



# Poppy Cooks (aka Poppy O'Toole)

- Michelin trained chef and food influencer from Bromsgrove UK (near Birmingham)
- 10 years experience working in professional kitchens
- Known as the "The Potato Queen" since 2020

## Television Show

- **Young MasterChef** (2023-present)
- Co-Host
- Currently airs in UK on BBC Three

## Social Media

 16 K  4.4 M  1 M  90 K  41 K

## Top 4 TikTok videos

<https://www.tiktok.com/@poppycooks/video/7180439088347008262>

- 40 million views. Poppy talking about her love of potatoes.

<https://www.tiktok.com/@poppycooks/video/6991511222487158022>

- 23 million views. Poppy's original viral video of the 15-hour potato.

<https://www.tiktok.com/@poppycooks/video/7383310912880528672>

- 3.6 million views. Poppy talking about her crispy potato salad.

<https://www.tiktok.com/@poppycooks/video/7342551498322103584>

- 1.6 million views. Poppy showing her loaded baked potatoes.

## Social Media Stats

### TikTok Stats

- 1.96 M US TikTok followers; (45% of all TikTok followers)

### Instagram Stats

- 280 K US Instagram followers
- 29% US followers
- 4% Canadian followers
- 78% women
- 22% men
- 7% of audience, ages 18-24
- 28% of audience, ages 25-34
- 30% of audience, ages 35-44
- 19% of audience, ages 45 to 54
- 11% of audience, ages 55-64

## Previous Titles



ON SALE: 11/9/2021  
APPETITE BY  
RANDOM HOUSE  
HC: 9780525612049  
\$26.00 US



ON SALE: 11/21/2023  
APPETITE BY  
RANDOM HOUSE  
HC: 9780525612940  
\$29.95 US

## Upcoming Title

- **POPPY COOKS: THE POTATO BOOK**  
101 RECIPES FROM THE POTATO QUEEN  
ON SALE: 4/15/2025  
APPETITE BY RANDOM HOUSE  
HC: 9780525612964 / \$29.95 US  
SALES RESTRICTION: US/ CAN (No Open Market)