



New Pantry Epicureans

Diaspora flavor, chef groceries, indie food media, domestic swagger

Category map: Diaspora Spice Co., FLY BY JING, Fishwife, Graza, Momofuku Goods

250	10	1,181	2,139	2.8%
INFLUISTS	CLUSTERS	CO-OCCURRENCE SOURCES	AVG EST. AFFINITY	AVG EST. REACH

Good taste here means stocking a pantry with provenance, heat, acidity, and a point of view, then letting chef-grade authority make everyday cooking feel culturally literate.

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

New Pantry Epicureans is a coherent taste system because these brands sell more than ingredients. Diaspora Spice Co., FLY BY JING, Fishwife, Graza, and Momofuku Goods all turn the pantry into a statement of provenance, heat, acidity, texture, and editorial judgment. They make weekday cooking feel informed without making it feel precious.

The seed set produced 250 Influists from 1181 seed-associated co-occurrence sources. Estimated affinity and estimated reach here are directional signals from entity-to-entity co-occurrence patterns, not a panel, survey, audience measurement, or follower count.

The strongest signal is that this category sits between specialty food culture and mainstream culinary authority. **Ina Garten** has the highest estimated reach at 11.1%, which matters because the orbit is not only about maximalist condiments or niche chef flex. It is about trusted tastekeepers who can make a better tin of fish, a brighter chili crisp, or a more intentional olive oil feel like part of a literate home kitchen.

Executive Summary

What we did: The seed set produced 250 Influists from 1181 seed-associated co-occurrence sources, organized into 10 cultural clusters, with estimated affinity and estimated reach read as directional co-occurrence signals rather than a panel or measured audience sample.

What we learned: Good taste is functioning as an authority system, where chefs, editors, founders, bakers, hosts, and food-literate creators make pantry goods legible as culture rather than mere product novelty.

What we can take away: The category is not about a fuller shelf. It is about provenance, heat, acidity, design fluency, and the confidence to make weeknight cooking feel informed, social, and precise.

What we can do: Engage the people who translate culinary authority into habit: restaurant-adjacent voices, editorial recipe interpreters, supper-club hosts, private cooks, baking obsessives, and city dining scouts, then build around dinner series, recipe dispatches, ingredient pairings, and small rituals at the table.



Make everyday cooking feel culturally literate before the pan is even hot.

Cluster Summary

Restaurant Prestige Chefs

46 Influists · 1,811 affinity · 3.1% reach

Fine-dining chefs, restaurateurs, Top Chef alumni, tasting-menu figures, and regional cuisine leaders belong here when their authority comes primarily from dining rooms or television competition. Their role is legitimacy: the new pantry sits close to restaurant-world credibility.

BEST EXAMPLE: NATASHA PICKOWICZ

Social-First Recipe Creators

38 Influists · 2,130 affinity · 2.6% reach

Instagram, TikTok, YouTube, and newsletter-native cooks sit here when their main signal is accessible recipe content made for the feed. This is where polished weeknight cooking, visual hooks, and parasocial kitchen confidence become audience affinity.

BEST EXAMPLE: HAILEE CATALANO

Editorial Recipe Authority

34 Influists · 1,882 affinity · 3.5% reach

Cookbook authors, Substack cooks, test-kitchen alumni, and newspaper recipe columnists sit here when their primary currency is repeatable home cooking with a byline. The audience wants instruction, but it prefers instruction with editorial taste, a voice, and a shelf life.

BEST EXAMPLE: PRIYA KRISHNA

Food Media Gatekeepers

28 Influists · 2,339 affinity · 2.7% reach

Critics, editors, food journalists, documentary hosts, podcasters, and cultural historians define this cluster. They show that the audience still cares who frames taste, not just who cooks it.

BEST EXAMPLE: KERRY DIAMOND

Diaspora Pantry Voices

24 Influists · 2,389 affinity · 2.4% reach

This cluster covers cooks and authors whose center of gravity is South Asian, East Asian, West African, Mexican, Middle Eastern, Caribbean, Jewish, Filipino, Haitian, and other heritage cooking translated for a modern pantry. It reveals a taste for cultural specificity over generic global flavor.

BEST EXAMPLE: SAMAH DADA

Pastry & Baking Canon

22 Influists · 2,454 affinity · 2.6% reach

Pastry chefs, baking authors, dessert stylists, and highly technical home bakers form the sweet-precision wing of the map. They bring craft, visual pleasure, and a kind of domestic rigor that fits the audience's premium grocery sensibility.

BEST EXAMPLE: CHRISTINA TOSI

Technique & Dough Obsessives

19 Influists · 2,187 affinity · 2.6% reach

Food scientists, fermentation thinkers, pizza makers, bread people, burger and sandwich obsessives, live-fire cooks, and method-forward creators are grouped by technique rather than celebrity. They reveal the audience's appetite for process, not just finished plates.

BEST EXAMPLE: CHAD ROBERTSON

Pantry & Hospitality Brand Architects

16 Influists · 2,784 affinity · 2.7% reach

The founder-operator layer: pantry goods, kitchenware, food media commerce, restaurant groups, hospitality philosophy, and the designers or strategists who make food brands legible. Its presence says the audience is as interested in the authority system behind a jar or bottle as in the recipe it enters.

BEST EXAMPLE: SANA JAVERI KADRI

City Dining Scouts

12 Influists · 1,712 affinity · 2.5% reach

Restaurant recommendation accounts, city food crawlers, gluten-free guides, cheese specialists, travel eaters, and neighborhood dining narrators live here. They turn taste into local intelligence, especially around New York and Los Angeles.

BEST EXAMPLE: EMILY FEDNER

Private-Chef & Supper Club Hosts

11 Influists · 2,092 affinity · 2.4% reach

Private chefs, apartment supper-club hosts, pop-up cooks, cocktail people, and dinner-party stylists make up the hosting scene. The cluster points to food as a social performance: intimate, curated, and just informal enough to feel current.

BEST EXAMPLE: SARA TANE

STRATEGIC MAP

Cluster Landscape

2,784

HIGHEST EST. AFFINITY

Pantry & Hospitality Brand Architects is the sharpest definition layer.

3.5%

HIGHEST EST. REACH

Editorial Recipe Authority gives the report its broadest visibility layer.

46

LARGEST CLUSTER

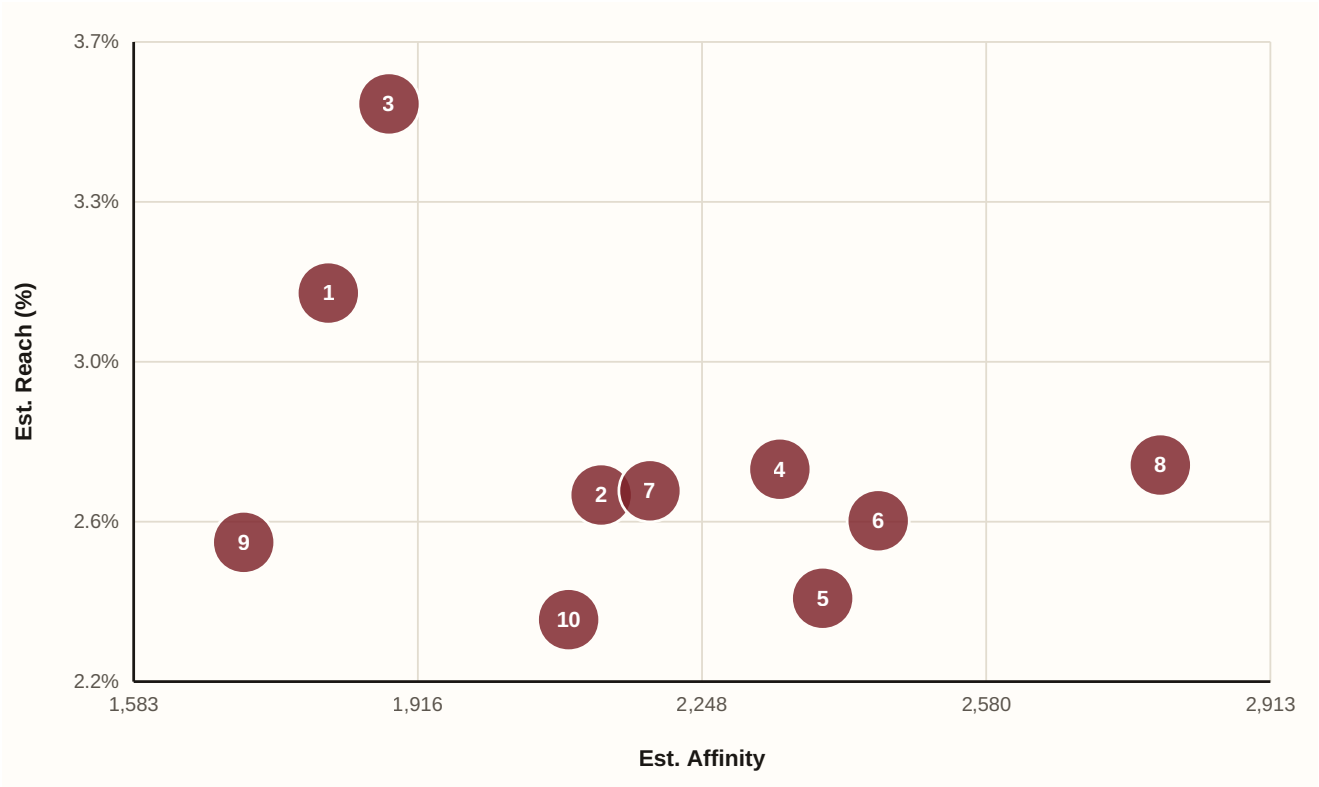
Restaurant Prestige Chefs carries the biggest group of Influists.

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

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Private-Chef & Supper Club Hosts

CLUSTER 01

Restaurant Prestige Chefs

SIZE:	AVG EST. AFFINITY:	AVG EST. REACH:	BEST EXAMPLE:
46	1,811	3.1%	Natasha Pickowicz

The New Pantry Epicureans sit close to restaurant prestige because these brands are selling more than better condiments. They are selling a way to cook with discernment. The estimated affinity and estimated reach signals here are directional, drawn from entity-to-entity co-occurrence patterns, not audience measurement. In that cultural graph, dining-room authority gives the pantry its permission structure.

Natasha Pickowicz - At 3,614 estimated affinity, she is the clearest example in the cluster. Her pastry background, James Beard recognition, and cookbook world make her especially useful to pantry brands that want warmth, craft, and literary food culture rather than pure chef machismo.

Mashama Bailey - Bailey brings restaurant prestige with a deeper regional and historical register. Her presence signals that provenance is not just ingredient sourcing, but a story about place, memory, and who gets to define American cooking.

Nancy Silverton - Silverton sits at the intersection of restaurant canon, cookbook authority, and ingredient obsession. For a pantry brand, her orbit makes olive oil, tinned fish, spice, and sauce feel less like grocery upgrades and more like the grammar of serious home cooking.

Kristen Kish - Kish translates fine-dining fluency into television trust without losing chef credibility. She is a bridge figure for this audience - polished, contemporary, and legible to people who want restaurant taste at home but still care who is doing the authorizing.

René Redzepi - Redzepi gives the cluster its high-theory edge. His relevance is less about everyday utility and more about fermentation, terroir, and the idea that a pantry can carry an entire worldview.

Shota Nakajima - Nakajima brings Japanese technique into a more approachable media register. He matters for brands built around heat, umami, and ritual because he can make specificity feel inviting rather than niche.

