



MARMALADE

+ *Kindness*

PRESS KIT





MARMALADE

+ Kindness

WHERE TO FIND US:

www.marmaladeandkindness.com



Hashtags:

#marmaladeandkindness

#marmkind

#practicemakesprogress



OUR MISSION

Marmalade + Kindness is a UK mindful cooking journal that encourages readers to find moments of mindfulness and creativity through cooking.

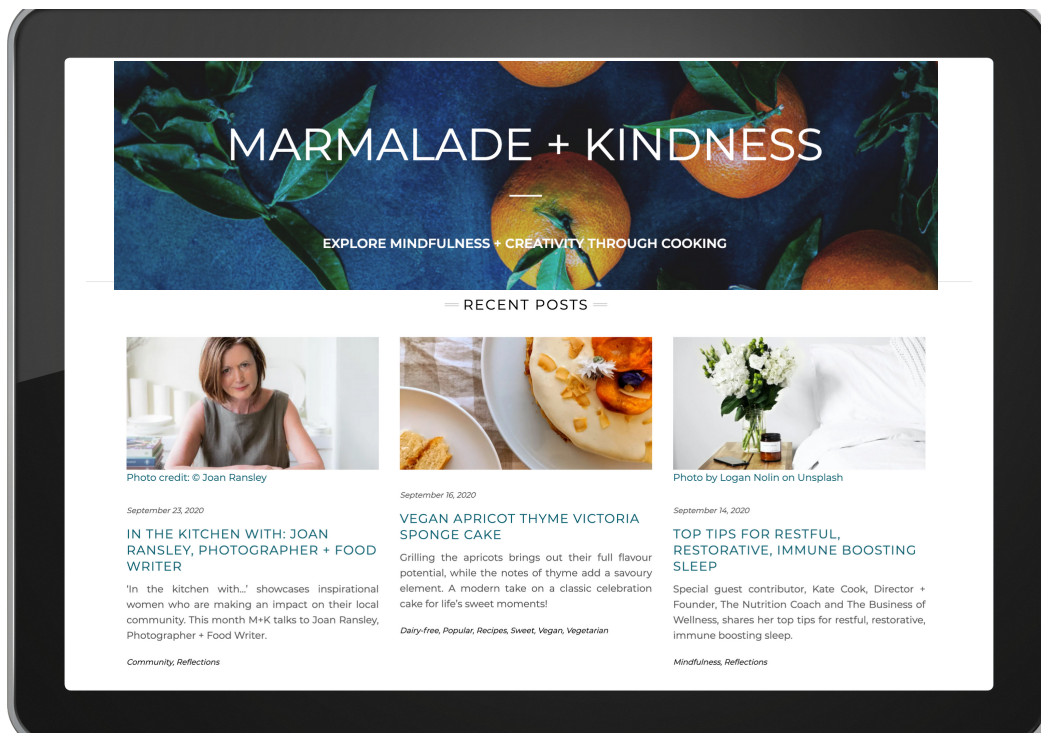
By sharing tried and tested recipes, featuring organic, seasonal produce, we aim to inspire you to develop a daily cooking habit.

Our recipes encourage you to develop your intuition as a cook – to use all your senses when choosing produce, adapting recipes to your tastes and those you cook for, and knowing when something is ‘done.’ Its philosophy of ‘mindful cooking’ is unique and all recipes incorporate wellness tips at the bottom under the ‘practice makes progress’ section.

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THE WEBSITE

The site also profiles **inspirational women showing leadership** or having an impact on their local community. The website is committed to **sustainability** and values the trust of readers by having no paid advertising, sponsored content or product placements.



It is purely non-commercial and **intends to share the positive life-changing benefits of mindful cooking.**

Subscribe to our newsletter:

<https://marmaladeandkindness.com/subscribe/>

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ABOUT US

[Adamantia Velonis](#) is Founder of [Marmalade + Kindness](#). Born and raised in Melbourne, Adamantia – or ‘Ada’ as she is better known – has always had a passion for baking and cooking. Being of Greek descent, food has always played a prominent role in practising her culture and shaping her identity. Her fondest food memories are those she spent learning traditional holiday recipes under the wing of her beloved grandmother.

In 2019, Ada and her partner moved to the UK for their respective careers. While the move was joyful, it presented challenges – mainly the distance and isolation they experienced being away from family and friends.



