer	Food & Drink	4,155	2.1%
32	Rachael DeVaux Harlington  	Celebrity/Artist	Author	1,925	2.8%
33	Kalejunkie  	Creator/Influencer	Food & Drink	1,327	7.4%
34	Joey Jurgovan  	Creator/Influencer	Lifestyle & Vlog	2,669	2.3%
35	Rachel Mansfield   	Creator/Influencer	Food & Drink	1,756	3.0%
36	Gwyneth Paltrow   	Celebrity/Artist	Actor	1,265	8.6%

#	INFLUIST	CATEGORY	SUBCATEGORY	EST. AFFINITY	EST. REACH
37	Paige Lorenze 🌐 🎵 📺 📷	Creator/Influencer	Fashion & Style	1,978	2.6%
38	Mario Carbone 🌐 📷	Creator/Influencer	Food & Drink	3,075	2.1%
39	Eva Chen 🌐 📷	Creator/Influencer	Fashion & Style	2,308	2.3%
40	Marianna Hewitt 🌐 📰 📷	Public Figure	Business Leader	3,044	2.1%
41	Dr. Will Cole 🌐 📷	Public Figure	Business Leader	1,528	3.2%
42	Oset Babür-Winter 🌐 📷	Celebrity/Artist	Author	6,508	1.9%
43	Camilla Marcus 🌐 📺 📷	Creator/Influencer	Food & Drink	6,356	1.9%
44	Jeremy Jacobowitz (Brunchboys) 🌐 🗣️ 📰 📷	Creator/Influencer	Food & Drink	1,409	3.7%
45	Dave Asprey 🌐 🎵 📰 📷	Creator/Influencer	Education & Expert	1,514	3.2%
46	Sarah Ahn 🌐 📺 📷	Creator/Influencer	Food & Drink	1,405	3.7%
47	Toasted Table 🌐 📰 🎵 📷	Creator/Influencer	Food & Drink	5,578	1.9%
48	Dale Stabler (Sweats & The City) 🌐 📰 📷	Creator/Influencer	Fitness & Health	2,847	2.1%
49	Zach Bush, MD 🌐 📷	Celebrity/Artist	Author	1,569	3.0%
50	Vani Hari (Food Babe) 🌐 📷	Creator/Influencer	Food & Drink	1,245	5.8%
51	Kendra Vaculin 🌐 📷	Celebrity/Artist	Author	5,256	1.9%
52	Kit Keenan 🌐 📷	Creator/Influencer	Food & Drink	2,770	2.1%
53	Elena Besser 🌐 📰 📷	Creator/Influencer	Food & Drink	4,633	1.9%
54	Yotam Ottolenghi 🌐 📷	Celebrity/Artist	Author	1,293	4.4%
55	Justine Doiron 🌐 📰 📷	Creator/Influencer	Food & Drink	1,258	4.6%
56	Carolina Gelen 🌐 📰 📷	Celebrity/Artist	Author	1,317	3.9%
57	Ben Greenfield 🌐 📷	Creator/Influencer	Education & Expert	2,651	2.1%
58	Courtney Swan (Realfoodology) 🌐 📷	Creator/Influencer	Education & Expert	1,601	2.8%
59	Andrew Weil 🌐 🎵 📰 📷	Public Figure	Business Leader	2,606	2.1%
60	Molly Baz 🌐 📷	Celebrity/Artist	Author	1,302	3.9%
61	Lauryn Bosstick 🌐 📷	Creator/Influencer	Lifestyle & Vlog	1,998	2.3%
62	Tejal Rao 🌐 📷	Public Figure	Journalist/Host	2,460	2.1%
63	Mike Bagale 🌐 📷	Public Figure	Business Leader	3,644	1.9%
64	NYC Food Faves 🌐 📰 📷	Creator/Influencer	Food & Drink	1,547	2.8%
65	Nara Smith 🌐 📷	Creator/Influencer	Food & Drink	1,198	4.9%
66	Alexandria Noel 🌐 ✕ 🗣️ 📷	Creator/Influencer	Food & Drink	3,504	1.9%
67	Danielle Brown (Healthy Girl Kitchen) 🌐 📷	Celebrity/Artist	Author	1,196	4.9%
68	Easy Gay Oven 🌐 📷	Creator/Influencer	Food & Drink	2,384	2.1%
69	Laura Wright (thefirstmess) 🌐 📷	Creator/Influencer	Food & Drink	3,460	1.9%
70	Carla Lalli 🌐 📷	Celebrity/Artist	Author	1,678	2.6%
71	Kyle Fitzgerald 🌐 🎵 📺 📷	Creator/Influencer	Food & Drink	1,888	2.3%
72	Max (Vegan Physique Coach) 🌐 📰 📷	Creator/Influencer	Fitness & Health	1,507	2.8%
73	Kat Odell 🌐 📷	Celebrity/Artist	Author	3,333	1.9%
74	Nisha Vora (Rainbow Plant Life) 🌐 📷	Creator/Influencer	Food & Drink	1,392	3.0%
75	Plant Romance 🌐 📷	Creator/Influencer	Food & Drink	3,333	1.9%
76	Meredith Hayden (Wishbone Kitchen) 🌐 📰 📷	Celebrity/Artist	Author	1,260	3.7%
77	Jess Bippen 🌐 📰 📷	Creator/Influencer	Education & Expert	1,867	2.3%

