



# NERDS WITH KNIVES



*Emily &  
Matt*

CLIFTON

food writing, photography,  
recipe development  
[www.nerdswithknives.com](http://www.nerdswithknives.com)





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## ABOUT

Nerds with Knives is the cooking and photography blog started by Emily and Matt Clifton.

Our goal is to make delectable, seasonal, approachable recipes for cooks of all levels. We want our readers to feel like they're standing in the kitchen with us, glass of wine in hand, sharing in the experience of cooking amongst friends.

Truly an extension of our Hudson Valley kitchen, our blog is all about inspiring recipes, mouth-watering images and entertaining writing.

## PARTNERS

- Serious Eats
- The Feedfeed
- Cabot Creamery
- Valley Table Magazine
- StockFood

## NWK AUDIENCE



22,000  
followers



50,000  
engaged/month



2900  
followers

## BLOG STATISTICS

Our style is sophisticated but never fussy, and every article features our unique brand of dry wit, the combination of our backgrounds in England (Matt) and New York City (Emily).

While creating fun and engaging content, our focus on readability and search optimization has given us an organic reach of over 60% of our viewership. Even in the crowded field of food blogs, our articles often reach the first page of search results.

Avg. monthly pageviews (2020): **70 - 80K**

Organic search % (2020): **62%**



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## Photography

"We eat first with our eyes"  
- Apicius, 1st century AD

You can find our photography  
for license at [stockfood.com](http://stockfood.com), or  
browse a wider selection of  
images on our blog.





## Writing

“ If you grow your own summer squash, zucchini can sometimes feel like a plot device in a horror sci-fi movie. At the beginning of the season, you carefully harvest the first zucchini, cradle it like an infant and rest it with pride on the cutting board. The next day, you have two more, and with the proud thrill of the backyard farmer, you slice and grill your summer bounty. The next day you have two more, and two more the following day. By the end of the first week of peak zucchini, you’re nervously eyeing the stack of squash that has built up on the kitchen counter, wondering how many more friends you can gift your harvest to before even they stop answering the door. And woe betide you if you skip checking for a few days – when you return to the garden and lift up the lowest squash leaf, you’ll inevitably find one monster marrow lurking like a squat green fiend. ”

--- from "Cheesy Zucchini and Corn Fritters"



“ We’ve all experienced what I like to call “fusion fails”. Two culinary concepts which, taken individually, are perfectly respectable, but in combination create a whole that is ... let’s just say less than the sum of its parts. For example, I love bacon, and I’m a fan of vodka, but bacon-flavored vodka? I’ll pass. The most successful fusions take two examples which aren’t so far separated on the food spectrum that you have to take a leap of faith that the result is even edible, let alone worth the trouble of combining them. Croissants and doughnuts can at least both be found on the bakery shelf, and thus we have the cronut. And bulgogi, the Korean staple, uses thin strips of beef that are marinated and seared, so why not apply those flavors to a perfectly grilled burger? To be honest, making up names like “cronut” and “flagel” isn’t our forte, so we’re simply calling this the “bulgogi burger”. ”

--- from "Bulgogi Burgers with Kimchi Mayo"



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## Our Cookbooks

### CORK & KNIFE

Emily and Matt, founders of the food blog Nerds with Knives, go beyond wine and beer and introduce rich flavor profiles with sake, vodka, gin, sherry, brandy, whiskey, bourbon and rum. Though their recipes are upscale — like Pork Tenderloin with Mustard and Whiskey, and Chicken Liver Pate with Brandy and Thyme — their no-nonsense approach to cooking is down to earth, refreshingly candid and approachable.

AVAILABLE NOW

from Page Street Publishing

ORDER ON AMAZON



Matt and Emily's work isn't just great ideas and pretty photos, they back up those great ideas with recipes that work. That they happen to explore the science of booze and its interaction with food is just the icing on the cake...