During this period of adjustment, **cooking became Ada's outlet**, giving her a sense of purpose and a way to reconnect with her roots. It also gave Ada a chance to better understand the culture of her new home.

By exploring British cuisine, she familiarised herself with **seasonal produce, local vendors and markets, food production and farming practices.**

With this newfound knowledge, Ada became mindful about her relationship with cooking and the way food feeds one's mind, body and soul.



ABOUT ADA

Inspired by her own experience, she decided to create Marmalade + Kindness as a way to share her food journey with loved ones in Australia, and to encourage others worldwide to practice ‘mindful cooking’.



When not in the kitchen, Ada can be found shopping for produce at Borough Market, strolling through the Royal Parks of London, or picking up a new read from Daunt Books. She is currently training to become certified in mindfulness teaching. Ada works full-time at a global management consulting firm. She and her partner spend their time between London and Oxford.



AUDIENCE

Our readership consists of individuals who value creativity, family and kinship, health and wellness, and sustainable living. They are located in the North America, the UK, Australia, and South Africa.

ON INSTAGRAM

85%

Engagement
Rate

81%

WOMEN

Audience
Gender

25-44

Audience
Age

>5%

Spam
Following

OUR COMMUNITY

"I was delighted to be interviewed by Adamantia Velonis about creativity, gratitude and my other passion cooking for her Marmalade and Kindness project."

- Gabrielle Dolan, best-selling international author,
Melbourne



Liked by **marmaladeandkindness** and others

desireegullan Such an honor to be part of @marmaladeandkindness a platform that encourages you to find moments of mindfulness and creativity through cooking.

"I am proud to be part of your beautiful online journal.
Keep up the good work."

-Astrid van der Hulst, Editor, Flow Magazine, Netherlands



Ati Nutrition @AtiNFarmani · Jun 25

I am thrilled to be sharing the privilege I had to be featured by @Marm_Kindness in UK this week. During these challenging times, our world certainly is thirsty for more kindness, connection & #mindfulness. #atinutrition #marmalade #kindness #women #love



In The Kitchen With: Ati Farmani, Food Scientist, Food Coach, Nutritio...
'In the kitchen with...!' showcases inspirational women who are making an impact on their local community. This month M+K talks to Ati ...
marmaladeandkindness.com



Tessa Clarke @TessaLFClarke · Jun 30

Really enjoyed doing this Q&A with @Marm_Kindness - definitely different from the usual fare!! Don't ask about the hospital trip 😊😓

In The Kitchen With: Tessa Clarke, Co-Founder + CEO, OLIO | Marmalade and Kindness
marmaladeandkindness.com/in-the-kitchen... via @Marm_Kindness



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M+K
OPPORTUNITIES

PARTNERSHIPS:

We are always looking to partner with brands and organisations who echo our values of spreading kindness, living with purpose, and creating positive and sustainable change in society. Our mission is to create moments of mindfulness in everyday life activities.

We work with brands and organisations in the arts, food and drink, and health and wellness space, with a focus on mental and physical health.

If interested in collaborating, please contact:

admin@marmaladeandkindness.com



EDITORIAL SUBMISSIONS:

We publish content that focuses on nourishment for the mind, body and soul. If you are a recipe developer, we are looking for simple, seasonal recipes that use fresh and easy-to-find ingredients. We also publish original poems and essays that focus on themes such as mindfulness, creativity, nature, identity, culture, food, well-being, spirituality, etc. For reflection pieces, we ask for pieces that range from 500-1000 words.

As we are a young blog and still building our community. We cannot offer payment for accepted submissions, but we promote our contributions on our social media pages and try to make introductions through our network, where we can.

Our tone is aspirational, wholesome, light-hearted and reflective.

To submit your recipe or creative piece, please contact:
admin@marmaladeandkindness.com



‘IN THE KITCHEN WITH...’ INTERVIEW SERIES:

Each week on Marmalade + Kindness we profile inspirational women who are making an impact on their local community.

Whether you are a female founder in the health and wellness space, an author, nutritionist, or other, we want to hear from you!

If you’d like to be a part of our ‘In the kitchen with...’ interview series, please contact:

admin@marmaladeandkindness.com



CONTACT US

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