Restaurant Prestige Chefs

What this cluster means - Restaurant Prestige Chefs are the legitimacy layer for the new pantry. The audience is not only buying chili crisp, olive oil, spices, or tinned fish because they taste good. They are buying cultural proximity to chefs, restaurants, cookbooks, and tasting-menu logic. The white space is not celebrity endorsement in the broad sense. It is selective partnership with chefs who can make a shelf-stable product feel like it belongs inside a larger authority system.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Natasha Pickowicz   Four-time James Beard finalist and chef-author known for cookbooks 'More Than Cake' and 'Everyone...'	Author	3,614	3.4%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Joe Sasto 🌐 📺 @ Professional chef with Michelin background, cookbook author, and Food Network personality.	Author	2,298	3.4%
Mashama Bailey 🌐 @ Chef and co-founder of Grey Spaces restaurants, celebrated for her Southern cuisine and cultural impact.	Food & Drink	3,038	2.5%
Nancy Silverton 🌐 📺 @ Acclaimed chef, cookbook author, and co-owner of Mozza Restaurant Group.	Author	1,909	4.1%
Shota Nakajima (Chef Shota) 🌐 📺 @ Japanese-American chef and Top Chef finalist known for refined Japanese cuisine and content creation.	Food & Drink	2,025	3.2%
Kristen Kish 🌐 📺 @ Chef, Emmy-nominated host of Top Chef, and New York Times bestselling author who won Top Chef season 10.	Reality TV Personality	1,681	5.7%
René Redzepi 🌐 @ World-renowned chef and co-owner of Noma, known for pioneering New Nordic cuisine.	Food & Drink	1,714	4.7%
Christian Petroni 🌐 @ New York Times bestselling cookbook author and chef known for Italian-American cuisine.	Author	1,659	5.4%
Magnus Nilsson 🌐 @ Renowned Swedish chef and restaurateur, formerly of Fäviken, now running Furuhem and advocating...	Food & Drink	2,379	2.5%
Stephanie Izard 🌐 @ Celebrity chef and restaurateur known for winning Top Chef and operating multiple acclaimed restaurants.	Reality TV Personality	1,641	3.4%
Dan Barber 🌐 @ A chef and farmer known for pioneering farm-to-table cuisine at Blue Hill at Stone Barns.	Food & Drink	1,480	4.4%
Daniel Boulud 🌐 🎵 @ Michelin-starred French chef and restaurateur behind multiple acclaimed dining establishments in...	Food & Drink	1,406	4.5%
José Andrés 🌐 📺 🎵 @ Celebrity chef, restaurateur, and humanitarian known for Spanish cuisine and World Central Kitchen.	Author	1,323	8.7%
Nick Curtola 🌐 📺 @ Michelin-starred chef and restaurateur in Brooklyn, known for The Four Horsemen and I Cavallini.	Food & Drink	3,919	1.9%
Sean Brock 🌐 @ James Beard Award-winning chef, restaurateur, and bestselling cookbook author featured on Chef's...	Reality TV Personality	1,496	3.3%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Jean-Georges 🌐 📷 World-renowned chef and restaurateur with a global empire of acclaimed restaurants.	Business Leader	1,662	2.7%
Susan Feniger 🌐 📷 Chef and restaurant owner known for her street food-inspired cooking and multiple restaurant concepts.	Food & Drink	2,242	2.1%
Brooke Williamson 🌐 📺 📷 Chef, restaurateur, cookbook author, and television personality known for Food Network competition shows.	Author	1,442	3.1%
Jeremy Fox 🌐 📷 Celebrated chef and cookbook author known for vegetable-focused cuisine and restaurant leadership.	Author	1,969	2.3%
Eric Ripert 🌐 🎵 📺 📷 Chef and co-owner of Le Bernardin, known for French seafood cuisine and Michelin stars.	Food & Drink	1,238	4.8%
Massimo Bottura 🌐 📷 World-renowned Italian chef known for Osteria Francescana and innovative culinary philosophy.	Author	1,390	3.1%
Matty Matheson 🌐 📺 📷 Canadian chef, restaurateur, and actor known for his cooking shows and role on "The Bear".	Actor	1,130	6.9%
Dominique Crenn 🌐 📷 Chef and restaurateur with three Michelin stars, known for poetic, sustainable cuisine and...	Food & Drink	1,571	2.6%
Ludovic Lefebvre 🌐 📷 Michelin-starred French chef known for his restaurants and social media presence.	Food & Drink	2,217	2.0%
Nyesha Arrington 🌐 📷 Award-winning chef, restaurateur, and television personality known for appearances on Fox's Next...	Food & Drink	2,451	1.9%
Evan Funke 🌐 📷 Chef and restaurateur known for handmade pasta and regional Italian cuisine, featured on Netflix's...	Author	2,200	2.0%
Grant Achatz 🌐 📺 📷 Chef and co-owner of Alinea Group, known for avant-garde cuisine in Chicago.	Business Leader	1,232	3.6%
Gregory Gourdet 🌐 📺 📷 James Beard Award-winning chef and Top Chef contestant known for Haitian-inspired cuisine and...	Reality TV Personality	1,753	2.3%
Marc Vetri 🌐 📷 James Beard Award-winning chef and restaurateur known for Italian cuisine and cookbooks.	Author	1,647	2.4%
Thomas Keller 🌐 📷 World-renowned chef and restaurateur behind iconic fine-dining establishments and culinary...	Author	1,082	4.5%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
salt_hank   Chef and restaurant owner sharing food creations, behind-the-scenes content, and culinary...	Food & Drink	1,285	2.9%
Marcus Samuelsson      Award-winning chef, restaurateur, and author celebrated for blending global culinary traditions...	Business Leader	1,131	3.5%
Melissa King      Chef, cookbook author, and Top Chef All Star winner known for her memoir and TV hosting.	Reality TV Personality	1,538	2.4%
Missy Robbins   Award-winning chef, restaurateur, and cookbook author known for modern Italian cuisine.	Food & Drink	2,710	1.7%
Tom Colicchio     Renowned chef and head judge on the reality competition series Top Chef.	Reality TV Personality	1,268	2.5%
Erin French   Chef and cookbook author known for her acclaimed restaurant The Lost Kitchen in Maine.	Author	1,439	2.3%
Emeril Lagasse      Celebrity chef, restaurateur, and television personality known for his catchphrase 'Bam!'	Food & Drink	989	3.2%
Roy Choi    Celebrity chef known for pioneering the gourmet food truck movement and founder of Kogi BBQ.	Author	1,171	2.6%
Daniela Soto-Innes    Mexican chef and restaurateur awarded World's Best Female Chef, known for Rubra in Punta de Mita.	Food & Drink	2,547	1.6%
Chris Cosentino     Award-winning chef and television personality known for winning Top Chef Masters and hosting the...	Food & Drink	1,717	1.9%
Chef Tim Hollingsworth   James Beard Award-winning chef and former chef de cuisine at The French Laundry, now running...	Food & Drink	2,061	1.7%
Alain Passard   Renowned French chef and owner of the three-Michelin-star restaurant L'Arpège in Paris.	Food & Drink	1,460	2.0%
Enrique Olvera   Mexican chef and restaurateur known for pioneering modern Mexican cuisine and owning acclaimed...	Food & Drink	2,027	1.7%
Nini Nguyen   Chef, author, and television personality known for appearances on Top Chef and Tournament of Champions.	Reality TV Personality	2,011	1.7%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Gavin Kaysen   Chef and restaurateur behind Spoon and Stable, Demi, and other acclaimed Minneapolis dining...	Business Leader	1,818	1.8%
Kwame Onwuachi   Celebrity chef, restaurateur, and author known for Netflix's Chef's Table and restaurants Tatiana,...	Author	1,304	2.1%

CLUSTER 02

Social-First Recipe Creators

SIZE:	AVG EST. AFFINITY:	AVG EST. REACH:	BEST EXAMPLE:
38	2,130	2.6%	Hailee Catalano

Social-first recipe creators are the practical translation layer for New Pantry Epicureans. Their value is not culinary celebrity in the old sense, but repeatable confidence: a weeknight recipe that can absorb better olive oil, better tinned fish, a sharper chile crisp, or a more opinionated spice cabinet without turning dinner into a project. The estimated affinity here is directional, based on co-occurrence patterns across the seed set, not a panel or audience measurement.

Hailee Catalano - She is the cleanest example of the cluster: cookbook credibility, polished video fluency, and recipes that make everyday cooking feel edited rather than improvised.

Frankie Gaw - His work brings nostalgia into the same frame as visual-first recipe culture, which makes him especially relevant for pantry brands trying to feel personal, not just premium.

Sophia Roe - Roe carries a more cheffy authority system into social food media, with enough creative range to make ingredients feel connected to taste, ethics, and point of view.

Justine Doiron - Doiron sits at the seasonal, Brooklyn-coded edge of the cluster, where vegetables, grains, sauces, and pantry brightness become a recognizable lifestyle language.

Lindsey Eats - Her signal is accessibility with polish: food that looks highly shareable but still reads as home cooking, a useful bridge for brands that want cultural proximity without intimidating the buyer.

Dan Pelosi - Grossy brings entertaining, abundance, and humor into the pantry conversation, making him valuable for products that want to move from ingredient to occasion.

Chloe Walsh - Walsh's European-inflected cooking and travel cues give the cluster a more aspirational register, where provenance and casual sophistication sit close together.

Social-First Recipe Creators

What this cluster means: the pantry is no longer just stocked, it is performed through approachable authority. These creators turn ingredient choices into taste signals, especially when heat, acidity, oil, fish, and spice are framed as shortcuts to being more culturally literate at home. For New Pantry Epicureans, the partnership white space is not generic recipe integration. It is creator-led proof that a sharper pantry can make ordinary cooking feel composed.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Hailee Catalano    Author of a New York Times best-selling cookbook and food content creator sharing recipe videos...	Author	2,241	4.1%
Frankie Gaw    Food creator and cookbook author known for nostalgic recipes and creative content.	Food & Drink	2,128	4.2%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Sophia Roe 🌐 📺 📷 Chef, TV host, and James Beard Award-winning cook known for creative recipes and food content.	Food & Drink	2,369	3.2%
Justine Doiron 🌐 📺 📷 Cookbook author and food content creator based in Brooklyn, known for seasonal recipes.	Food & Drink	1,860	6.9%
Lindsey Eats 🌐 📺 📷 Food influencer and cookbook author sharing accessible, home-style recipes on social media.	Food & Drink	2,992	2.5%
Dan Pelosi (Grossy) 🌐 📷 Cookbook author and food content creator known for viral recipes and entertaining-focused cookbooks.	Food & Drink	2,404	2.7%
Eli Sussman 🌐 📷 Chef and social media personality known for humorous kitchen content and food industry commentary.	Food & Drink	2,098	3.0%
Chloe Walsh 🌐 📺 📷 📺 Chef, recipe developer, and food stylist known for European-inspired cooking and culinary travel...	Food & Drink	4,906	2.0%
Chuck Cruz 🌐 📺 📷 📺 📺 Food creator and chef known for recipe development and cooking content across social media platforms.	Food & Drink	2,132	2.8%
Babytamago 🌐 📺 📷 Food content creator based in New York City who shares cooking videos and recipes.	Food & Drink	1,716	2.9%
Marissa Mullen (That Cheese Plate) 🌐 📺 📷 Cookbook author and food influencer known for cheese plates and appetizer recipes.	Food & Drink	1,686	2.8%
Courtney Storer 🌐 📺 📷 Chef and culinary producer who shares recipes and cooking videos online and works on the TV show...	Food & Drink	2,602	2.0%
Bon Abbett 🌐 📺 📷 📺 📷 Digital creator sharing easy, twist-filled recipes and cooking content from New York.	Food & Drink	3,051	1.9%
whatsgabycookin 🌐 📷 Food blogger, cookbook author, and entrepreneur known for accessible recipes and lifestyle content.	Food & Drink	1,688	2.6%
Farideh Sadeghin 🌐 📺 📺 📷 Chef, recipe developer, and food writer specializing in hot dogs and comfort food.	Food & Drink	3,265	1.9%
Pinch of Yum 🌐 📺 📺 📺 📷 Food blogger and recipe creator known for easy, family-friendly meals.	Food & Drink	1,298	3.9%
Gillie Houston 🌐 📺 📺 📷 Brooklyn-based food and travel writer sharing recipes and travel highlights.	Food & Drink	2,375	2.0%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Ali Slagle 🌐 📺 📷 Recipe developer, writer, and author of a popular newsletter and cookbook.	Food & Drink	2,120	2.1%
Elena Besser 🌐 📺 📷 Chef and culinary influencer specializing in easy and elevated recipes, founder of The Lineup Dinner.	Food & Drink	4,227	1.7%
Lauren Sephton (Bright Moment Co.) 🌐 🎵 📺 📷 Food content creator sharing homemade recipes for comfort food, baking, and seasonal dishes.	Food & Drink	1,323	3.2%
Plant Romance 🌐 📷 Home cook sharing vibrant, plant-forward dishes with artistic presentation and detailed flavor...	Food & Drink	3,193	1.8%
Tessa Sinatro 🌐 📺 🎵 📺 📷 Home cook and recipe creator known for comfort food and sandwich recipes.	Food & Drink	1,985	2.1%
Alessandra Ciuffo 🌐 📺 🎵 📷 📷 Home cook turned professionally trained chef sharing approachable recipes and cooking tips on...	Food & Drink	1,863	2.2%
Rita Kokshanian (Saturday Table) 🌐 📺 🎵 📷 📷 Food creator and recipe developer sharing seasonal, elevated home cooking on social media and Substack.	Food & Drink	2,756	1.8%
Nasim Lahbichi 🌐 📷 Food content creator and cook sharing multicultural recipes from her Brooklyn kitchen.	Food & Drink	1,781	2.2%
Julius Roberts 🌐 📺 📷 British cook, farmer, and gardener sharing seasonal recipes and life on a smallholding.	Food & Drink	1,323	2.8%
Olivia Noceda 🌐 📺 📷 Food and lifestyle creator based in the Bay Area, sharing recipes and daily life.	Food & Drink	1,761	2.1%
Brad Leone 🌐 📷 📺 🎵 📷 Chef, cookbook author, and former Bon Appétit video host known for culinary adventures and a podcast.	Food & Drink	1,331	2.5%
Corre Larkin 🌐 📺 🎵 📺 📷 Digital creator and cookbook author sharing recipes and cooking inspiration.	Food & Drink	918	5.8%
Crispy Egg 🌐 🎵 📷 Home cook sharing personal cooking experiments and food musings without formal recipes.	Food & Drink	3,037	1.6%
Eric Wareheim 🌐 🎵 📺 📷 Comedian, actor, and director best known as one half of the comedy duo Tim and Eric.	Comedian	1,348	2.4%
Max La Manna 🌐 📺 📷 Chef, bestselling author, and campaigner promoting low-waste cooking and regenerative farming.	Food & Drink	1,607	2.1%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
No Leftovers (Jackie Gebel) 🌐 📺 Culinary storyteller creating recipe, travel, and restaurant content based in New York City.	Food & Drink	1,515	2.2%
Carina Wolff 🌐 🎵 📺 Food creator and recipe developer sharing nourishing meals and motherhood moments in Los Angeles.	Food & Drink	1,717	1.9%
Aimee France 🌐 🎵 📺 📺 Lifestyle influencer sharing fashion, home decor, and food content on social media.	Lifestyle & Vlog	1,805	1.9%
Phillip Tang 🌐 📺 📺 Videographer and photographer creating reel content focused on home cooking, food reviews, and travel.	Food & Drink	2,235	1.6%
Binging With Babish 🌐 📺 🎵 📺 📺 YouTube chef known for recreating iconic food from movies and TV shows.	Food & Drink	1,177	2.3%
Courtney Bales 🌐 🎵 📺 📺 📺 Food content creator sharing recipes, cooking videos, and brand partnerships on social media.	Food & Drink	1,112	2.4%

