

Upcoming Title

appetite

by RANDOM HOUSE

• 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)

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 К 🕹 4.4 М 🞯 1 М 🛟 90 К 🕒 41 К

👌 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

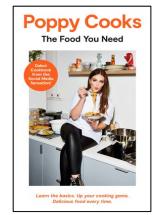
TikTok Stats

• 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 THE ACTUALLY DELICIOUS AIR FRYER COOKBOOK

POPF

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

