



EATMORE

— BEMORE —

I'm not a foodie, I just eat a lot.

CONTENT CREATOR - DIGITAL INFLUENCER



ABOUT CHRIS

Chris Franzoni started @EatmoreBeMore in March 2015 with a desire to **highlight** the rapidly growing food and restaurant scene in Baltimore, Maryland. Initially focusing on local restaurants and businesses, @EatmoreBaltimore has expanded to introduce, promote, and provide greater exposure to companies and products looking to effectively reach communities in Baltimore and the surrounding region.

Since its inception, @EatmoreBeMore has grown to 300,000 devoted followers, and is the largest and most influential restaurant and food focused social media account in Baltimore.

Chris is an attorney by day, social media consultant by night, and **content creator** at ALL times in between.

SERVICES

- Ambassadorship
- Social Collaborations
- Product Reviews
- Content Creation
- Travel Partnerships
- Social Media Consultation
- Giveaways

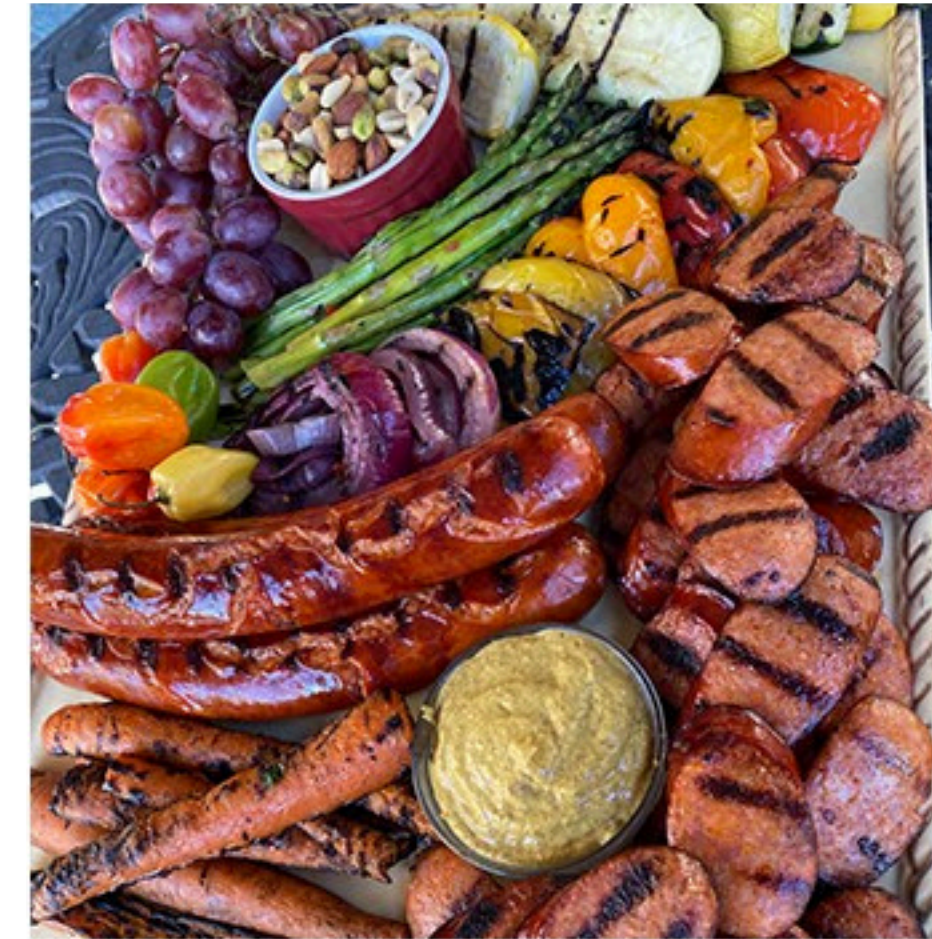
CONTACT

@EatMoreBeMore
chris@eatmorebemore.com
443.629.6779
www.eatmorebemore.com



RE-INTRODUCING THE McRib

We partnered with McDonald's for the limited release "McRib is Back" campaign to reintroduce the McRib to McDonald's fans in the DMV.