CLUSTER 03

Editorial Recipe Authority

SIZE: 34	AVG EST. AFFINITY: 1,882	AVG EST. REACH: 3.5%	BEST EXAMPLE: Priya Krishna
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Editorial Recipe Authority is the instruction layer of New Pantry Epicureans. These are cookbook authors, newsletter cooks, test-kitchen graduates, and newspaper columnists who turn pantry fluency into repeatable behavior: what to buy, how to use it, and why it belongs in a modern kitchen. The estimated affinity and estimated reach signals here are directional, derived from entity-to-entity co-occurrence patterns, not survey measurement.

Priya Krishna - She is the cleanest expression of this cluster: a reporterly cook with a strong point of view, an Indian-American pantry vocabulary, and a talent for making weeknight food feel culturally situated rather than merely convenient.

Carla Lalli - Her authority comes from the test-kitchen-to-newsletter bridge. She makes technique feel relaxed, but the editorial standard remains visible.

Molly Baz - She brings volume, attitude, and repeatability. For this audience, her appeal is not just recipe development, but the conversion of pantry staples into a recognizable cooking persona.

Alison Roman - Her minimalist recipe language fits the category's bias toward fewer ingredients with stronger opinions. She is useful because she turns anchovies, beans, citrus, herbs, and good olive oil into a lifestyle without calling it one.

Samin Nosrat - She provides the authority system underneath the whole pantry thesis: salt, fat, acid, heat as literacy, not garnish. Her presence signals that this audience values principles as much as products.

Hetty Lui McKinnon - Her vegetable-forward cooking gives the cluster warmth, color, and everyday usefulness. She sits close to the pantry brands because she makes condiments, grains, noodles, and greens feel abundant rather than corrective.

Sohla El-Waylly - She carries a rare mix of technical rigor and accessible experimentation. That makes her especially credible for an audience that wants to cook better without surrendering to chef cosplay.

Editorial Recipe Authority

What this cluster means - The partnership white space is not generic recipe content. It is durable editorial instruction with a byline: pantry essays, recurring columns, cookbook-adjacent product education, and recipes that make provenance, heat, acidity, and texture feel like practical knowledge. Brands in this set should treat these figures less as endorsers and more as interpreters of taste.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Priya Krishna    Food reporter for The New York Times and bestselling cookbook author known for Indian-ish and On...	Journalist/Host	2,549	5.4%
Molly Baz   Two-time New York Times bestselling cookbook author and recipe developer known for bold, creative...	Author	2,320	7.0%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Carla Lalli 🌐 📺 Chef, cookbook author, and Substack newsletter writer known for accessible recipes and food storytelling.	Author	2,560	3.9%
Alison Roman 🌐 📺 Cookbook author and writer known for minimalist recipes and a popular newsletter and grocery store.	Author	2,103	7.2%
Samin Nosrat 🌐 📺 Chef, author, and podcast host known for the cookbook 'Salt, Fat, Acid, Heat' and its Netflix adaptation.	Author	2,044	6.7%
Julia Turshen 🌐 📺 Cookbook author, cooking teacher, and writer known for approachable home cooking and community...	Food & Drink	3,225	2.5%
Hetty Lui McKinnon 🌐 📺 Vegetarian cookbook author and James Beard Award winner known for vegetable-forward recipes and...	Author	2,538	2.9%
Sohla El-Waylly 🌐 📺 James Beard and IACP award-winning chef and author of the bestselling cookbook 'Start Here!'	Author	1,909	5.6%
Pierce Abernathy 🌐 📺 Cookbook author and food content creator sharing plant-based recipes and cooking tips.	Author	2,204	3.2%
Clare de Boer 🌐 📺 Chef and cookbook author known for simple, elevated recipes and the Substack newsletter 'The Best Bit'.	Author	3,089	2.4%
Meredith Hayden (Wishbone Kitchen) 🌐 📺 Chef and New York Times bestselling cookbook author sharing recipes and lifestyle content.	Author	1,695	5.0%
Nigella Lawson 🌐 📺 Celebrated cookbook author and television cook known for indulgent, comforting food.	Author	1,811	3.6%
Caroline Chambers 🌐 📺 Recipe developer and cookbook author known for her practical, low-effort cooking content for busy...	Food & Drink	2,367	2.5%
Chris Morocco 🌐 📺 Food director at Bon Appétit and Epicurious known for recipe development and video series.	Food & Drink	2,113	2.5%
Carolina Gelen 🌐 📺 Cookbook author and recipe developer known for accessible, flavorful dishes and a James Beard...	Author	1,527	4.6%
Christina Chaey 🌐 📺 Food writer, recipe developer, and newsletter author known for the Gentle Foods concept and cookbooks.	Author	3,150	2.0%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Melissa Clark 🌐 📷 Prolific New York Times food columnist and cookbook author known for her recipe columns and...	Journalist/Host	1,680	2.6%
Molly Yeh 🌐 📷 New York Times bestselling cookbook author and host of Food Network's 'Girl Meets Farm'.	Author	1,530	2.9%
Jeanine Donofrio (Love and Lemons) 🌐 📷 New York Times bestselling cookbook author and food blogger known for simple, healthy vegetarian recipes.	Author	1,534	2.6%
Katie Parla 🌐 📺 📷 Two-time New York Times bestselling cookbook author and food expert focusing on Roman and Italian...	Author	2,331	1.9%
Ambitious Kitchen 🌐 📷 NYT best-selling cookbook author and food blogger sharing nourishing recipes from Chicago.	Author	1,347	2.6%
Alex Snodgrass 🌐 📷 NYT bestselling cookbook author and recipe developer known for simple, healthy recipes.	Author	1,347	2.6%
SpoonForkBacon 🌐 🎵 📺 📷 Food recipe creators sharing delicious and accessible recipes for everyday cooking.	Food & Drink	1,580	2.3%
Kylie Sakaida 🌐 📷 Registered dietitian and bestselling cookbook author sharing easy, balanced recipes and nutrition tips.	Education & Expert	1,288	2.6%
Ina Garten 🌐 📺 📷 Cookbook author and television host known for simple, elegant home cooking.	Author	893	11.1%
Ben Lippett 🌐 📺 📷 Best-selling cookbook author and former restaurant cook known for accessible recipes and cooking...	Food & Drink	1,235	2.7%
Kalejunkie 🌐 📷 Food creator and cookbook author sharing easy recipes and lifestyle content.	Food & Drink	862	4.8%
Matthew Ryle 🌐 🎵 📷 Chef and cookbook author known for French cuisine, running restaurants, and sharing recipes online.	Author	1,349	2.1%
Jesse Jenkins 🌐 📺 📷 Chef and cookbook author sharing simple, seasonal recipes and food content online.	Food & Drink	1,215	2.3%
Dennis Prescott 🌐 📷 Chef, TV host, and cookbook author known for Netflix's "Restaurants On The Edge" and sharing...	Reality TV Personality	1,398	2.0%
Paris Starn 🌐 📷 Recipe developer and food writer creating seasonal recipes and a newsletter called "In Season."	Food & Drink	2,672	1.5%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Alexis deBoschnek     Cookbook author of "To the Last Bite" and "Nights & Weekends" who shares recipes and farm life.	Author	2,640	1.5%
Carla Hall      Chef and television host known for competing on Top Chef and co-hosting The Chew.	Reality TV Personality	972	2.5%
Gina Homolka (Skinnytaste)     Cookbook author and recipe blogger known for healthy, high-protein meals and bestselling...	Food & Drink	898	2.8%

CLUSTER 04

Food Media Gatekeepers

SIZE:	AVG EST. AFFINITY:	AVG EST. REACH:	BEST EXAMPLE:
28	2,339	2.7%	Kerry Diamond

Food Media Gatekeepers sit upstream of the New Pantry Epicurean’s shopping list. These are the critics, editors, newsletter writers, documentary voices, and institutional food people who turn a jar, tin, vinegar, or chile crisp into a taste position. The estimated affinity and estimated reach signals here come from entity-to-entity co-occurrence patterns, not a survey panel or measured audience sample, so they should be read as directional cultural proximity.

Kerry Diamond - Cherry Bombe gives this audience a fluent bridge between food media, women-led entrepreneurship, restaurant culture, and premium grocery. Her presence signals that pantry brands are being read not only as products, but as part of a broader taste conversation.

Amanda Hesser - Food52 made home cooking feel editorial, shoppable, and socially literate long before pantry brands became aesthetic objects. She anchors the cluster’s belief that everyday cooking can carry authority without feeling institutional.

Zaynab Issa - Issa brings the newer food-media grammar: personal, recipe-driven, culturally specific, and comfortable moving between legacy publications and Substack. She gives the cluster a contemporary, ingredient-first sensibility.

Ruth Reichl - Reichl represents the older authority system of restaurant criticism, magazine editing, memoir, and culinary canon-making. Her relevance here shows that provenance still benefits from an elder critic’s blessing.

Pete Wells - Wells adds institutional sharpness. For an audience buying Graza, Fishwife, Fly By Jing, Diaspora Spice Co., and Momofuku Goods, his presence suggests an appetite for discernment, not just discovery.

Rachel Karten - Karten is the media operator inside the cluster: fluent in how food culture travels across platforms, newsletters, and brand voice. She points to the importance of distribution taste, not merely culinary taste.

Helen Rosner - Rosner gives the cluster its literary-critical edge. She is useful to pantry brands because she treats food as culture, commerce, class signal, pleasure, and identity all at once.

Food Media Gatekeepers

What this cluster means: the audience does not separate pantry discovery from cultural framing. It wants products with heat, acidity, provenance, and design, but it also wants someone credible to explain why those choices matter. For brands in this space, the partnership white space is less about generic recipe content and more about tastemaker clusters that can make a pantry feel edited, intelligent, and worth defending.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Kerry Diamond    	Journalist/Host	4,083	3.1%
Founder and editor-in-chief of Cherry Bombe, a magazine and podcast celebrating women in food.			