#	INFLUIST	CATEGORY	SUBCATEGORY	EST. AFFINITY	EST. REACH
78	Kelly Wearstler 🌐 📺 📷	Celebrity/Artist	Visual Artist	1,301	3.5%
79	Calla Ramont 🌐 ✎ 📷	Creator/Influencer	Food & Drink	2,244	2.1%
80	Isaac Hindin-Miller 🌐 📺 📷	Creator/Influencer	Lifestyle & Vlog	1,837	2.3%
81	Melissa Clark 🌐 📷	Public Figure	Journalist/Host	1,634	2.6%
82	Jenna Lyons 🌐 📷	Creator/Influencer	Fashion & Style	1,464	2.8%
83	Whole Foods Hype 🌐 📷	Creator/Influencer	Food & Drink	3,037	1.9%
84	Emily Mariko 🌐 📷	Creator/Influencer	Lifestyle & Vlog	1,808	2.3%
85	Ambitious Kitchen 🌐 📷	Celebrity/Artist	Author	1,428	2.8%
86	Samantha Clarke 🌐 📷	Creator/Influencer	Fitness & Health	2,939	1.9%
87	Turnip Vegan 🌐 📷 📺 📷	Creator/Influencer	Food & Drink	1,207	3.7%
88	Aggie Lal 🌐 📷	Creator/Influencer	Fitness & Health	2,761	1.9%
89	Mark Hyman, M.D. 🌐 📷 📺 📷	Public Figure	Journalist/Host	1,012	7.9%
90	Angie Caruso 🌐 📺 📷	Creator/Influencer	Food & Drink	2,010	2.1%
91	Plantifully Based 🌐 📷	Creator/Influencer	Food & Drink	2,680	1.9%
92	Eat This - NYC Eats & Experiences 🌐 📷	Creator/Influencer	Food & Drink	2,654	1.9%
93	Jeanine Donofrio (Love and Lemons) 🌐 📷	Celebrity/Artist	Author	1,491	2.6%
94	Jazz Leaf 🌐 📷	Creator/Influencer	Food & Drink	2,628	1.9%
95	Erin Foster 🌐 📷 📺 📷	Celebrity/Artist	Filmmaker	2,628	1.9%
96	Bethenny Frankel 🌐 📷 📺 📷	Celebrity/Artist	Reality TV Personality	1,022	5.8%
97	Edward Lee 🌐 📷	Creator/Influencer	Food & Drink	1,331	2.8%
98	Joe Freshgoods 🌐 📷	Creator/Influencer	Fashion & Style	1,898	2.1%
99	Lauren Sephton (Bright Moment Co.) 🌐 📷 📺 📷	Creator/Influencer	Food & Drink	1,241	3.0%
100	Calley Means 🌐 📷	Celebrity/Artist	Author	1,898	2.1%
101	Strength and Sunshine 🌐 📷	Creator/Influencer	Food & Drink	12,587	1.6%
102	DATA, BUT MAKE IT FASHION 🌐 📷	Creator/Influencer	Fashion & Style	1,898	2.1%
103	Dr. Josh Axe 🌐 📷	Creator/Influencer	Education & Expert	1,193	3.2%
104	Dr. Barbara Sturm 🌐 📷	Public Figure	Business Leader	2,398	1.9%
105	Sara Jane Ho 🌐 📷 ✎ 📷	Celebrity/Artist	Reality TV Personality	1,864	2.1%
106	Sprouts Farmers Market Finds 🌐 📷	Creator/Influencer	Food & Drink	6,643	1.6%
107	Hannah Bronfman 🌐 📺 📷	Creator/Influencer	Lifestyle & Vlog	2,316	1.9%
108	Hunter Stoler 🌐 📺 📷 📷	Creator/Influencer	Fitness & Health	1,560	2.3%
109	Daniel Lubetzky 🌐 📷 📺 📷	Public Figure	Business Leader	2,316	1.9%
110	Christina Tosi 🌐 📷	Celebrity/Artist	Author	1,392	2.6%
111	Alison Roman 🌐 📷	Celebrity/Artist	Author	1,085	3.7%
112	Carnivoreishh 🌐 📷 📷	Creator/Influencer	Food & Drink	2,297	1.9%
113	Dr. Natazia zu Stolberg 🌐 📺 📷	Creator/Influencer	Education & Expert	5,435	1.6%
114	Justine Lupe 🌐 📷	Celebrity/Artist	Actor	2,297	1.9%
115	Stacey Mei Yan Fong 🌐 📺 📷	Celebrity/Artist	Author	5,315	1.6%
116	Elazar Sontag 🌐 📷	Public Figure	Journalist/Host	2,259	1.9%
117	Grace Terrell 🌐 📷	Creator/Influencer	Fitness & Health	5,199	1.6%
118	Dr. William Li 🌐 📷	Creator/Influencer	Education & Expert	1,518	2.3%

