

the slow melt

a podcast about chocolate

media kit 2017



About

The Slow Melt is the first podcast to use one food—chocolate—as the delicious lens through which to explore the world. From flavor and physiology to chemistry and conservation, from global markets and geography to sustainability, social justice and beyond, this biweekly show highlights the people, places and processes behind the \$100 billion chocolate industry.

Guests in the first season included farmers, conservationists, manufacturers, tasting experts, scientists, industry advocates, chocolate purveyors and award-winning chocolate makers.

The program launched on January 27, 2017, and is distributed through traditional podcast channels, as well as through the Public Radio Exchange (PRX). It was selected by audioBoom as a featured and popular podcast, recognized as one of six “Tasteful podcasts about snacks” by CBC/Radio-Canada, promoted in AudioTeller’s “The best podcasts you should listen to this week,” and the website was featured on Wordpress.com Discover. It has also been excerpted on the Bite and Racist Sandwich podcasts and featured on Milk Street Radio, NPR’s “Good Food” and Gastropod.



Makers Series

There are so many incredible makers who are part of the emerging craft chocolate movement and bigger markets, we decided to create a series highlighting makers from all over the world, crafting chocolate at origin and abroad.

Shared in a more casual tone than our topical episodes, this series of maker-guided interactive chocolate tastings is widely anticipated by makers and enthusiasts alike and will feature:

Cynthia Leung and David Castellan, SOMA Chocolatemaker

Shawn Askinosie, Askinosie Chocolate

Sarah Tibbetts, Valrhona

Robbie Stout, Ritual Chocolate

Samuel Maruta, Marou, Faiseurs de Chocolat

Carlos Ignacio Velasco, Cacao Hunters

Mark Carniello, Cailo Chocolate

Joe Whinney, Theo Chocolate

Bryan Graham, Fruition Chocolate

This summer series will run for four months (June – October). Sponsorship opportunities now available. See page 12 for details.



Team Chocolate



Simran Sethi is the host, writer and creator of *The Slow Melt*. Named the environmental “messenger” by Vanity Fair, Simran is a journalist and educator focused on food and social change. She is the author of *Bread, Wine, Chocolate: The Slow Loss of Foods We Love*, a book about the story of changes in food and agriculture told through bread, wine, chocolate, coffee and beer. A former visiting scholar at the Cocoa Research Centre in Trinidad, she has reported about chocolate for outlets including The Wall Street Journal, Smithsonian and The Washington Post.

Shawn Corey Campbell is the producer of *The Slow Melt*. His experience in public broadcasting began with commercial radio, followed by stints at Alaska Public Radio and NPR. Now, he pushes faders in California at KPCC. **Sása Woodruff** is the editor of *The Slow Melt*. She has reported, produced and edited for major news outlets, including NPR, Public Radio International and American Public Media, for more than two decades.

Katie Ranke is the media manager of *The Slow Melt*. She has worked as an environmental researcher, artisan chocolatier and social media designer. **Kim Hawley** is the creator of *The Slow Melt* logo and designer and manager of the website.

Our listeners

Top Countries

	Country	Listens
1	United States	46,735
2	Canada	4,954
3	United Kingdom	3,077
4	Australia	1,891
5	Germany	723
6	Italy	582
7	Netherlands	535
8	Singapore	474
9	Japan	454
10	New Zealand	437



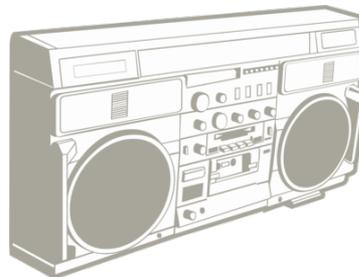
70%

based in the U.S.
(our global audience spans
more than 80 countries)



60-65%

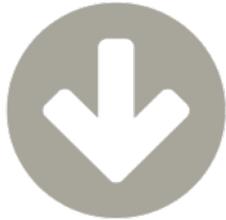
women
(listeners and in social
following)



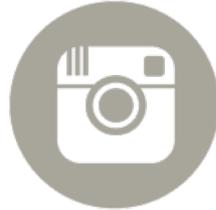
36%

between ages 25-34
(with 25% between 35-44,
and 17% between 45-54)