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Dana Cowin 🌐 📷 Former editor-in-chief of Food & Wine magazine and podcast host focused on food, joy, and climate action.	Journalist/Host	2,982	2.8%
Amanda Hesser 🌐 📰 📷 Food writer, entrepreneur, and founder of the media brand Food52 and the Substack newsletter Homeward.	Business Leader	3,041	2.5%
Gail Simmons 🌐 📷 Food critic, television personality, and cookbook author known for judging Top Chef.	Reality TV Personality	2,070	3.6%
Zaynab Issa 🌐 📰 📷 Food writer, recipe developer, and cookbook author whose work appears in major food publications...	Author	3,740	2.3%
Ruth Reichl 🌐 📰 📷 Food writer, former New York Times restaurant critic, and editor of Gourmet magazine.	Journalist/Host	2,267	2.9%
Pete Wells 🌐 📷 Restaurant critic for the New York Times, known for candid reviews and food culture commentary.	Journalist/Host	2,185	2.9%
Rachel Karten 🌐 📷 Social media consultant and writer of the Link in Bio newsletter, previously at Bon Appétit.	Education & Expert	3,316	2.1%
Tejal Rao 🌐 📷 Restaurant critic for the New York Times covering Los Angeles food scene.	Journalist/Host	2,693	2.3%
Mark Bittman 🌐 📷 Food journalist, author, and former New York Times columnist known for his minimalist cooking approach.	Journalist/Host	1,886	3.0%
Julia Moskin 🌐 📷 New York Times food reporter and Pulitzer Prize winner covering culinary culture and industry.	Journalist/Host	2,920	2.2%
Helen Rosner 🌐 📷 New Yorker staff writer and food critic known for restaurant reviews and cultural commentary.	Journalist/Host	2,457	2.3%
Jenn Harris 🌐 📷 Restaurant critic for the Los Angeles Times covering food and dining in Southern California.	Journalist/Host	2,642	2.1%
Alex Delany 🌐 📷 Writer, consultant, and DJ focused on food, beverage, and cultural curation in New York City.	Food & Drink	2,215	2.3%
Ligaya Mishan 🌐 📷 Restaurant critic for The New York Times and author, known for insightful food writing and...	Journalist/Host	2,309	2.1%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Padma Lakshmi 🌐 📺 🎵 📱 📷 TV host and author best known for presenting the cooking competition series Top Chef and writing...	Reality TV Personality	1,215	6.1%
Kat Kinsman 🌐 📺 📷 Executive features editor for Food & Wine, host of Tinfoil Swans podcast, and author of Hi, Anxiety.	Journalist/Host	3,117	1.8%
Khushbu Shah 🌐 📺 📷 Food journalist, cookbook author, and newsletter writer focusing on Indian-American cuisine and...	Journalist/Host	3,080	1.8%
Phil Rosenthal 🌐 📷 Television creator and host known for the sitcom Everybody Loves Raymond and the travel series...	Filmmaker	1,311	3.1%
Andrew Zimmern 🌐 📺 🎵 📱 📷 Chef, television host, writer, and traveler known for exploring global cuisines and wild game cooking.	Reality TV Personality	1,101	5.2%
Kate Krader 🌐 📷 Food editor and critic at Bloomberg Pursuits covering restaurants, dining trends, and culinary culture.	Journalist/Host	2,449	1.9%
Bill Addison 🌐 📷 Restaurant critic for the Los Angeles Times known for annual best restaurants lists and thoughtful...	Journalist/Host	2,325	1.9%
Sam Youkilis 🌐 📷 Filmmaker and photographer documenting food traditions and travel cultures around the world.	Filmmaker	1,296	2.5%
Elazar Sontag 🌐 📷 Food critic for The Washington Post covering restaurant reviews and dining culture.	Journalist/Host	2,164	1.8%
Timm Chiusano 🌐 📷 Content creator and advocate for reforming corporate culture, known for career advice and personal...	Education & Expert	1,071	2.6%
Stephen Satterfield 🌐 📷 Journalist, food historian, and founder of Whetstone Media who hosts the Netflix documentary...	Journalist/Host	2,214	1.6%
Jenny Dorsey 🌐 📺 🎵 📱 📷 Professional chef, author, and food studies scholar who educates on food politics and history...	Education & Expert	2,610	1.5%
Anthony Bourdain 🌐 📷 Celebrity chef, author, and television host known for globe-trotting food and travel documentaries.	Author	721	5.3%

CLUSTER 05

Diaspora Pantry Voices

SIZE:	AVG EST. AFFINITY:	AVG EST. REACH:	BEST EXAMPLE:
24	2,389	2.4%	Samah Dada

Diaspora Pantry Voices is the authority system for pantry brands that want provenance without flattening it into generic “global” flavor. The estimated affinity here comes from co-occurrence patterns around the seed set, and the signal is clear: this audience responds to cooks who translate heritage cuisines into everyday rituals with specificity, technique, and a modern pantry logic.

Samah Dada - The best example of the cluster, she makes Indian-American cooking feel intimate, health-literate, and highly usable. Her strength is not nostalgia alone, but the way she turns pantry staples into a contemporary home-cooking language.

Yewande Komolafe - Her work brings West African cuisine into the center of American food media without sanding down its ingredients or context. For this audience, she carries both editorial authority and ingredient credibility.

Eric Kim - Kim sits at the intersection of personal essay, Korean-American cooking, and New York Times-scale recipe authority. He gives pantry exploration an emotional architecture, which is why his presence matters beyond pure recipe utility.

Yotam Ottolenghi - Ottolenghi remains the high-reach reference point for bold, produce-forward, Middle Eastern-inflected cooking. He is the bridge between chef-grade flavor systems and the home cook who now keeps preserved lemon, tahini, and chile oil within reach.

Rick Martínez - Martínez brings Mexican cooking into the cluster with rigor, warmth, and a strong sense of place. His appeal is tied to specificity: regions, techniques, ingredients, and the refusal to treat Mexican food as a single pantry mood.

Hetal Vasavada - Vasavada shows how diaspora flavor can move through baking, not just savory cooking. Indian spices, Western pastry formats, and visual fluency make her a particularly useful signal for brands operating at the edge of pantry and indulgence.

Paola Velez - Velez expands the cluster into bodega culture, Afro-Caribbean influence, and American sweets with a point of view. She brings a sharper, more urban register to the pantry conversation, where identity and pleasure are inseparable.

Diaspora Pantry Voices

What this cluster means: New Pantry Epicureans are not simply collecting condiments. They are building a culturally literate pantry, one where heat, acidity, spice, fermentation, and memory all have roles. The partnership white space is with voices who can make specificity feel generous: cooks and authors who know the origin story, respect the technique, and still understand the Tuesday-night dinner problem.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Samah Dada   	Author	2,960	2.8%
Chef, television host, and cookbook author known for healthy, plant-forward recipes and...			

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Eric Kim 🌐 📺 📷 Columnist for The New York Times and bestselling author of cookbooks including Korean American.	Author	2,617	2.9%
Yotam Ottolenghi 🌐 📷 Chef, cookbook author, and restaurateur known for bold flavors and Middle Eastern-inspired cuisine.	Author	1,937	6.6%
Yewande Komolafe 🌐 🗣️ 📷 Nigerian-American cookbook author and New York Times columnist focused on West African cuisine.	Author	4,002	2.2%
Paola Velez 🌐 📺 📷 James Beard Award-winning chef and author known for her cookbook 'Bodega Bakes' and YouTube series...	Author	2,737	2.3%
Edward Lee 🌐 📷 James Beard Award-winning chef, restaurateur, and cookbook author known for blending Korean and...	Food & Drink	1,700	3.6%
Meijie Liao 🌐 📷 James Beard and IACP nominated chef and content creator specializing in innovative recipes and...	Food & Drink	1,714	2.8%
Eden Grinshpan 🌐 📺 📷 Cookbook author and television host known for her Middle Eastern-inspired vegetarian recipes.	Author	1,828	2.4%
Rick Martínez 🌐 📺 📷 James Beard Award-winning chef and cookbook author known for Mexican cuisine and online cooking classes.	Author	1,918	2.2%
Hetal Vasavada 🌐 📺 📷 Cookbook author and baker who infuses Indian flavors into Western desserts and shares recipes on...	Author	3,193	1.8%
Michael Solomonov 🌐 📷 James Beard Award-winning chef and restaurateur known for modern Israeli cuisine and Philadelphia...	Author	1,810	2.3%
Rick Bayless 🌐 📷 Celebrated chef renowned for authentic Mexican cuisine, cookbook author, and television personality.	Author	1,278	3.1%
Meera Sodha 🌐 📷 Cookbook author and Guardian food columnist known for modern vegetarian and South Asian-inspired recipes.	Author	4,387	1.6%
James Park 🌐 📷 Korean food creator and cookbook author specializing in chili crisp recipes and Korean cuisine.	Food & Drink	2,925	1.6%
Kristina Cho 🌐 📺 🎵 📷 Cookbook author and James Beard award winner known for Chinese baking and modern Asian cuisine.	Author	2,309	1.7%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Claudette Zepeda      Mexican-Otomí chef, cookbook author, and creative director known for borderlands cuisine and...	Author	2,226	1.7%
Sarah Ahn    Korean cooking content creator and bestselling cookbook author known for sharing family recipes...	Food & Drink	1,058	2.8%
Jonathan Zaragoza (Goatboy)   Mexican chef and content creator known for salsa recipes and grilling tutorials.	Food & Drink	1,247	2.4%
Adeena Sussman    Two-time New York Times bestselling cookbook author and food writer based in Tel Aviv.	Author	1,969	1.8%
Esther Choi     Chef and entrepreneur known for Korean-inspired cuisine, cookbooks, and TV appearances.	Author	1,770	1.9%
Nisha Vora (Rainbow Plant Life)   Vegan recipe developer, cookbook author, and content creator known for plant-based cooking tutorials.	Food & Drink	1,133	2.5%
Rachel Gurjar     Culinary creative and cookbook author sharing Indian-inspired recipes and hosting pop-up events.	Food & Drink	5,170	1.4%
Alexa Soto    Mexican American food creator specializing in plant-based recipes and cooking classes.	Food & Drink	1,593	1.9%
Woldy Kusina    Chef and author known for vegetable-forward Filipino cuisine and his cookbook.	Food & Drink	3,854	1.4%

CLUSTER 06

Pastry & Baking Canon

SIZE: 22	AVG EST. AFFINITY: 2,454	AVG EST. REACH: 2.6%	BEST EXAMPLE: Christina Tosi
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The Pastry & Baking Canon is the sweet-precision wing of New Pantry Epicureans. These are pastry chefs, baking authors, dessert stylists, and technically minded home-baking authorities whose work turns flour, butter, fruit, chocolate, and sugar into a system of taste. The estimated affinity and estimated reach here are directional signals from entity-to-entity co-occurrence patterns, not audience measurement, which makes this cluster useful as a read on cultural proximity rather than scale alone.

Christina Tosi - The clearest example of the cluster: creative, accessible, brand-literate, and fluent in making dessert feel like a shared cultural language. Milk Bar gives her the kind of pantry-to-pop-culture authority this audience recognizes.

Caroline Schiff - She sits closer to the professional pastry world, bringing restaurant credibility and technical confidence without losing warmth. Her presence signals an audience that respects craft, not just prettiness.

Dorie Greenspan - A canonical figure for home bakers who want rigor without intimidation. Her relevance here is about trust: she makes baking feel like a long-term practice rather than a content format.

Erin Jeanne McDowell - She translates technique into visible learning, which matters for an audience already comfortable treating pantry goods as tools of discernment. Her educational style gives baking an authority system.

Dominique Ansel - His inclusion brings spectacle and invention into the map. The Cronut® era still matters because it made pastry legible as design, status, and culinary event.

Yossy Arefi - Seasonal, visual, and quietly precise, she captures the softer end of the cluster. Her work aligns with the grocery sensibility of people who buy better ingredients because they want everyday food to carry intention.

The Pancake Princess - The data-driven bake-off format gives this cluster its methodical edge. She appeals to people who want not just a recipe, but proof that the recipe has been tested against the field.

Pastry & Baking Canon

What this cluster means: New Pantry Epicureans are not only chasing heat, acidity, and provenance on the savory side. They also respond to sweetness when it comes with discipline, authorship, and visual intelligence. The partnership white space is not generic dessert content; it is baking as taste education, where premium ingredients, technique, and domestic confidence meet.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Christina Tosi 🌐 📷 Pastry chef, cookbook author, and founder of Milk Bar known for creative desserts and baking community.	Author	2,632	4.8%
Caroline Schiff 🌐 📷 Pastry chef and cookbook author recognized as a Beard Award finalist and Food & Wine Best New Chef.	Author	3,546	2.6%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Dorie Greenspan    Cookbook author and baker known for her sweet and savory recipes.	Author	2,656	3.0%
Erin Jeanne McDowell   Cookbook author and baking content creator known for educational recipe videos and the book 'Bake...	Food & Drink	2,468	3.2%
Dominique Ansel     Pastry chef best known for creating the Cronut® and owning bakeries in New York and Las Vegas.	Food & Drink	2,011	3.8%
Nea Arentzen     Recipe developer and food content creator specializing in desserts and seasonal baking.	Food & Drink	4,044	2.0%
David Lebovitz    Pastry chef and cookbook author based in Paris, known for dessert recipes and chocolate expertise.	Author	2,033	2.5%
Alex Stupak    Chef and co-owner of Empellón restaurants known for pastry expertise and Food Network appearances.	Reality TV Personality	2,371	2.3%
Jessie Sheehan   Four-time cookbook author and baker who creates easy, fuss-free dessert recipes and hosts a podcast.	Author	3,585	1.9%
Yosy Arefi    Cookbook author, photographer, and stylist known for approachable baking recipes and seasonal...	Author	3,296	1.9%
The Pancake Princess     Data-driven baking content creator and award-winning cook known for methodical bake-off...	Food & Drink	2,172	2.3%
Zoë François (Zoë Bakes)    Emmy-nominated pastry chef, cookbook author, and host of a baking show on HBO Max.	Author	1,825	2.5%
Sarah Fennel   New York Times bestselling cookbook author and baking blogger known for nostalgic dessert recipes.	Author	1,363	3.5%
Claire Saffitz    Cookbook author and YouTube creator known for baking recipes and dessert expertise.	Author	1,350	3.2%
Sarah Kieffer   Five-time cookbook author and baker known for the panbanging technique and best-selling "100 Cookies."	Author	2,233	2.0%
Nicola Lamb    Pastry chef and cookbook author known for 'SIFT: The Elements of Great Baking' and the Kitchen...	Author	1,842	2.2%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
BenGingi 🌐 📺 📷 Food creator and cookbook author known for approachable baking and Mediterranean-inspired recipes.	Food & Drink	2,517	1.9%
Benjamina Ebuehi 🌐 📺 📷 Three-time cookbook author and food stylist known for creative baking recipes.	Food & Drink	2,625	1.7%
Rose Wilde 🌐 📺 📷 Los Angeles-based cookbook author, baker, and podcast host known for her award-winning debut...	Author	4,775	1.5%
Audrey Leonard (Red Currant Bakery) 🌐 📺 📷 📷 Cookbook author and digital creator based in New York, known for baking recipes and lifestyle content.	Food & Drink	1,959	1.9%
Easy Gay Oven 🌐 📷 Recipe developer and baker sharing approachable elevated recipes from Brooklyn.	Food & Drink	1,933	1.7%
Cedric Grolet 🌐 📷 French pastry chef known for trompe-l'œil fruit sculptures and innovative desserts.	Visual Artist	749	4.1%

CLUSTER 07

Technique & Dough Obsessives

SIZE: 19	AVG EST. AFFINITY: 2,187	AVG EST. REACH: 2.6%	BEST EXAMPLE: Chad Robertson
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This cluster is the pantry audience's process wing: bakers, fermenters, pizzaoli, burger archivists, sandwich obsessives, and food scientists who make method feel like taste. The estimated affinity and estimated reach signals here come from entity-to-entity co-occurrence patterns, not a panel, so the read is directional: these are the authorities most culturally proximate to a shopper who buys heat, acidity, provenance, and technique in the same cart.