#	INFLUIST	CATEGORY	SUBCATEGORY	EST. AFFINITY	EST. REACH
119	Rosie Huntington-Whiteley 🌐 📺	Celebrity/Artist	Model	1,372	2.6%
120	thecarboholic 🌐 📺 📺	Creator/Influencer	Food & Drink	1,518	2.3%
121	Nicolas Jammet 🌐 📺	Public Figure	Business Leader	4,982	1.6%
122	Aimee Song 🌐 📺 📺	Creator/Influencer	Fashion & Style	1,777	2.1%
123	Sami Spalter 🌐 📺	Creator/Influencer	Lifestyle & Vlog	4,512	1.6%
124	Owen Han 🌐 📺 📺	Creator/Influencer	Food & Drink	1,227	2.8%
125	Olivia Noceda 🌐 📺 📺	Creator/Influencer	Food & Drink	1,737	2.1%
126	Dr Rangan Chatterjee 🌐 📺 📺	Creator/Influencer	Education & Expert	1,224	2.8%
127	Iupacotta 🌐 📺	Creator/Influencer	Food & Drink	4,271	1.6%
128	Alix Traeger 🌐 📺	Creator/Influencer	Food & Drink	2,119	1.9%
129	Miyoko Schinner 🌐 📺	Public Figure	Business Leader	1,727	2.1%
130	Jessie Inchauspé (Glucose Goddess) 🌐 📺	Creator/Influencer	Education & Expert	1,003	4.2%
131	Dr. Jolene Brighten 🌐 📺 📺	Creator/Influencer	Education & Expert	1,708	2.1%
132	Matt Rodbard 🌐 📺	Celebrity/Artist	Author	4,123	1.6%
133	Sandy Liang 🌐 📺	Celebrity/Artist	Visual Artist	2,086	1.9%
134	Rich Roll 🌐 📺	Public Figure	Journalist/Host	1,028	3.7%
135	Tasha Rosales (Wellness Homemade) 🌐 📺	Creator/Influencer	Education & Expert	4,053	1.6%
136	Ella Henry 🌐 📺	Creator/Influencer	Food & Drink	2,071	1.9%
137	Tinx 🌐 📺	Creator/Influencer	Lifestyle & Vlog	1,689	2.1%
138	Cedric & Edith 🌐 📺	Creator/Influencer	Food & Drink	1,110	3.0%
139	Shilpa Uskokovic 🌐 📺	Public Figure	Journalist/Host	3,857	1.6%
140	Adeena Sussman 🌐 📺	Celebrity/Artist	Author	2,055	1.9%
141	Jules Horn 🌐 📺	Creator/Influencer	Fitness & Health	1,418	2.3%
142	Larisha (Make It Dairy Free) 🌐 📺	Creator/Influencer	Food & Drink	3,737	1.6%
143	Kamie Crawford 🌐 📺 📺	Celebrity/Artist	Reality TV Personality	1,671	2.1%
144	Upbeetandkaleingit 🌐 📺 📺	Creator/Influencer	Food & Drink	2,010	1.9%
145	Phil Rosenthal 🌐 📺	Celebrity/Artist	Filmmaker	1,165	2.8%
146	Gabrielle Reyes (The Singing Chef) 🌐 📺	Celebrity/Artist	Actor	1,995	1.9%
147	Nadia Chaudhury 🌐 📺	Public Figure	Journalist/Host	3,466	1.6%
148	Leigh Erin Connealy, M.D. 🌐 📺 📺	Public Figure	Business Leader	1,981	1.9%
149	James Kent 🌐 📺	Creator/Influencer	Food & Drink	3,368	1.6%
150	Maddy DeVita 🌐 📺	Creator/Influencer	Food & Drink	1,601	2.1%
151	Fationate Food Belly 🌐 📺	Creator/Influencer	Food & Drink	3,232	1.6%
152	Gabbriette 🌐 📺	Celebrity/Artist	Model	1,593	2.1%
153	Samantha Christine (Samcfit) 🌐 📺	Creator/Influencer	Fitness & Health	3,147	1.6%
154	Soberish Mom 🌐 📺 📺	Creator/Influencer	Lifestyle & Vlog	1,898	1.9%
155	Anna Mondanaro 🌐 📺 📺	Creator/Influencer	Fitness & Health	3,066	1.6%
156	Aryna Sabalenka 🌐 📺	Athlete	Individual Sports	1,335	2.3%
157	Ashley Stark Kenner 🌐 📺	Creator/Influencer	Lifestyle & Vlog	1,329	2.3%
158	Alex Cooper 🌐 📺	Creator/Influencer	Lifestyle & Vlog	888	5.1%
159	Priya Krishna 🌐 📺	Public Figure	Journalist/Host	1,201	2.6%