Our reach



18,300+
monthly
downloads*



2,000+
Instagram
followers**



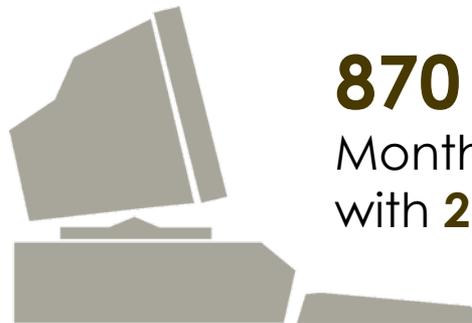
1,200+
Facebook
fans**



650+
Twitter
followers**



430+
Newsletter
subscribers



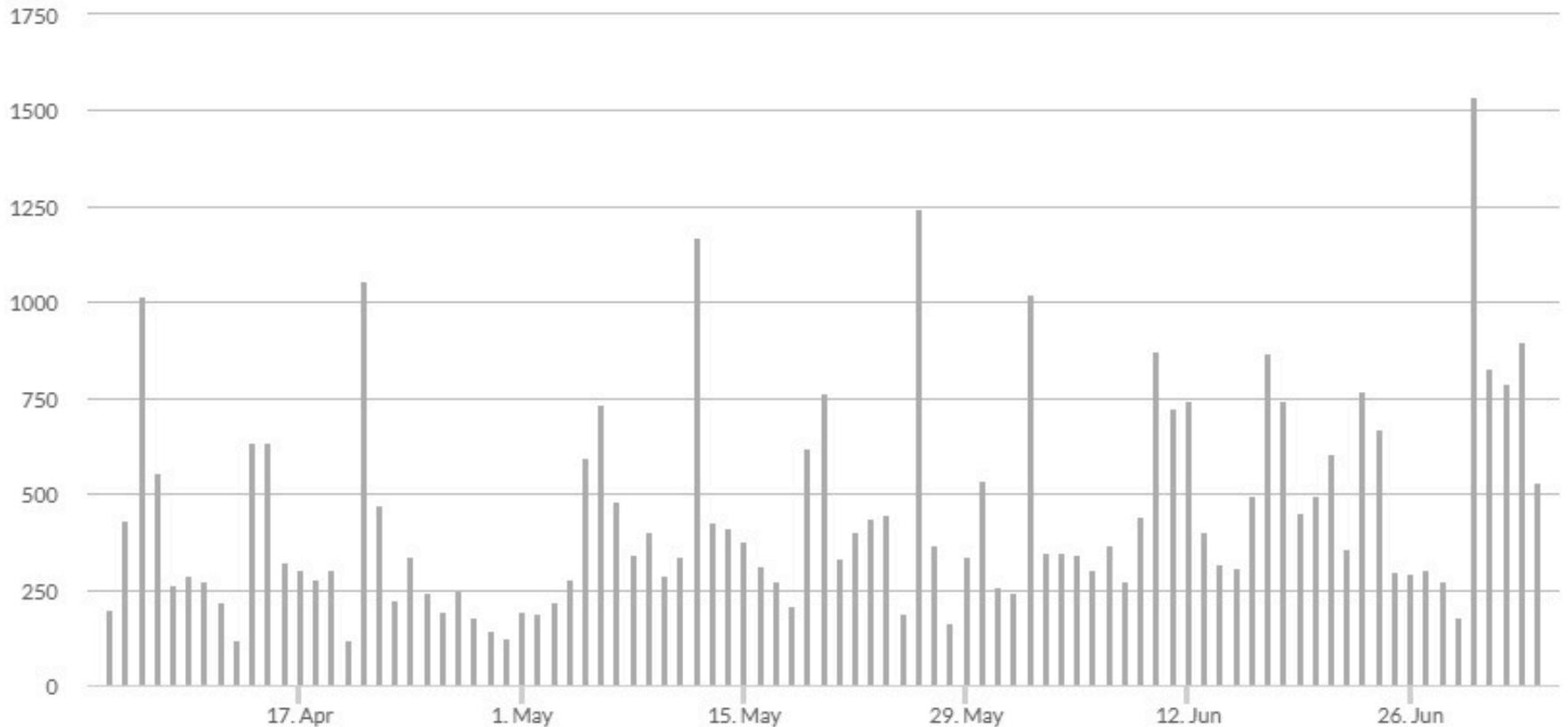
870
Monthly website visitors (avg)
with **2,700+** pageviews

*Over 2,500 downloads per new episode in the first 30 days.