Chad Robertson - The Tartine founder is the cleanest example because he turns patience into status. His world makes fermentation, hydration, crumb, and grain choice feel like cultural literacy rather than kitchen fussiness.

David Zilber - Fermentation is not a niche technique in this orbit, it is an authority system. Zilber gives the audience a vocabulary for microbes, preservation, acidity, and transformation that sits naturally beside premium pantry goods.

J. Kenji López-Alt - Kenji matters because he converts curiosity into repeatable behavior. His appeal is not just recipes, but the promise that better cooking comes from understanding the mechanism.

Chris Bianco - Bianco brings provenance into dough culture. Flour, tomato, cheese, heat, and restraint become a way of reading quality, which is exactly where this audience's pantry instincts tend to point.

Wylie Dufresne - His move from avant-garde technique into pizza keeps him interesting here. He carries chef-grade credibility into a format that feels accessible, social, and weeknight-adjacent.

George Motz - Motz shows how deep the cluster's obsession can go. The hamburger becomes an archive, a regional code, and a technique question, not just a comfort food object.

Joe Beddia - Beddia sits at the sweet spot between cult restaurant and home-practice aspiration. His pizza authority gives the audience a model for taking a casual food seriously without making it precious.

Technique & Dough Obsessives

What this cluster means: New Pantry Epicureans are not only buying better condiments, oils, tins, and spices. They are buying into a way of cooking where the pantry is the input and technique is the proof. The partnership white space is strongest around educators and obsessives who can make a product behave differently in the pan, the dough, the brine, or the sandwich build.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Chad Robertson    Founder of Tartine Bakery and author of award-winning cookbooks on bread baking.	Food & Drink	2,830	2.7%
Wylie Dufresne   New York City chef and pizza maker who operates Stretch Pizza and appears on television cooking...	Reality TV Personality	2,385	3.0%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
David Zilber      Chef, food scientist, and bestselling author known for expertise in fermentation and the Noma...	Author	2,922	2.5%
Chris Bianco   Renowned chef and restaurateur known for his acclaimed pizzeria in Phoenix, Arizona.	Food & Drink	1,750	4.8%
J. Kenji López-Alt      3x NYT best-selling cookbook author, food scientist, and YouTube chef known for The Food Lab and The Wok.	Author	1,642	7.7%
Sean Sullivan     Pizza and sandwich enthusiast sharing dough recipes and cooking tips for homemade pizza.	Food & Drink	2,598	2.1%
George Motz    Burger scholar, author, filmmaker, and TV host known as the foremost authority on hamburgers.	Food & Drink	1,989	2.2%
Bryan Suarez    Food content creator sharing gluten-forward cooking recipes, culinary travel experiences, and...	Food & Drink	2,427	1.9%
Sandwiches of History   Food content creator who recreates and reviews historical sandwich recipes daily.	Food & Drink	1,715	2.2%
Joe Beddia   Chef and pizzaiolo behind Pizzeria Beddia and author of the cookbook "Pizza Camp".	Food & Drink	2,109	1.9%
Dave's Pizza Oven      Home cook and content creator sharing pizza recipes and cooking tips from Dallas, Texas.	Food & Drink	1,205	3.0%
Madelyn Varela     Professional cheesemonger and former cheesemaker who creates cheese-focused content and hosts...	Food & Drink	1,592	2.0%
Anthony Mangieri    Celebrated pizzaiolo and restaurateur who has run Una Pizza Napoletana in New York City since 1996.	Business Leader	2,187	1.7%
spaceboypizza   Home pizza enthusiast sharing homemade pizza creations and techniques.	Food & Drink	3,253	1.5%
Frank Pinello    Pizza chef, owner of Best Pizza in Williamsburg, and host of the series Pizza With Frank.	Food & Drink	1,884	1.8%
Francis Mallmann   Celebrated Argentine chef and author known for live-fire cooking techniques and cookbooks like...	Author	1,584	1.9%
Nik Sharma     Food scientist, cookbook author, and host of Netflix's In The Test Kitchen and YouTube's Flavor Forward.	Author	2,915	1.5%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Alton Brown      Celebrity chef and food scientist known for the television series Good Eats.	Food & Drink	774	4.4%
lupacotta    Food creator and culinary consultant sharing pizza recipes, travel, and cooking inspiration.	Food & Drink	3,785	1.4%

CLUSTER 08

Pantry & Hospitality Brand Architects

SIZE:	AVG EST. AFFINITY:	AVG EST. REACH:	BEST EXAMPLE:
16	2,784	2.7%	Sana Javeri Kadri

This cluster captures the operator class behind the New Pantry Epicurean mindset: founders, chefs, restaurateurs, brand builders, and hospitality thinkers who turn condiments, cookware, restaurants, and media into an authority system. The figures are directional estimates from entity-to-entity co-occurrence patterns, not a survey panel or audience measurement, and the signal is less about celebrity scale than cultural proximity to the pantry brands in the seed set.

Sana Javeri Kadri - The cluster's clearest example, with an estimated affinity of 6,801 and estimated reach of 3.0%. She gives pantry commerce a moral and sensory framework: sourcing, diaspora, color, labor, and flavor all made legible at shelf level.

Jing Gao - Gao sits at the center of the heat-as-brand movement, where chili crisp is not just a condiment but a gateway into regional Chinese flavor, founder storytelling, and contemporary food design.

Ellen Marie Bennett - Bennett brings the kitchenware founder into the same orbit as the chef and the media personality. Her relevance is in making the working kitchen feel aspirational without sanding off its operational grit.

Alice Waters - Waters gives the cluster its institutional spine. Farm-to-table here is less nostalgia than precedent: a proof that provenance can become a durable cultural language, not just a sourcing claim.

Danny Meyer - Meyer represents hospitality as philosophy, not décor. His presence suggests this audience recognizes that the experience around food - service, generosity, systems, repeatability - can be as influential as the product itself.

Calvin Eng - Eng is a useful bridge between restaurant credibility and pantry-era fluency. His Cantonese American point of view translates neighborhood restaurant energy into a broader appetite for flavor, identity, and technique.

Brooke Yoakam - Yoakam brings the strategist's eye to the cluster. She signals an audience that is paying attention not only to what tastes good, but to how modern consumer brands earn trust, distribution, and visual coherence.

Pantry & Hospitality Brand Architects

What this cluster means: New Pantry Epicureans are not simply buying better olive oil, tins, spices, or sauces. They are buying into the people who make taste feel organized: the founders who explain supply chains, the chefs who translate technique, the hospitality operators who define care, and the brand architects who make the whole thing legible on a crowded shelf. The partnership white space is with credible operators who can make everyday cooking feel informed rather than instructed.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Sana Javeri Kadri   Food entrepreneur, founder of Diaspora Spice Co., and author of a South Asian cookbook.	Food & Drink	6,801	3.0%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Alice Waters 🌐 📷 Renowned chef, restaurateur, and food activist who pioneered farm-to-table cuisine in America.	Author	2,274	5.2%
Ellen Marie Bennett 🌐 📷 Founder of a kitchen brand, author, and host of a cooking show who shares entrepreneurial and...	Lifestyle & Vlog	3,281	2.5%
Jing Gao 🌐 📺 🎵 📷 Chef, entrepreneur, and James Beard Award-winning cookbook author known for chili crisp brand Fly...	Food & Drink	3,066	2.5%
Danny Meyer 🌐 📷 Influential restaurateur and founder of Union Square Hospitality Group and Shake Shack.	Business Leader	1,966	3.5%
David Chang 🌐 📺 📷 Chef, restaurateur, and television personality known for founding the Momofuku restaurant group.	Food & Drink	1,398	7.2%
Anastasia Inciardi 🌐 📷 Linocut printmaker and creator of the Mini Print Vending Machine, placing art vending machines...	Visual Artist	1,826	2.5%
Calvin Eng 🌐 📷 Chef and owner of Bonnie's, a Cantonese American restaurant in Williamsburg, and author of the...	Food & Drink	3,082	1.9%
Thomas Straker 🌐 🎵 📺 📷 Chef and restaurateur behind All Things Butter, Straker's restaurants, and a debut cookbook.	Food & Drink	1,223	3.0%
Brooke Yoakam 🌐 📷 Brand marketing strategist and founder sharing insights on consumer brands, startups, and digital...	Education & Expert	2,238	1.8%
Jeni Britton 🌐 📺 📷 Entrepreneur and founder of Jeni's Splendid Ice Creams and LiveFloura, a fiber company.	Business Leader	2,017	1.9%
Andy Baraghani 🌐 📷 Celebrated chef and bestselling cookbook author known for Persian-inspired cuisine and vibrant...	Author	1,897	1.8%
Marianna Fierro 🌐 📷 Creative director and illustrator specializing in branding for food, beverage, and hospitality.	Food & Drink	4,416	1.4%
Camille Becerra 🌐 📷 Chef, cookbook author, and entrepreneur raising funds to open a café and food research studio.	Author	3,999	1.4%
Claire Dinhut (Condiment Claire) 🌐 📺 🎵 📷 Food and condiment enthusiast creating content about French cuisine, travel, and homemade condiments.	Food & Drink	3,854	1.4%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Will Guidara   Restaurateur and New York Times bestselling author known for his philosophy of unreasonable hospitality.	Author	1,201	2.2%

CLUSTER 09

City Dining Scouts

SIZE:	AVG EST. AFFINITY:	AVG EST. REACH:	BEST EXAMPLE:
12	1,712	2.5%	Emily Fedner

City Dining Scouts sit closest to the moment when pantry taste becomes public taste. These are the restaurant recommendation accounts, neighborhood crawlers, gluten-free guides, travel eaters, and hidden-gem narrators who translate provenance, heat, acidity, and chef authority into where to eat tonight. The signal is directional: estimated affinity and estimated reach come from entity-to-entity co-occurrence patterns around the seed set, not a survey, audience measurement, or follower count.

Emily Fedner - The cluster's strongest example blends Ukrainian-American cooking, New York food crawls, and a host's instinct for making a meal feel socially legible. She gives pantry brands a bridge into lived dining culture rather than static ingredient education.

Mike Chau - His value is in restaurant judgment at city speed. He helps convert taste from an abstract brand position into a practical map of what is worth eating, ordering, and sharing now.

Gluten Free in NYC - This account makes dietary constraint feel like local intelligence, not compromise. For New Pantry Epicureans, that matters because specialty pantry brands often win when they solve for specificity without losing pleasure.

Girls Who Like to Eat Food - Their center of gravity is convivial, neighborhood-facing discovery. The account brings a support-local sensibility that pairs well with brands built on sourcing stories and small-producer credibility.

Rob Martinez - He is less a reviewer than a food storyteller, often foregrounding the people behind the meal. That gives him cultural proximity to pantry brands with founder narratives, regional roots, and ingredient-level conviction.

Kaitlyn Lavery - Her mix of NYC dining, travel, and fashion gives the cluster a more lifestyle-coded edge. She can make food discovery feel like part of a broader taste system, not just a list of restaurants.

Jeremy Jacobowitz (Brunchboys) - He brings the seasoned guide energy of someone who has helped define New York food content across formats. His relevance is in packaging abundance into a navigable city dining script.