#	INFLUIST	CATEGORY	SUBCATEGORY	EST. AFFINITY	EST. REACH
160	Ali Slagle 🌐 📺 📷	Creator/Influencer	Food & Drink	1,859	1.9%
161	Medical Medium 🌐 🎧 🎵 📷	Celebrity/Artist	Author	992	3.2%
162	James Park 🌐 📷	Creator/Influencer	Food & Drink	2,953	1.6%
163	Grant Achatz 🌐 📺 📷	Public Figure	Business Leader	1,021	3.0%
164	HUGEL 🌐 📷	Celebrity/Artist	Musician	1,515	2.1%
165	Anya Fernald 🌐 📺 🎧 📷	Creator/Influencer	Food & Drink	1,834	1.9%
166	Kaytranada 🌐 📷	Celebrity/Artist	Musician	1,087	2.8%
167	Farideh Sadeghin 🌐 📺 📷 📷	Creator/Influencer	Food & Drink	2,847	1.6%
168	Feel Good Foodie 🌐 📷	Creator/Influencer	Food & Drink	986	3.2%
169	Naomi Osaka 🌐 📷	Athlete	Individual Sports	1,085	2.8%
170	Khushbu Shah 🌐 📺 📷	Public Figure	Journalist/Host	2,814	1.6%
171	Jenné Claiborne (Sweet Potato Soul) 🌐 📷	Creator/Influencer	Food & Drink	1,810	1.9%
172	Dr. Caroline Leaf 🌐 📺 📷 📷	Celebrity/Artist	Author	1,289	2.3%
173	Hungryinla 🌐 📷 📷	Creator/Influencer	Food & Drink	1,478	2.1%
174	Paul Saladino, MD 🌐 📷	Creator/Influencer	Education & Expert	912	3.9%
175	Guy Raz 🌐 📺 🎧 📷	Public Figure	Journalist/Host	2,749	1.6%
176	Kira Stokes 🌐 📷	Creator/Influencer	Fitness & Health	2,749	1.6%
177	Sofia Richie Grainge 🌐 📷 🎵 📷	Celebrity/Artist	Model	968	3.2%
178	Aubrey Marcus 🌐 📺 📷 📷	Celebrity/Artist	Author	1,775	1.9%
179	Harley Pasternak 🌐 📷	Celebrity/Artist	Author	2,718	1.6%
180	LP Giobbi 🌐 📷 🎧 📷	Celebrity/Artist	Musician	1,752	1.9%
181	Jorja Smith 🌐 📷	Celebrity/Artist	Musician	1,256	2.3%
182	Emma Grede 🌐 📷 🎧 📷	Public Figure	Business Leader	987	3.0%
183	Catherine Perez (Plant Based RD) 🌐 📺 🎵 📷	Creator/Influencer	Food & Drink	1,049	2.8%
184	Morgan Raum 🌐 🎵 📷	Creator/Influencer	Food & Drink	1,741	1.9%
185	Healthillie 🌐 📷	Creator/Influencer	Lifestyle & Vlog	2,657	1.6%
186	Tessa Sinatro 🌐 📺 🎵 📷	Creator/Influencer	Food & Drink	1,741	1.9%
187	Lori Harvey 🌐 📷	Celebrity/Artist	Model	1,043	2.8%
188	Caroline Chambers 🌐 📺 📷	Creator/Influencer	Food & Drink	1,730	1.9%
189	Liv Schreiber 🌐 🎵 📷	Creator/Influencer	Lifestyle & Vlog	2,628	1.6%
190	Pharrell 🌐 🎧 🎵 📷	Celebrity/Artist	Musician	820	6.0%
191	Daniel Amen 🌐 📷	Public Figure	Business Leader	863	4.4%
192	Chriselle Lim 🌐 📺 🎵 📷	Creator/Influencer	Fashion & Style	2,599	1.6%
193	Jasmine Tookes 🌐 📷 📷	Celebrity/Artist	Model	1,719	1.9%
194	Daniel Humm 🌐 📷	Creator/Influencer	Food & Drink	1,229	2.3%
195	Jack's Dining Room 🌐 📷 📷	Creator/Influencer	Food & Drink	818	5.8%
196	Girls Who Like to Eat Food 🌐 📷	Creator/Influencer	Food & Drink	1,398	2.1%
197	She Bakes Sourdough 🌐 🎵 📷 📷	Creator/Influencer	Food & Drink	1,220	2.3%
198	Jasyra Santiago Hines (The Holistic RN) 🌐 🎵 🎧 📷	Creator/Influencer	Lifestyle & Vlog	1,677	1.9%
199	Steve Dolinsky 🌐 📺 📺 📷	Public Figure	Journalist/Host	2,440	1.6%
200	Austin Butler 🌐 📷	Celebrity/Artist	Actor	1,086	2.6%

