

The FEARLESS FOODIE

Podcast

SPONSORSHIP

opportunities



WHO ARE

The Fearless Foodies



Award winning

72k+

downloads



5 star rated

The Fearless Foodie Podcast with Amy Wilkinson

(formally the Oh for Food's Sake podcast) is your go-to show for honest conversations about the highs, lows, and realities of working in the food industry.

Hosted by Amy Wilkinson - coach, consultant, and food industry champion - this award-winning podcast brings over two decades of experience to the mic. Amy explores topics that matter most to food professionals, from stress, burnout, and resilience to retailer relationships, career development, and attracting new talent into the sector.

Alongside sharing her own journey—from launching her own brand to working with major retailers and manufacturers—**Amy is joined by guest experts** to unpack real challenges like workplace bullying, menopause at work, and more.

The mission? To empower food industry professionals to overcome obstacles, thrive in their roles, and drive meaningful change in the sector. Sponsors of the podcast will connect with a passionate, purpose-driven audience committed to shaping a better future for the food industry.



MORE THAN

“just” a podcast



EVENTS & TRAINING

In person events are held in our supporters venues, including Sainsbury's and Asda

We offer keynote speaking, training and consulting across the industry

COMMUNITY

Our listeners are predominantly in UK Food Manufacturing, Food Service and Retail – across a broad spectrum of categories, including own label and brands, from start ups to blue chip manufacturers

Our community networking events have been described as “the best networking event I have attended”



SOCIAL MEDIA

We have a presence on Instagram, LinkedIn, Facebook & YouTube

Combined with our hosts significant social media following we over

20k followers

Named “disrupters in the food industry”

mission and ethos



MISSION

We are on a mission to make the Food industry a happier place to work, to open up conversations and talk about the joys and struggles of our wonderful industry

We share ours and others wisdom & hindsight

ETHOS

We are here for all of it - the tough stuff, the fun stuff and the stuff that other people daren't talk about.

We have the conversations that will make our community feel seen and understood

VALUES

Be Bold

Be Brave

Be Fearless

Be Connected

Be Real

OUR TOP FANS

& supporters



SUPPORTED BY:



51% AUDIENCE
SENIOR /
DIRECTOR LEVEL

CROSS
FUNCTIONAL
LISTENERS INCL
OPERATIONS,
BUSINESS
DEVELOPMENT &
NPD

FOOD
MANUFACTURING
AND RETAIL
AUDIENCE

2000
DOWNLOADS A
MONTH FROM
INDUSTRY &
GROWING

Can totally relate to this! Apr 5, 2022
★★★★★ LauBradra1

Still listening a year on, all the topics and the hosts are totally relatable. A must for anyone working in the food industry!

A great relaxed podcast, talking about working in the food industry and all the trials, tribulations and joy that it brings [more](#)

Brilliant! Dec 4, 2021
★★★★★ LouiseChick

Absolutely loving every episode. As a bit of a newbie in the food industry it's so good to listen to two experienced female voices sharing the wealth of their experience.

Fab find Oct 1, 2021
★★★★★ NPDhannah

Absolutely loving this podcast, recently moved into NPD from 3 years in technical and finding it great for advice and hearing about your journeys! 😊

OUR PREMIUM

Partnership package



This is our premium sponsorship package, designed as a £500-per-month investment in building a meaningful partnership, with bespoke options available to align with your goals

PODCAST CONTENT

One-minute advertising feature in each episode, seamlessly delivered by the host (with scripting support available as needed)

Opportunity for a representative from your business to join as a guest speaker on the podcast (once per quarter)

Your logo displayed on the podcast artwork for enhanced brand visibility

SOCIAL MEDIA

Official announcement of your partnership across our social media channels

Regular social media mentions, highlighting relevant topics and showcasing your brand

Inclusion in our monthly email newsletter, to amplify your presence

Use of your branded materials at live events and relevant engagements for added visibility

EXPERTISE ACCESS

Opportunity to have Amy deliver a keynote at your team event or conference

OR

a personalized Q&A to explore specific opportunities or challenges relevant to your business

Build a meaningful partnership with Amy and her team, gaining tailored insights and support to help maximize the impact of your sponsorship

We ask for full season sponsorship (four months) for our partnership package

Sponsorship packages



Our podcast reaches a highly engaged audience across the food and retail industry. We offer three flexible packages to suit different levels of commitment and visibility:

Package	Includes	Cost per season	Cost per month
Partner Sponsor	<ul style="list-style-type: none"> • Advert in all 10 episodes of the season • Logo on podcast cover artwork • One dedicated episode during the season • One consulting/talk session with Amy • Mentions in show notes & social media 	£2,000	£500 x 4
Lite Sponsor	<ul style="list-style-type: none"> • Advert in all 10 episodes of the season • Link in show notes • Social media shout-out at season launch • Bonus dedicated mini episode included 	£1000	£250 x 4
Episode Sponsor	<ul style="list-style-type: none"> • Ad in one chosen episode • Social media shout-out when that episode goes live 	£150 (one-off)	n/a

OTHER

opportunities



EVENTS

Display banners or giveaway freebies at our in person events

Get your Brand and products in front of our Food industry audience

COLLABS

My consulting businesses "Fearless Foodies" is always looking for new opportunities to collaborate with like minded businesses and brands

GET IN CONTACT

for more information



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www.fearlessfoodies.co.uk



with

AMY WILKINSON