**A large percentage of our social followers work within the chocolate industry.

Our growing audience

Total Listens for Podcast



Testimonials

“THIS is the podcast I've always been waiting for.”

- **Bryan Graham, Founder and Chocolate Maker, Fruition Chocolate, Woodstock, USA**

“Craft chocolate is both new and growing fast, and this often ends up with chaos and misinformation. *The Slow Melt* has been an amazing resource for chocolate makers, cacao producers and chocolate consumers worldwide to grow a thoughtful, fair and balanced understanding of craft chocolate.”

- **Greg D'Alesandre, Chocolate Sourcerer, Dandelion Chocolate, San Francisco, USA**

“*The Slow Melt* is lunch for your ears and mind. Simran and team break through the surface of the chocolate world to reveal intimate layers of the people, places and sensory discovery adventures belonging to this microcosmos. Answers to questions from experts give rise to more questions that will ultimately shape the future of cacao.”

- **Cynthia Leung, Co-founder and Chocolate Maker, SOMA Chocolatemaker, Toronto, Canada**

“*The Slow Melt* is an exceptional podcast. It is surely going to be a key podcast listened to by decision makers throughout the chocolate and food industries and by foodies worldwide.”

- **Art Pollard, Founder and Chocolate Maker, Amano Chocolate, Orem, USA**

“*The Slow Melt* is a unique voice in chocolate that reaches across many different groups of both consumers and industry people alike.”

- **Aubrey Lindley, Owner, Cacao, Portland, USA**

Testimonials, cont.

"*The Slow Melt* provides an extraordinary, well-researched and engaging resource to help my students (and anybody else as well) understand the complexities associated with the chocolate industry and highlight the important questions being asked by farmers, makers and consumers without being too overly technical. I'm most impressed by the suite of chocolate rock stars featured in the podcasts and breadth of topics covered. *The Slow Melt* leaves a lingering taste for more information on chocolate and I, for one, look forward to more samples."

- **Dr. Romi Burks, Professor, Southwestern University, Georgetown, USA**

"For gastronomes, chefs, environmentalists, journalists and lovers of chocolate, *The Slow Melt* podcast dives into the dimensions of food production, politics and pleasure like no other. Deeply evocative, well-researched and rich, one can practically taste Sethi's research and passion for chocolate in each episode. *The Slow Melt* uncovers the world of chocolate making, chocolate eating, and the politics behind every morsel."

- **Jessica Mudry, Lecturer, Ryerson University, Toronto, Canada**

"This podcast aptly bridges the gap between science and the art of chocolate making by allowing both perspectives to be heard. It also provides insights into conservation and the social and ethical aspects of cocoa production and chocolate making (... even the not-so-pretty stuff). Overall, however, it makes for some seriously delicious listening; unique, interesting and informative. I usually cannot wait to find out which location the next episode will take me to and what perspectives will be shared."

- **Naailah A. Ali, Research Scientist, Cocoa Research Centre, The University of the West Indies, St. Augustine, Trinidad and Tobago**

Praise from our iTunes fans

A Window Into Chocolate -- And So Much More ★★★★★

by Christina Nifong – Feb 17, 2017

This podcast covers chocolate from bean to bar — and in the process sheds light on the origins and journey of so much of our food. I loved creator Simran Sethi's book: Bread, Wine, Chocolate: The Slow Loss of Foods We Love. And I love this podcast, too. So captivating and informative. The episodes will give you much to chew on as you unwrap the artisanal truffles from your local chocolatier that you received on Valentine's Day.

You don't actually have to love chocolate to love this ★★★★★

by Mappppp13131 – Feb 12, 2017

I'm a chocolate liker. Guilty. I won't give all my heart to chocolate. But I do love these stories and the people in them! If chocolate is the road to warm stories about good people, so be it. Reminds me in that regard of Car Talk.