City Dining Scouts

What this cluster means - City Dining Scouts show that New Pantry Epicureans do not separate the shelf from the street. The same audience affinity that gathers around premium chili crisp, olive oil, tinned fish, spices, and chef-led sauces also gathers around people who know which counter, pop-up, bakery, or neighborhood spot is worth attention. Partnership white space sits in city guides, crawl formats, restaurant-adjacent recipes, and “bring the dish home” storytelling, where a pantry product becomes the missing link between eating out and cooking with a point of view.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Emily Fedner    Food creator and cook sharing Ukrainian-American culture and hosting food crawls in New York City.	Food & Drink	3,348	2.5%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Mike Chau 🌐 📷 Food influencer and critic who reviews restaurants and shares dining recommendations in New York City.	Food & Drink	2,445	2.5%
Gluten Free in NYC 🌐 🗨️ 🎵 📺 📷 Digital creator sharing gluten-free restaurant recommendations and food reviews in New York City.	Food & Drink	2,408	2.4%
Girls Who Like to Eat Food 🌐 📷 Food influencer based in New York City sharing restaurant recommendations and supporting local...	Food & Drink	1,587	2.4%
Consuming Couple 🌐 🗨️ 🎵 📺 📷 Food influencer couple exploring global cuisine and dining experiences in New York City and beyond.	Food & Drink	1,524	2.4%
Brian Can't Stop Eating 🌐 📺 📷 Food content creator based in New York City, known for reviewing diverse cuisines and documenting...	Food & Drink	1,087	3.2%
Rob Martinez 🌐 📷 Content creator who tells stories about people and their food, focusing on hidden culinary gems.	Food & Drink	988	3.6%
Kaitlyn Lavery 🌐 🗨️ 🎵 📺 📷 Food and travel content creator sharing NYC dining, global adventures, and fashion fits.	Lifestyle & Vlog	2,164	1.8%
Eating With Tod 🌐 📺 📷 Food influencer reviewing global dining experiences, from luxury steakhouses to viral street food.	Food & Drink	1,118	2.8%
Jeremy Jacobowitz (Brunchboys) 🌐 🗨️ 🗨️ 🎵 📺 📷 Digital creator and food influencer known for NYC food and travel guides.	Food & Drink	1,060	2.8%
Food Baby 🌐 📷 Social media account reviewing food in New York City with a baby-themed lens.	Food & Drink	1,527	2.0%
Chewyorkcity 🌐 🗨️ 🎵 📷 Duo of food and travel content creators sharing New York City recommendations and culinary adventures.	Food & Drink	1,293	2.1%

CLUSTER 10

Private-Chef & Supper Club Hosts

SIZE: 11	AVG EST. AFFINITY: 2,092	AVG EST. REACH: 2.4%	BEST EXAMPLE: Sara Tane
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The Private-Chef & Supper Club Hosts cluster is the hosting layer of New Pantry Epicureans. Its estimated affinity is directional, derived from entity-to-entity co-occurrence patterns around the seed set, not from a panel or measured audience file. These are the people turning premium pantry goods into a social language: the chili crisp on the table, the olive oil cake, the acidic little snack, the dinner that looks casual but is heavily authored.

Sara Tane - The strongest example here. She sits at the exact intersection of private-chef authority, recipe development, Los Angeles food culture, and newsletter intimacy, which makes her useful for brands that want everyday cooking to feel edited rather than merely aspirational.

Nirupa Konijeti - Her apartment supper club format gives the cluster its clearest social script. She makes hosting feel replicable without sanding off taste, which is precisely where provenance-led pantry brands can enter the room.

Maddy DeVita - Through Forklore, she brings a writerly, private-chef sensibility to the category. The appeal is not just recipes, but the feeling that a home cook can borrow a professional's judgment for the night.

lev.nyc - Site-specific pop-ups and seasonal cooking give this cluster its downtown New York authority. The signal is less about scale and more about cultural proximity to the small-room dining world where menus, guests, and ingredients all carry meaning.

Cooking With Rel - Based in Portland, she expands the hosting scene beyond the expected coastal capitals. Her value is in making supper-club cooking feel inventive, warm, and achievable, without losing the sense of occasion.

Christy - Her mix of supper clubs, Asian recipes, and travel content gives the cluster a broader lifestyle frame. Pantry brands with heat, fermentation, acidity, and regional specificity can live naturally inside her world.

Join Jules - The cocktail side matters because dinner-party culture is not only about the food. Drinks, glassware, garnish, and pacing are part of the same authority system, and she helps translate pantry-adjacent taste into a fuller hosting ritual.

Private-Chef & Supper Club Hosts

What this cluster means - New Pantry Epicureans are not just buying ingredients. They are buying fluency: how to season, how to serve, what to bring, what to pour, and how to make the table feel current. The partnership white space is with hosts who can make a product feel socially useful, not merely premium.

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Sara Tane    Private chef and recipe developer based in Los Angeles with a Substack newsletter and a...	Food & Drink	2,957	3.1%
Nirupa Konijeti   Host and creator who turns her NYC apartment into a supper club, sharing recipes and hosting tips.	Food & Drink	2,716	1.9%

INFLUIST	CATEGORY	EST. AFFINITY	EST. REACH
Maddy DeVita 🌐 📧 📷 Private chef and food content creator known for her Substack newsletter Forklore.	Food & Drink	1,753	2.3%
lev.nyc 🌐 📷 Chef and cook known for site-specific, seasonal cooking and food pop-ups in New York City.	Food & Drink	2,699	1.8%
Cooking With Rel 🌐 📷 Recipe developer and supper club host based in Portland, Oregon, sharing creative cooking content.	Food & Drink	3,290	1.6%
Nadia Aidi 🌐 📧 📷 Private chef and food creator sharing elevated recipes and appetizer inspirations on social media.	Food & Drink	1,076	3.0%
Ryan Nordheimer 🌐 📷 Cooking and baking influencer known for hosting themed dinner parties and sharing recipes.	Food & Drink	1,515	2.2%
Christy 🌐 📧 📷 Food and lifestyle creator known for supper clubs, Asian recipes, and travel content.	Food & Drink	3,400	1.5%
Olivia Tiedemann 🌐 📧 🎵 📺 📷 Private chef and food content creator known for her cookbook 'Eat Like the Rich' and viral cooking...	Food & Drink	842	4.2%
Join Jules 🌐 📷 Cocktail recipe creator and host who shares boozy drinks, hosting tips, and party ideas.	Food & Drink	1,367	2.1%
Alex Trim 🌐 📷 Private chef and content creator known for Michelin training and sharing gourmet recipes on social media.	Food & Drink	1,392	2.0%

Recommendations & Takeaways

Cross-Cluster Interpretation

Cross-Cluster Interpretation

1. **Good taste is an authority system, not a shopping list.** The audience affinity pattern is built around people who make pantry goods legible as culture: chefs, editors, founders, bakers, and hosts. These are estimated affinity and estimated reach signals from entity-to-entity co-occurrence patterns, not a panel or measured audience sample. Directionally, the point is clear: the pantry is being validated by taste institutions, not just by product novelty.
2. **Restaurant prestige gives the category its permission structure.** The presence of chefs and hospitality architects around the seed brands suggests that everyday condiments now borrow their status from dining culture. Figures like **Natasha Pickowicz** and **Sana Javeri Kadri** sit close to this world because they make provenance, craft, and service feel intimate rather than rarefied.
3. **The social recipe layer is translating authority into habit.** Creators such as **Hailee Catalano** and **Samah Dada** matter because they turn chef-grade pantry cues into repeatable home behavior. This is not mass convenience food with better packaging. It is weekday cooking with a point of view: chili crisp, olive oil, tinned fish, spices, acid, texture, and a strong sense of where things come from.
4. **Editorial trust still anchors the cultural graph.** The audience does not appear to reject legacy food authority. It recombines it. **Priya Krishna** and **Kerry Diamond** represent the middle layer between institutions and independent tastemakers, where recipe credibility, personal voice, and brand literacy meet.
5. **The partnership white space is around hosting, not endorsement.** Private chefs, supper club hosts, city dining scouts, and baking obsessives point to a more useful playbook than simple creator placement. The strongest cultural proximity is likely in formats that show how these pantry brands behave at the table: dinner series, recipe dispatches, ingredient pairings, and small rituals that make home cooking feel socially fluent.

Recommended Strategic Uses

Best clusters for category definition

- Start with Pantry & Hospitality Brand Architects. This is the cleanest authority system for New Pantry Epicureans: founders and operators who make ingredients feel like taste, ethics, and hosting culture in one object. **Sana Javeri Kadri** is the right example because she gives provenance a public language without flattening it into wellness or convenience.
- Pair that with Diaspora Pantry Voices. The cluster has the strongest cultural proximity to the seed set, with high estimated affinity in the co-occurrence patterns and a clear point of view on heat, acidity, migration, and home cooking. **Samah Dada** helps translate pantry specificity into everyday ritual.
- Use Editorial Recipe Authority to make the category legible beyond the already-converted. **Priya Krishna** sits at the intersection of home cooking, diaspora fluency, and mainstream editorial trust. This cluster should define the “why this belongs in your kitchen” layer.

Best clusters for reach

- Editorial Recipe Authority is the safest scale layer. It has the broadest estimated reach among the clusters, and **Ina Garten** is the highest individual reach signal at 11.1%. Use this group when the objective is to normalize the pantry upgrade rather than make it feel niche.
- Restaurant Prestige Chefs offer a different kind of reach: not just visibility, but permission. **Natasha Pickowicz** brings chef-grade seriousness without the stiffness of fine dining. This cluster is useful when the brand wants everyday cooking to feel culturally literate.
- Food Media Gatekeepers should sit behind launches, lists, and seasonal narratives. **Kerry Diamond** and her peer set are not merely amplifiers. They shape which pantry brands feel like part of the current food conversation.

Best clusters for differentiated partnerships

- Pastry & Baking Canon is the most underused partnership white space. **Christina Tosi** makes pantry products playful, collectible, and giftable. This is where chili crisp, olive oil, tinned fish, and single-origin spices can move from dinner utility into baking, snacking, and entertaining culture.
- Technique & Dough Obsessives bring credibility to process. **Chad Robertson** is useful for brands that want to show why ingredient quality changes the outcome, not just the label. This cluster can make pantry differentiation feel tactile.
- Private-Chef & Supper Club Hosts give the category intimacy. **Sara Tane** and adjacent hosts can turn products into menus, tables, and repeatable hosting moments. For a premium pantry brand, this is often more persuasive than a broad creator post.
- City Dining Scouts are a sharp local activation layer. **Emily Fedner** represents the audience that treats restaurants, specialty retail, and home cooking as one continuous taste map. Use this cluster for market launches, neighborhood retail, and chef-adjacent collaborations.

Final Category Thesis

New Pantry Epicureans treat the pantry as an authority system, not a backup shelf. Their taste is built through provenance, heat, acidity, design fluency, and the confidence to make weeknight cooking feel informed rather than improvised. The strongest cultural overlap sits where chef credibility meets beautifully packaged utility: sauces that carry a point of view, oils with a place of origin, tins with editorial polish, spices with a migration story. This is not maximalism. It is curation with appetite.

Promise: make everyday cooking feel culturally literate before the pan is even hot.

Appendix: The Full Ranked Influiist Set

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

#	INFLUIST	CATEGORY	SUBCATEGORY	EST. AFFINITY	EST. REACH
1	Sana Javeri Kadri 🌐 📺	Creator/Influencer	Food & Drink	6,801	3.0%
2	Natasha Pickowicz 🌐 📺	Celebrity/Artist	Author	3,614	3.4%
3	Kerry Diamond 🌐 📺 📺 📺	Public Figure	Journalist/Host	4,083	3.1%
4	Christina Tosi 🌐 📺	Celebrity/Artist	Author	2,632	4.8%
5	Priya Krishna 🌐 📺 📺	Public Figure	Journalist/Host	2,549	5.4%
6	Molly Baz 🌐 📺	Celebrity/Artist	Author	2,320	7.0%
7	Carla Lalli 🌐 📺	Celebrity/Artist	Author	2,560	3.9%
8	Sara Tane 🌐 📺 📺	Creator/Influencer	Food & Drink	2,957	3.1%
9	Alice Waters 🌐 📺	Celebrity/Artist	Author	2,274	5.2%
10	Caroline Schiff 🌐 📺	Celebrity/Artist	Author	3,546	2.6%
11	Alison Roman 🌐 📺	Celebrity/Artist	Author	2,103	7.2%
12	Dorie Greenspan 🌐 📺 📺	Celebrity/Artist	Author	2,656	3.0%
13	Hailee Catalano 🌐 📺 📺	Celebrity/Artist	Author	2,241	4.1%
14	Samin Nosrat 🌐 📺 📺	Celebrity/Artist	Author	2,044	6.7%
15	Dana Cowin 🌐 📺	Public Figure	Journalist/Host	2,982	2.8%
16	Samah Dada 🌐 📺 📺	Celebrity/Artist	Author	2,960	2.8%
17	Erin Jeanne McDowell 🌐 📺	Creator/Influencer	Food & Drink	2,468	3.2%
18	Ellen Marie Bennett 🌐 📺	Creator/Influencer	Lifestyle & Vlog	3,281	2.5%
19	Frankie Gaw 🌐 📺 📺	Creator/Influencer	Food & Drink	2,128	4.2%
20	Eric Kim 🌐 📺 📺	Celebrity/Artist	Author	2,617	2.9%
21	Sophia Roe 🌐 📺 📺	Creator/Influencer	Food & Drink	2,369	3.2%
22	Joe Sasto 🌐 📺 📺	Celebrity/Artist	Author	2,298	3.4%
23	Yotam Ottolenghi 🌐 📺	Celebrity/Artist	Author	1,937	6.6%
24	Julia Turshen 🌐 📺 📺	Creator/Influencer	Food & Drink	3,225	2.5%
25	Emily Fedner 🌐 📺 📺	Creator/Influencer	Food & Drink	3,348	2.5%
26	Chad Robertson 🌐 📺 📺	Creator/Influencer	Food & Drink	2,830	2.7%
27	Hetty Lui McKinnon 🌐 📺 📺	Celebrity/Artist	Author	2,538	2.9%
28	Jing Gao 🌐 📺 📺 📺	Creator/Influencer	Food & Drink	3,066	2.5%
29	Amanda Hesser 🌐 📺 📺	Public Figure	Business Leader	3,041	2.5%
30	Sohla El-Waylly 🌐 📺 📺 📺	Celebrity/Artist	Author	1,909	5.6%
31	Justine Doiron 🌐 📺 📺	Creator/Influencer	Food & Drink	1,860	6.9%
32	Lindsey Eats 🌐 📺 📺	Creator/Influencer	Food & Drink	2,992	2.5%
33	Wylie Dufresne 🌐 📺	Celebrity/Artist	Reality TV Personality	2,385	3.0%
34	David Zilber 🌐 📺 📺 📺	Celebrity/Artist	Author	2,922	2.5%
35	Gail Simmons 🌐 📺	Celebrity/Artist	Reality TV Personality	2,070	3.6%
36	Pierce Abernathy 🌐 📺	Celebrity/Artist	Author	2,204	3.2%