THE ULTIMATE TAILGATING EXPERIENCE

We highlighted Zatarain's sausage as an essential part of any tailgating experience before (and during) Baltimore Ravens' games.



DUNKIN' DEALS IN BALTIMORE

We collaborated with Dunkin' to introduce their newest coffee and donut offerings to Baltimore and the surrounding region - including their Ravens' Game Day specials.



ATLAS RESTAURANT GROUP

We celebrated the opening of restaurants and new dishes with Baltimore's premier restaurateur, Atlas Restaurant Group, when new concepts were developed.



*Options for allocating funds for paid engagement (including sponsored posts) are available, and have the potential to provide a win/win partnership!

INSTAGRAM

5.7M+

ACCOUNTS REACHED

3.7M+

IMPRESSIONS

180K+ (25K+ ON THREADS)

FOLLOWERS

TIKTOK

1.1M+

PEOPLE REACHED

12M+

IMPRESSIONS

85K+

FOLLOWERS

FACEBOOK

280K+

PEOPLE REACHED

221K+

POST ENGAGEMENTS

8,000

FOLLOWERS

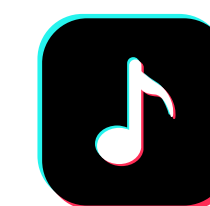
TOP VIDEOS

(TIKTOK)

6.9M+

5M+

1.2M+





GENDER

63% 37%

WOMEN

MEN

91% 97%

BALTIMORE-DC

U.S

AGE DEMOGRAPHICS

INSTAGRAM

10% 42% 31% 17.5%
18-24 years old 25-34 years old 35-44 years old 45+ years old

TIKTOK

21% 34% 26% 19%
18-24 years old 25-34 years old 35-44 years old 45+ years old

@EATMOREBEMORE

300K+ FOLLOWERS

*ACROSS ALL SOCIAL MEDIA CHANNELS



THE BALTIMORE SUN

FOOD & DRINK

Are crab cake egg rolls Baltimore's latest food trend?

By SANYA KAMIDI
BALTIMORE SUN | SEP 08, 2020



From Twitter to Instagram to Facebook, photos of the mouth-watering dish, first shared by food blogger Chris Franzoni, racked up thousands of likes and shares last month, with Baltimoreans wondering how they could get their hands on it.

THE BALTIMORE SUN

Lifestyle / Home

This South Baltimore rowhouse renovation is anything but cookie-cutter

When Stanford Kimmel and Chris Franzoni were searching for a new home five years ago, they wanted three things: a place accessible to the interstate — Franzoni was working in Washington, D.C., at the time — lots of windows and parking.

Baltimore Food Arts Things To Do News Best of Baltimore Health & Lifestyle



Food Influencer Chris Franzoni Uses His Platform to Celebrate the City

Recently, he has transitioned from capturing stationery stills to creating 20-second reels and TikToks — which preview new places and explore food trends.

By Jane Marion | June 2023



Friends School
BALTIMORE • 1784

Search site



Hungry for Baltimore

3/24/2020

Meet Chris Franzoni '99, Esq., Eater-in-Chief

Chris Franzoni '99 is an attorney by day, a PR consultant by night and, in-between, the creator of EatMoreBaltimore, the Instagram site for delicious dining in the Baltimore-metropolitan area. With more than



DARA BUNJON PRESENTS

THE FOOD ENTHUSIAST

SPECIAL GUEST: CHRIS FRANZONI



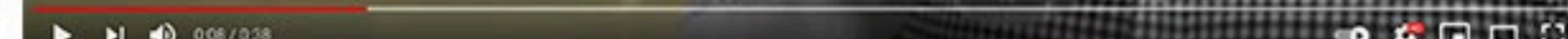
IN THE KITCHEN WITH ASHISH ALFRED



MINT JULEP

“MUDDLED GOODNESS.”

@EATMOREBALTIMORE





EATMORE **— BEMORE —**

@EATMOREBEMORE - CHRIS@EATMOREBEMORE.COM - 443.629.6779