**J. KENJI LÓPEZ-ALT**

CHEF/PARTNER, WURSTHALL  
CHIEF CULINARY ADVISOR, SERIOUS EATS

This is the book I have been waiting for. Booze in food? Bring it on. Honestly a book with so many amazing recipes, hearty, delicious and pure taste.

**PAUL LOWE**

EOC OF SWEET PAUL MAGAZINE

I want to cook and eat every recipe that Emily and Matt dream up and photograph. This duo knows all the tricks for imbuing food with a maximum amount of flavor.

**JENNIFER CLAIR**

AUTHOR, SIX BASIC COOKING TECHNIQUES



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## *Our Cookbooks*

### THE ULTIMATE DUTCH OVEN COOKBOOK

Dutch ovens are the perfect go-to kitchen tool for delicious one-pot cooking. Emily and Matt know how to elevate weeknight cooking and make unforgettable dishes that are also easy to make. From soups, stews and braises to pastas, deep-fried dishes and savory pies—you'll learn all of the amazing things you can do with your Dutch oven.

**AVAILABLE APRIL 20, 2021**  
from Page Street Publishing

[PRE-ORDER ON AMAZON](#)



"Whether you're seeking a weeknight meal or a Sunday cooking session that will feed and nourish your family for the coming week, you will find no better companion in the kitchen than a Dutch oven, and you will find no better guides on how to get the best out of it than Emily and Matt."

**J. KENJI LÓPEZ-ALT**

AUTHOR, "THE FOOD LAB: BETTER HOME  
COOKING THROUGH SCIENCE"

"Any home cook, from beginner to pro, should pick up a copy of this beautifully written book; you will gain a mastery of your Dutch oven as well as classic cooking techniques."

**JULIE RESNICK**

FOUNDER, THE FEEDFEED

"If the Dutch oven is the ultimate cooking vessel, consider this book the ultimate cooking guide. Emily and Matt have put together yet another compilation of amazing recipes!"

**MORGAN EISENBERG**

FOOD BLOGGER, HOST THE TOAST



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## PRICE LIST

### SPONSORED BLOG POST: STARTING AT \$825

A DEDICATED BLOG POST FEATURING YOUR PRODUCT  
INCLUDES:

AN ORIGINAL RECIPE HIGHLIGHTING YOUR PRODUCT

PHOTOGRAPHY: 1 - 3 HIGH QUALITY, HIGH RESOLUTION IMAGES

SOCIAL MEDIA PROMOTION : 1 FACEBOOK POST, 2 INSTAGRAM POSTS,

1 PINTEREST PIN, 1 TWITTER POST

### SPONSORED POST SERIES: STARTING AT \$2275

A SERIES OF THREE DEDICATED BLOG POSTS FEATURING YOUR PRODUCT(S),  
EACH WITH AN ORIGINAL RECIPE AND PHOTOGRAPHY

PHOTOGRAPHY: 1 - 3 HIGH QUALITY, HIGH RESOLUTION IMAGES PER POST

SOCIAL MEDIA PROMOTION : 3 FACEBOOK POSTS, 6 INSTAGRAM POSTS,

3 PINTEREST PINS, 3 TWITTER POSTS

### SOCIAL MEDIA PROMOTIONS: STARTING AT \$625

1 ORIGINAL PHOTOGRAPH OF YOUR PRODUCT IN AN ORGANIC AND PLEASING  
SETTING

YOUR PRODUCT OR SERVICE WILL BE PROMOTED ON FACEBOOK, INSTAGRAM,  
PINTEREST, TWITTER, OR A COMBINATION OF THESE PLATFORMS.

### GIVEAWAY: STARTING AT \$625

1 ORIGINAL PHOTOGRAPH OF YOUR PRODUCT IN AN ORGANIC AND PLEASING  
SETTING

A GIVEAWAY WILL BE HOSTED VIA FACEBOOK OR INSTAGRAM. SHIPPING IS  
THE RESPONSIBILITY OF THE SPONSOR

*Let's make something great together!*

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