#	INFLUIST	CATEGORY	SUBCATEGORY	EST. AFFINITY	EST. REACH
37	Dominique Ansel 🌐 📺 📺 📺	Creator/Influencer	Food & Drink	2,011	3.8%
38	Zaynab Issa 🌐 📺 📺	Celebrity/Artist	Author	3,740	2.3%
39	Mashama Bailey 🌐 📺	Creator/Influencer	Food & Drink	3,038	2.5%
40	Nancy Silverton 🌐 📺 📺	Celebrity/Artist	Author	1,909	4.1%
41	Yewande Komolafe 🌐 📺 📺	Celebrity/Artist	Author	4,002	2.2%
42	Clare de Boer 🌐 📺 📺	Celebrity/Artist	Author	3,089	2.4%
43	Ruth Reichl 🌐 📺 📺	Public Figure	Journalist/Host	2,267	2.9%
44	Danny Meyer 🌐 📺	Public Figure	Business Leader	1,966	3.5%
45	Dan Pelosi (Grossy) 🌐 📺	Creator/Influencer	Food & Drink	2,404	2.7%
46	Shota Nakajima (Chef Shota) 🌐 📺 📺 📺	Creator/Influencer	Food & Drink	2,025	3.2%
47	Chris Bianco 🌐 📺	Creator/Influencer	Food & Drink	1,750	4.8%
48	Pete Wells 🌐 📺	Public Figure	Journalist/Host	2,185	2.9%
49	J. Kenji López-Alt 🌐 📺 📺 📺	Celebrity/Artist	Author	1,642	7.7%
50	Mike Chau 🌐 📺	Creator/Influencer	Food & Drink	2,445	2.5%
51	Eli Sussman 🌐 📺	Creator/Influencer	Food & Drink	2,098	3.0%
52	Kristen Kish 🌐 📺 📺	Celebrity/Artist	Reality TV Personality	1,681	5.7%
53	René Redzepi 🌐 📺	Creator/Influencer	Food & Drink	1,714	4.7%
54	Meredith Hayden (Wishbone Kitchen) 🌐 📺 📺 📺	Celebrity/Artist	Author	1,695	5.0%
55	Nigella Lawson 🌐 📺	Celebrity/Artist	Author	1,811	3.6%
56	Chloe Walsh 🌐 📺 📺 📺	Creator/Influencer	Food & Drink	4,906	2.0%
57	Christian Petroni 🌐 📺	Celebrity/Artist	Author	1,659	5.4%
58	Caroline Chambers 🌐 📺 📺	Creator/Influencer	Food & Drink	2,367	2.5%
59	Chuck Cruz 🌐 📺 📺 📺	Creator/Influencer	Food & Drink	2,132	2.8%
60	Nea Arentzen 🌐 📺 📺 📺	Creator/Influencer	Food & Drink	4,044	2.0%
61	Paola Velez 🌐 📺 📺 📺	Celebrity/Artist	Author	2,737	2.3%
62	Rachel Karten 🌐 📺	Creator/Influencer	Education & Expert	3,316	2.1%
63	Tejal Rao 🌐 📺	Public Figure	Journalist/Host	2,693	2.3%
64	Magnus Nilsson 🌐 📺	Creator/Influencer	Food & Drink	2,379	2.5%
65	Mark Bittman 🌐 📺	Public Figure	Journalist/Host	1,886	3.0%
66	Julia Moskin 🌐 📺	Public Figure	Journalist/Host	2,920	2.2%
67	Edward Lee 🌐 📺	Creator/Influencer	Food & Drink	1,700	3.6%
68	Gluten Free in NYC 🌐 📺 📺 📺	Creator/Influencer	Food & Drink	2,408	2.4%
69	Chris Morocco 🌐 📺 📺	Creator/Influencer	Food & Drink	2,113	2.5%
70	Helen Rosner 🌐 📺	Public Figure	Journalist/Host	2,457	2.3%
71	Carolina Gelen 🌐 📺 📺	Celebrity/Artist	Author	1,527	4.6%
72	David Chang 🌐 📺 📺	Creator/Influencer	Food & Drink	1,398	7.2%
73	Stephanie Izard 🌐 📺	Celebrity/Artist	Reality TV Personality	1,641	3.4%
74	Christina Chaey 🌐 📺 📺	Celebrity/Artist	Author	3,150	2.0%
75	David Lebovitz 🌐 📺 📺	Celebrity/Artist	Author	2,033	2.5%
76	Dan Barber 🌐 📺	Creator/Influencer	Food & Drink	1,480	4.4%
77	Alex Stupak 🌐 📺 📺	Celebrity/Artist	Reality TV Personality	2,371	2.3%

#	INFLUIST	CATEGORY	SUBCATEGORY	EST. AFFINITY	EST. REACH
78	Jenn Harris 🌐 📺	Public Figure	Journalist/Host	2,642	2.1%
79	Jessie Sheehan 🌐 📺	Celebrity/Artist	Author	3,585	1.9%
80	Daniel Boulud 🌐 🎵 📺	Creator/Influencer	Food & Drink	1,406	4.5%
81	Sean Sullivan 🌐 🎵 📺	Creator/Influencer	Food & Drink	2,598	2.1%
82	José Andrés 🌐 📺 📺	Celebrity/Artist	Author	1,323	8.7%
83	Babytamago 🌐 📺	Creator/Influencer	Food & Drink	1,716	2.9%
84	Nick Curtola 🌐 📺 📺	Creator/Influencer	Food & Drink	3,919	1.9%
85	Yosy Arefi 🌐 📺	Celebrity/Artist	Author	3,296	1.9%
86	Alex Delany 🌐 📺	Creator/Influencer	Food & Drink	2,215	2.3%
87	Meijie Liao 🌐 📺	Creator/Influencer	Food & Drink	1,714	2.8%
88	Sean Brock 🌐 📺	Celebrity/Artist	Reality TV Personality	1,496	3.3%
89	The Pancake Princess 🌐 📺 📺	Creator/Influencer	Food & Drink	2,172	2.3%
90	Marissa Mullen (That Cheese Plate) 🌐 📺 📺	Creator/Influencer	Food & Drink	1,686	2.8%
91	Courtney Storer 🌐 📺	Creator/Influencer	Food & Drink	2,602	2.0%
92	Bon Abbett 🌐 📺 📺	Creator/Influencer	Food & Drink	3,051	1.9%
93	Zoë François (Zoë Bakes) 🌐 📺	Celebrity/Artist	Author	1,825	2.5%
94	Ligaya Mishan 🌐 📺	Public Figure	Journalist/Host	2,309	2.1%
95	Anastasia Inciardi 🌐 📺	Celebrity/Artist	Visual Artist	1,826	2.5%
96	Jean-Georges 🌐 📺	Public Figure	Business Leader	1,662	2.7%
97	whatsgabycookin 🌐 📺	Creator/Influencer	Food & Drink	1,688	2.6%
98	Farideh Sadeghin 🌐 📺 📺	Creator/Influencer	Food & Drink	3,265	1.9%
99	Sarah Fennel 🌐 📺	Celebrity/Artist	Author	1,363	3.5%
100	Susan Feniger 🌐 📺	Creator/Influencer	Food & Drink	2,242	2.1%
101	Brooke Williamson 🌐 📺 📺	Celebrity/Artist	Author	1,442	3.1%
102	Melissa Clark 🌐 📺	Public Figure	Journalist/Host	1,680	2.6%
103	Padma Lakshmi 🌐 📺 📺	Celebrity/Artist	Reality TV Personality	1,215	6.1%
104	Jeremy Fox 🌐 📺	Celebrity/Artist	Author	1,969	2.3%
105	Eric Ripert 🌐 🎵 📺	Creator/Influencer	Food & Drink	1,238	4.8%
106	Calvin Eng 🌐 📺	Creator/Influencer	Food & Drink	3,082	1.9%
107	Pinch of Yum 🌐 🎵 📺	Creator/Influencer	Food & Drink	1,298	3.9%
108	Gillie Houston 🌐 🎵 📺	Creator/Influencer	Food & Drink	2,375	2.0%
109	Molly Yeh 🌐 📺	Celebrity/Artist	Author	1,530	2.9%
110	Eden Grinshpan 🌐 📺	Celebrity/Artist	Author	1,828	2.4%
111	Massimo Bottura 🌐 📺	Celebrity/Artist	Author	1,390	3.1%
112	Claire Saffitz 🌐 📺	Celebrity/Artist	Author	1,350	3.2%
113	George Motz 🌐 📺	Creator/Influencer	Food & Drink	1,989	2.2%
114	Ali Slagle 🌐 📺	Creator/Influencer	Food & Drink	2,120	2.1%
115	Elena Besser 🌐 📺	Creator/Influencer	Food & Drink	4,227	1.7%
116	Matty Matheson 🌐 🎵 📺	Celebrity/Artist	Actor	1,130	6.9%
117	Dominique Crenn 🌐 📺	Creator/Influencer	Food & Drink	1,571	2.6%
118	Sarah Kieffer 🌐 📺	Celebrity/Artist	Author	2,233	2.0%