#	INFLUIST	CATEGORY	SUBCATEGORY	EST. AFFINITY	EST. REACH
201	Crunchy Mom Kate 🌐 📺	Creator/Influencer	Lifestyle & Vlog	2,345	1.6%
202	Join Jules 🌐 📺	Creator/Influencer	Food & Drink	1,349	2.1%
203	WoonHeng Chia 🌐 📺	Creator/Influencer	Food & Drink	2,322	1.6%
204	Iram Mansoor 🌐 📺	Creator/Influencer	Food & Drink	1,071	2.6%
205	Laurie Cooper 🌐 📺	Creator/Influencer	Lifestyle & Vlog	1,617	1.9%
206	Emily Schuman 🌐 📺 📺	Creator/Influencer	Lifestyle & Vlog	2,300	1.6%
207	Emily English 🌐 📺	Creator/Influencer	Food & Drink	1,608	1.9%
208	Mister Cartoon 🌐 🎵 📺 📺	Celebrity/Artist	Visual Artist	1,608	1.9%
209	lessie.fitness 🌐 📺 📺	Creator/Influencer	Fitness & Health	921	3.0%
210	Maria Sharapova 🌐 📺 📺 📺	Athlete	Individual Sports	2,256	1.6%
211	Becca Bloom 🌐 📺 📺 📺	Creator/Influencer	Lifestyle & Vlog	896	3.2%
212	Shawn Stevenson 🌐 📺	Celebrity/Artist	Author	2,256	1.6%
213	Jeremy Fox 🌐 📺	Celebrity/Artist	Author	1,598	1.9%
214	Keith McNally 🌐 📺	Public Figure	Business Leader	1,320	2.1%
215	Bobby Parrish 🌐 📺 📺	Creator/Influencer	Food & Drink	825	4.2%
216	Lilliana Vazquez 🌐 📺	Creator/Influencer	Fashion & Style	2,214	1.6%
217	Cedric Grolet 🌐 📺	Celebrity/Artist	Visual Artist	812	4.4%
218	Bobby Hundreds 🌐 📺 📺	Public Figure	Business Leader	2,194	1.6%
219	Matthieu Blazy 🌐 📺	Creator/Influencer	Fashion & Style	1,562	1.9%
220	Dr. Bobby Price 🌐 📺 📺 📺	Creator/Influencer	Education & Expert	1,308	2.1%
221	Lewis Howes 🌐 📺 📺	Public Figure	Journalist/Host	794	4.6%
222	Laurent Dagenais 🌐 🎵 📺 📺	Creator/Influencer	Food & Drink	1,297	2.1%
223	Shakayla Felice 🌐 📺 📺 📺	Creator/Influencer	Food & Drink	1,544	1.9%
224	Laila Gohar 🌐 📺	Celebrity/Artist	Visual Artist	2,155	1.6%
225	Aurélie Bouti 🌐 📺	Creator/Influencer	Lifestyle & Vlog	1,287	2.1%
226	Rosalía 🌐 📺	Celebrity/Artist	Musician	800	4.4%
227	Victoria Beckham 🌐 📺	Celebrity/Artist	Musician	766	5.3%
228	Jeremy Abramson 🌐 📺	Creator/Influencer	Education & Expert	2,098	1.6%
229	Kristen Kish 🌐 📺 📺	Celebrity/Artist	Reality TV Personality	894	3.0%
230	Anthony Mangieri 🌐 📺 📺	Public Figure	Business Leader	2,098	1.6%
231	Brian Can't Stop Eating 🌐 📺 📺	Creator/Influencer	Food & Drink	940	2.8%
232	Amber Lewis 🌐 📺 📺	Celebrity/Artist	Author	892	3.0%
233	Marissa Mullen (That Cheese Plate) 🌐 📺 📺	Creator/Influencer	Food & Drink	1,260	2.1%
234	Emma Lovewell 🌐 📺 📺	Creator/Influencer	Fitness & Health	1,260	2.1%
235	Sarah Fennel 🌐 📺	Celebrity/Artist	Author	1,002	2.6%
236	Jessica Alba 🌐 📺	Celebrity/Artist	Actor	743	5.6%
237	Shauna Faulisi 🌐 📺 📺	Creator/Influencer	Food & Drink	12,058	1.4%
238	Whitney Port 🌐 📺 🎵 📺	Celebrity/Artist	Reality TV Personality	1,494	1.9%
239	Notorious Foodie 🌐 📺 📺	Creator/Influencer	Food & Drink	887	3.0%
240	Ashtin Earle 🌐 📺	Creator/Influencer	Fashion & Style	1,485	1.9%
241	Bill Addison 🌐 📺	Public Figure	Journalist/Host	2,027	1.6%

