



BRAND MEDIA KIT · 2026

Dirty Potato

Loaded. Bold. Unapologetic.

The internet's favorite loaded-potato brand. Recipes, reviews, and ridiculously good food content for 850,000+ people who like it dirty.

850K+

Total Followers

517K

TikTok

171K

Facebook

29K

Instagram

@officialdirtypotato · dirtypotato.co · hello@dirtypotato.co

THE BRAND

Where loaded potatoes meet viral food culture.

What started as a loaded-potato obsession became a community of 850,000+ food lovers across TikTok, Facebook, Instagram, and YouTube. Dirty Potato makes scroll-stopping, crave-inducing content — loaded builds, food reviews, and behind-the-scenes business content — for an audience that shows up, engages, and buys. Bold, real, and unapologetically loaded.

AUDIENCE & REACH

TikTok

517K

Primary stage · short-form viral

Facebook

171K

Reels + community engagement

Instagram

29K

Recipe carousels + Reels

YouTube

Growing

Long-form recipe + business

AUDIENCE PROFILE

Who they are: Home cooks, foodies, and content-hungry millennials & Gen Z who love bold, indulgent comfort food. What they do: Save recipes, tag friends, try the builds, and buy the gear. Why brands win here: High engagement, authentic creator voice, and a niche (loaded comfort food + kitchen/lifestyle) that converts.

WHAT WE MAKE

Content that stops the scroll.

Loaded Builds

Signature recipe reels — the format that built the brand.

Food Reviews

Honest, high-energy reviews that drive trial and conversation.

Brand Integrations

Native, on-voice features that feel like content, not ads.

Behind-the-Scenes

The real story of building a food brand — business + kitchen.

PARTNERSHIP PACKAGES

Single Feature

One dedicated piece of content across primary platform. Concept, shoot, edit, post.

Starting at \$750

MOST POPULAR

Campaign Bundle

3–5 pieces across TikTok + Facebook + Instagram. Best for launches.

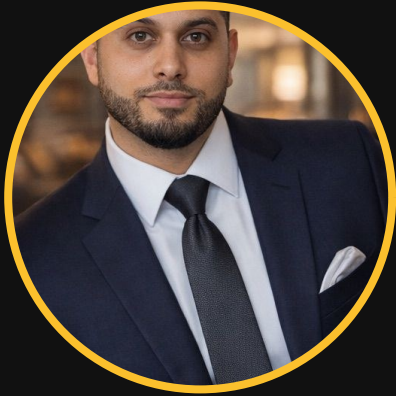
Starting at \$2,500

Always-On Partner

Monthly retainer — recurring features, stories, and first-look access.

Custom / monthly

Rates are indicative and customized per scope, usage rights, and exclusivity. Let's build the right package together.



THE CREATOR

Sherif

I built Dirty Potato from zero to 850K+ followers by doing one thing: making food content that's real, bold, and unapologetically loaded. I work directly with every brand partner to make sure the content fits — yours and mine.

Why brands partner with Dirty Potato

- 850K+ engaged, on-niche audience — food, kitchen & lifestyle
- Authentic creator voice that converts better than polished ads
- Multi-platform reach: TikTok, Facebook, Instagram, YouTube
- Fast, reliable turnaround and direct creator communication

Let's make something loaded.

hello@dirtypotato.co · dirtypotato.co/#partner
@officialdirtypotato on TikTok · Facebook · Instagram · YouTube