#	INFLUIST	CATEGORY	SUBCATEGORY	EST. AFFINITY	EST. REACH
119	Lauren Sephton (Bright Moment Co.) 🍷 🍷 🍷 🍷	Creator/Influencer	Food & Drink	1,323	3.2%
120	Plant Romance 🍷 🍷	Creator/Influencer	Food & Drink	3,193	1.8%
121	Nirupa Konijeti 🍷 🍷	Creator/Influencer	Food & Drink	2,716	1.9%
122	Rick Martínez 🍷 🍷 🍷	Celebrity/Artist	Author	1,918	2.2%
123	Hetal Vasavada 🍷 🍷 🍷	Celebrity/Artist	Author	3,193	1.8%
124	Ludovic Lefebvre 🍷 🍷	Creator/Influencer	Food & Drink	2,217	2.0%
125	Kat Kinsman 🍷 🍷 🍷	Public Figure	Journalist/Host	3,117	1.8%
126	Nyesha Arrington 🍷 🍷	Creator/Influencer	Food & Drink	2,451	1.9%
127	Jeanine Donofrio (Love and Lemons) 🍷 🍷	Celebrity/Artist	Author	1,534	2.6%
128	Evan Funke 🍷 🍷	Celebrity/Artist	Author	2,200	2.0%
129	Grant Achatz 🍷 🍷 🍷	Public Figure	Business Leader	1,232	3.6%
130	Khushbu Shah 🍷 🍷 🍷	Public Figure	Journalist/Host	3,080	1.8%
131	Tessa Sinatro 🍷 🍷 🍷 🍷	Creator/Influencer	Food & Drink	1,985	2.1%
132	Phil Rosenthal 🍷 🍷	Celebrity/Artist	Filmmaker	1,311	3.1%
133	Michael Solomonov 🍷 🍷	Celebrity/Artist	Author	1,810	2.3%
134	Alessandra Ciuffo 🍷 🍷 🍷 🍷	Creator/Influencer	Food & Drink	1,863	2.2%
135	Andrew Zimmern 🍷 🍷 🍷 🍷	Celebrity/Artist	Reality TV Personality	1,101	5.2%
136	Nicola Lamb 🍷 🍷 🍷	Celebrity/Artist	Author	1,842	2.2%
137	Katie Parla 🍷 🍷 🍷 🍷	Celebrity/Artist	Author	2,331	1.9%
138	Rick Bayless 🍷 🍷	Celebrity/Artist	Author	1,278	3.1%
139	Maddy DeVita 🍷 🍷 🍷	Creator/Influencer	Food & Drink	1,753	2.3%
140	BenGingi 🍷 🍷 🍷	Creator/Influencer	Food & Drink	2,517	1.9%
141	Gregory Gourdet 🍷 🍷 🍷 🍷	Celebrity/Artist	Reality TV Personality	1,753	2.3%
142	Marc Vetri 🍷 🍷	Celebrity/Artist	Author	1,647	2.4%
143	Rita Kokshanian (Saturday Table) 🍷 🍷 🍷 🍷	Creator/Influencer	Food & Drink	2,756	1.8%
144	lev.nyc 🍷 🍷	Creator/Influencer	Food & Drink	2,699	1.8%
145	Kate Krader 🍷 🍷	Public Figure	Journalist/Host	2,449	1.9%
146	Nasim Lahbichi 🍷 🍷	Creator/Influencer	Food & Drink	1,781	2.2%
147	Thomas Keller 🍷 🍷	Celebrity/Artist	Author	1,082	4.5%
148	Meera Sodha 🍷 🍷	Celebrity/Artist	Author	4,387	1.6%
149	Bryan Suarez 🍷 🍷 🍷	Creator/Influencer	Food & Drink	2,427	1.9%
150	Girls Who Like to Eat Food 🍷 🍷	Creator/Influencer	Food & Drink	1,587	2.4%
151	Julius Roberts 🍷 🍷 🍷	Creator/Influencer	Food & Drink	1,323	2.8%
152	salt_hank 🍷 🍷	Creator/Influencer	Food & Drink	1,285	2.9%
153	Marcus Samuelsson 🍷 🍷 🍷 🍷	Public Figure	Business Leader	1,131	3.5%
154	Thomas Straker 🍷 🍷 🍷 🍷	Creator/Influencer	Food & Drink	1,223	3.0%
155	Ambitious Kitchen 🍷 🍷	Celebrity/Artist	Author	1,347	2.6%
156	Alex Snodgrass 🍷 🍷	Celebrity/Artist	Author	1,347	2.6%
157	Bill Addison 🍷 🍷	Public Figure	Journalist/Host	2,325	1.9%
158	Sandwiches of History 🍷 🍷	Creator/Influencer	Food & Drink	1,715	2.2%
159	Melissa King 🍷 🍷 🍷 🍷	Celebrity/Artist	Reality TV Personality	1,538	2.4%

#	INFLUIST	CATEGORY	SUBCATEGORY	EST. AFFINITY	EST. REACH
160	Joe Beddia 🌐 📷	Creator/Influencer	Food & Drink	2,109	1.9%
161	Consuming Couple 🌐 📺 🎵 📷	Creator/Influencer	Food & Drink	1,524	2.4%
162	Olivia Noceda 🌐 📺	Creator/Influencer	Food & Drink	1,761	2.1%
163	Missy Robbins 🌐 📷	Creator/Influencer	Food & Drink	2,710	1.7%
164	Dave's Pizza Oven 🌐 📺 🎵 📷	Creator/Influencer	Food & Drink	1,205	3.0%
165	SpoonForkBacon 🌐 🎵 📺 📷	Creator/Influencer	Food & Drink	1,580	2.3%
166	Brad Leone 🌐 📺 📷	Creator/Influencer	Food & Drink	1,331	2.5%
167	Kylie Sakaida 🌐 📷	Creator/Influencer	Education & Expert	1,288	2.6%
168	Cooking With Rel 🌐 📷	Creator/Influencer	Food & Drink	3,290	1.6%
169	Benamina Ebuehi 🌐 📺	Creator/Influencer	Food & Drink	2,625	1.7%
170	Corre Larkin 🌐 📺 🎵 📷	Creator/Influencer	Food & Drink	918	5.8%
171	Ina Garten 🌐 📺	Celebrity/Artist	Author	893	11.1%
172	Ben Lippett 🌐 📺 📷	Creator/Influencer	Food & Drink	1,235	2.7%
173	Brian Can't Stop Eating 🌐 📺 📷	Creator/Influencer	Food & Drink	1,087	3.2%
174	Rob Martinez 🌐 📷	Creator/Influencer	Food & Drink	988	3.6%
175	Brooke Yoakam 🌐 📷	Creator/Influencer	Education & Expert	2,238	1.8%
176	Crispy Egg 🌐 🎵 📷	Creator/Influencer	Food & Drink	3,037	1.6%
177	Tom Colicchio 🌐 📺 🎵 📷	Celebrity/Artist	Reality TV Personality	1,268	2.5%
178	Rose Wilde 🌐 📺	Celebrity/Artist	Author	4,775	1.5%
179	Erin French 🌐 📷	Celebrity/Artist	Author	1,439	2.3%
180	Eric Wareheim 🌐 🎵 📺 📷	Celebrity/Artist	Comedian	1,348	2.4%
181	Max La Manna 🌐 📺	Creator/Influencer	Food & Drink	1,607	2.1%
182	Jeni Britton 🌐 📺	Public Figure	Business Leader	2,017	1.9%
183	Sam Youkilis 🌐 📷	Celebrity/Artist	Filmmaker	1,296	2.5%
184	Nadia Aidi 🌐 📺	Creator/Influencer	Food & Drink	1,076	3.0%
185	James Park 🌐 📷	Creator/Influencer	Food & Drink	2,925	1.6%
186	Ryan Nordheimer 🌐 📷	Creator/Influencer	Food & Drink	1,515	2.2%
187	No Leftovers (Jackie Gebel) 🌐 📷	Creator/Influencer	Food & Drink	1,515	2.2%
188	Audrey Leonard (Red Currant Bakery) 🌐 📺 📷	Creator/Influencer	Food & Drink	1,959	1.9%
189	Kaitlyn Lavery 🌐 📺 🎵 📷	Creator/Influencer	Lifestyle & Vlog	2,164	1.8%
190	Elazar Sontag 🌐 📷	Public Figure	Journalist/Host	2,164	1.8%
191	Emeril Lagasse 🌐 📺 🎵 📷	Creator/Influencer	Food & Drink	989	3.2%
192	Roy Choi 🌐 📺	Celebrity/Artist	Author	1,171	2.6%
193	Eating With Tod 🌐 📺	Creator/Influencer	Food & Drink	1,118	2.8%
194	Kristina Cho 🌐 📺 🎵 📷	Celebrity/Artist	Author	2,309	1.7%
195	Kalejunkie 🌐 📷	Creator/Influencer	Food & Drink	862	4.8%
196	Madelyn Varela 🌐 📺 📷	Creator/Influencer	Food & Drink	1,592	2.0%
197	Claudette Zepeda 🌐 📺 📷	Celebrity/Artist	Author	2,226	1.7%
198	Christy 🌐 📺	Creator/Influencer	Food & Drink	3,400	1.5%
199	Jeremy Jacobowitz (Brunchboys) 🌐 📺 📷	Creator/Influencer	Food & Drink	1,060	2.8%
200	Daniela Soto-Innes 🌐 📺	Creator/Influencer	Food & Drink	2,547	1.6%

#	INFLUIST	CATEGORY	SUBCATEGORY	EST. AFFINITY	EST. REACH
201	Sarah Ahn 🌐 📺 📷	Creator/Influencer	Food & Drink	1,058	2.8%
202	Chris Cosentino 🌐 🗣️ 📺 📷	Creator/Influencer	Food & Drink	1,717	1.9%
203	Carina Wolff 🌐 🎵 📷	Creator/Influencer	Food & Drink	1,717	1.9%
204	Jonathan Zaragoza (Goatboy) 🌐 📷	Creator/Influencer	Food & Drink	1,247	2.4%
205	Adeena Sussman 🌐 📺 📷	Celebrity/Artist	Author	1,969	1.8%
206	Anthony Mangieri 🌐 📺 📷	Public Figure	Business Leader	2,187	1.7%
207	Olivia Tiedemann 🌐 🗣️ 🎵 📷	Creator/Influencer	Food & Drink	842	4.2%
208	spaceboypizza 🌐 📷	Creator/Influencer	Food & Drink	3,253	1.5%
209	Aimee France 🌐 🎵 📺 📷	Creator/Influencer	Lifestyle & Vlog	1,805	1.9%
210	Food Baby 🌐 📷	Creator/Influencer	Food & Drink	1,527	2.0%
211	Timm Chiusano 🌐 📷	Creator/Influencer	Education & Expert	1,071	2.6%
212	Andy Baraghani 🌐 📷	Celebrity/Artist	Author	1,897	1.8%
213	Esther Choi 🌐 📺 📷 📷	Celebrity/Artist	Author	1,770	1.9%
214	Nisha Vora (Rainbow Plant Life) 🌐 📷	Creator/Influencer	Food & Drink	1,133	2.5%
215	Join Jules 🌐 📷	Creator/Influencer	Food & Drink	1,367	2.1%
216	Chef Tim Hollingsworth 🌐 📷	Creator/Influencer	Food & Drink	2,061	1.7%
217	Frank Pinello 🌐 📺 📷	Creator/Influencer	Food & Drink	1,884	1.8%
218	Rachel Gurjar 🌐 📺 🎵 📷	Creator/Influencer	Food & Drink	5,170	1.4%
219	Matthew Ryle 🌐 🎵 📷	Celebrity/Artist	Author	1,349	2.1%
220	Alain Passard 🌐 📷	Creator/Influencer	Food & Drink	1,460	2.0%
221	Enrique Olvera 🌐 📷	Creator/Influencer	Food & Drink	2,027	1.7%
222	Alexa Soto 🌐 📺 📷	Creator/Influencer	Food & Drink	1,593	1.9%
223	Nini Nguyen 🌐 📷	Celebrity/Artist	Reality TV Personality	2,011	1.7%
224	Marianna Fierro 🌐 📷	Creator/Influencer	Food & Drink	4,416	1.4%
225	Francis Mallmann 🌐 📷	Celebrity/Artist	Author	1,584	1.9%
226	Nik Sharma 🌐 📺 📷 📷	Celebrity/Artist	Author	2,915	1.5%
227	Jesse Jenkins 🌐 📺 📷	Creator/Influencer	Food & Drink	1,215	2.3%
228	Dennis Prescott 🌐 📷	Celebrity/Artist	Reality TV Personality	1,398	2.0%
229	Phillip Tang 🌐 📺 📷	Creator/Influencer	Food & Drink	2,235	1.6%
230	Alton Brown 🌐 🎵 📺 📷	Creator/Influencer	Food & Drink	774	4.4%
231	Gavin Kaysen 🌐 📷	Public Figure	Business Leader	1,818	1.8%
232	Camille Becerra 🌐 📷	Celebrity/Artist	Author	3,999	1.4%
233	Alex Trim 🌐 📷	Creator/Influencer	Food & Drink	1,392	2.0%
234	Easy Gay Oven 🌐 📷	Creator/Influencer	Food & Drink	1,933	1.7%
235	Woldy Kusina 🌐 🎵 📷	Creator/Influencer	Food & Drink	3,854	1.4%
236	Stephen Satterfield 🌐 📷	Public Figure	Journalist/Host	2,214	1.6%
237	Kwame Onwuachi 🌐 📷	Celebrity/Artist	Author	1,304	2.1%
238	Paris Starn 🌐 📷	Creator/Influencer	Food & Drink	2,672	1.5%
239	Claire Dinhut (Condiment Claire) 🌐 📺 🎵 📷	Creator/Influencer	Food & Drink	3,854	1.4%
240	Iupacotta 🌐 📺 📷	Creator/Influencer	Food & Drink	3,785	1.4%
241	Chewyorkcity 🌐 📺 🎵 📷	Creator/Influencer	Food & Drink	1,293	2.1%

#	INFLUIST	CATEGORY	SUBCATEGORY	EST. AFFINITY	EST. REACH
242	Alexis deBoschnek 🌐 📺 📺 📺	Celebrity/Artist	Author	2,640	1.5%
243	Binging With Babish 🌐 📺 📺 📺	Creator/Influencer	Food & Drink	1,177	2.3%
244	Courtney Bales 🌐 📺 📺 📺	Creator/Influencer	Food & Drink	1,112	2.4%
245	Cedric Grolet 🌐 📺	Celebrity/Artist	Visual Artist	749	4.1%
246	Jenny Dorsey 🌐 📺 📺 📺	Creator/Influencer	Education & Expert	2,610	1.5%
247	Anthony Bourdain 🌐 📺	Celebrity/Artist	Author	721	5.3%
248	Will Guidara 🌐 📺	Celebrity/Artist	Author	1,201	2.2%
249	Carla Hall 🌐 📺 📺 📺	Celebrity/Artist	Reality TV Personality	972	2.5%
250	Gina Homolka (Skinnytaste) 🌐 📺 📺 📺	Creator/Influencer	Food & Drink	898	2.8%

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 this seed set — Diaspora Spice Co., FLY BY JING, Fishwife, Graza, Momofuku Goods — we surface the people, creators, brands, publications, places, and cultural entities that most consistently appear in the same cultural orbit.

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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