Tasty and informative ★★★★★

by Jenny Luna – Mar 9, 2017

This show weaves personal experience with great reporting. The host's voice is easy to listen to and I find all the information on chocolate quite compelling. It has changed the way I think about what I buy for myself and others when it comes to the treat.

Love it ★★★★★

by ds9901 – Mar 10, 2017

Simran is great at inviting you in to strange, complex food worlds while assuring you that your own experience-- your taste buds, your curiosity-- are excellent credentials for being part of these worlds. The slow melt is no exception.

Thoughtful and passionate ★★★★★

by Purplebike – Mar 27, 2017

Love this podcast about all things chocolate. The guests are all superstars in the industry!

Well curated ★★★★★

by Kgarstin – Apr 21, 2017

Covers enough for the beginner and experienced chocolate lover or industry pro. Interviews with relevant personalities. Highly recommend!

Praise from our fans, cont.



Mother Jones Food @MotherJonesFood · Feb 15

Delicious new episode of @theslowmelt, a podcast that highlights what's behind the \$100 billion chocolate industry



The Slow Melt

The first podcast to cover the continuum of chocolate, The Slow Melt uses chocolate as the thick, delicious lens through which to explore the world. From flavor and simransethi.com



WorldCocoaFoundation @WorldCocoa · Mar 9

Concerned about current global market developments for #cocoa? Tune in to @theslowmelt tomorrow for expert insights: ow.ly/9A80309Ky2e



Raaka Chocolate @RaakaChocolate · Mar 12

Do you eat chocolate? If yes, listen to @theslowmelt podcast. Ep.4 "The High Price of Cheap Chocolate" is a must.



Violet Chocolate Co. @VioletChocolat · Feb 27

Curious about chocolate? Listen in to @theslowmelt for a great insight into the farming process.



Dandelion Chocolate @DandelionChoco · Feb 27

Episode 3 is out and we're thrilled to a part of this great new chocolate focused podcast @theslowmelt



theslowmelt



Liked by [chocolatealchemy](#), [chocolateuplift](#) and 126 others

theslowmelt We are so grateful for this shout-out! "When I heard there was a podcast devoted to all things... [more](#)

[View all 8 comments](#)

chocolatealchemy It's really well done and fascinating content. Great work!

projet_chocolat I love The Slow Melt!

MARCH 28

Partnership opportunities

Please consider supporting our upcoming Makers Series through one of the following options:

\$300

per month* for 2 months

- Mention/link on website sponsor page
- FB mention once/wk
- IG mention once/wk
- TW post once/week
- FB, TW, IG mentions on show day

*a month includes 2 episodes

\$600

per month* for 2 months

- Your 15-second ad at start of show
- Mention/link in show description (on all podcast apps)
- Mention/link in newsletter (2/month)
- Mention/link on sponsor page
- FB mention once/wk
- IG mention once/wk
- TW post once/week
- FB, TW, IG mentions on show day

\$1,000

per month* for 2 months

- Your 30-second ad in middle of show
- Mention/link in show description (on all podcast apps)
- Mention/link in newsletter (2/month)
- Mention/link on sponsor page
- FB mention once/wk
- IG mention once/wk
- TW post once/week
- FB, TW, IG mentions on show day

Optional add-on: Your 15-second ad at start of show (+\$500)

Podcast listeners & social media

Podcast Listeners LOVE Social Media

Americans who listen to podcasts at least monthly use every social media platform more than non-listeners—in some cases, significantly so. For instance, 34 percent of Americans use Instagram, but 48 percent of podcast listeners do so. Twitter sees an even more pronounced effect, with 41 percent of podcast fans using the platform, compared to 23 percent of Americans at-large. LinkedIn sees an almost identical pattern, at 39 percent versus 22 percent.

Also, podcast listeners are 23 percent more likely to use social media “several times per day” compared to American social media users who do not listen to podcasts.

- Highlight of The Podcast Consumer 2017 report by Jay Baer, president of Convince & Convert.

Contact us

We would love to connect with you about joining our team as a sponsor!

If you are interested in reaching our niche chocolate-loving audience, contact us (and find out more about past and future episodes!) by going to theslowmelt.com or by emailing katie@theslowmelt.com.

Thank you so much. We are grateful for your interest and support.