#	INFLUIST	CATEGORY	SUBCATEGORY	EST. AFFINITY	EST. REACH
242	Jenn Harris 🌐 📺	Public Figure	Journalist/Host	2,027	1.6%
243	Rick Lox 🌐 📺	Creator/Influencer	Food & Drink	2,027	1.6%
244	Kim Strother 🌐 📺	Creator/Influencer	Fitness & Health	7,069	1.4%
245	Nisha Melvani (Cooking for Peanuts) 🌐 📺	Creator/Influencer	Fitness & Health	1,245	2.1%
246	Danielle Duboise 🌐 📺	Creator/Influencer	Education & Expert	7,069	1.4%
247	Jonathan Cheban (Foodgod) 🌐 📺	Celebrity/Artist	Reality TV Personality	1,240	2.1%
248	Ruth Reichl 🌐 📺 📺	Public Figure	Journalist/Host	1,462	1.9%
249	The Pasta Queen 🌐 📺 📺 📺	Creator/Influencer	Food & Drink	824	3.5%
250	Dr. Bre (Breanna Danielle) 🌐 📺 📺	Creator/Influencer	Education & Expert	6,029	1.4%

Methodology & Disclaimer

The Influiist ranks people and entities from entity-to-entity co-occurrence patterns, not from surveys, audience panels, follower counts, sales data, or measured audience data.

For Erewhon, we surface the people, creators, brands, publications, places, and cultural entities that most consistently appear in the same cultural orbit — the brand's cultural graph.

Estimated affinity indexes how much more strongly an entity co-occurs with the seed set than a baseline entity in the dataset, where 100 represents baseline concentration. An estimated affinity of 1,000 means roughly 10× higher concentration, and 4,000 means roughly 40× higher concentration.

Estimated reach is the share of co-occurrence within mentions of the seed set — a directional signal of how broadly an entity appears across the seed audience.

All affinity, reach, rank, cluster, and recommendation outputs are estimates derived from co-occurrence patterns and should be read as directional cultural-intelligence signal, not precise measurement. Cluster names, summaries, and narrative analysis may be generated or assisted by automated systems and may contain errors, omissions, outdated information, misclassifications, or mischaracterizations.

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