

Romy London

Instagram/TikTok: romylondonuk

Website: www.romylondonuk.com



About Romy



When going vegan in 2014, Romy first discovered her passion for cooking and getting creative in the kitchen. Her motto is 'Impossible? Impossible!' and has since been an advocate for showing that following a plant-based lifestyle doesn't mean that you have to miss out on anything. Enjoying indulgent vegan food to the fullest without missing out is what her blog RomyLondonuk is all about.

Since 2016 she has been sharing her favourite creations with her followers on Instagram & Co. and launched her own website to build a platform for hungry hearts to feed their faces. With her positive approach, sense of humour and genuine personality, Romy has since been inspiring others to create delicious vegan food from scratch without sacrifices.

Being a former portrait photographer Romy has great attention to detail & makes her content visually stand out and inspires others to keep animals off their plate more often. Romy's blog and Social Media are all about vegan recipes, and she regularly shares a look behind the scenes to her creations and photography. She regularly updates her blog with her latest kitchen creations, and shares mouth-watering images and recipe videos on her Instagram, TikTok and Youtube channels.

Brand Partnerships

Throughout the years, Romy has collaborated with numerous brands to promote a plant-based lifestyle and to get more vegan products onto supermarket shelves and people's pantries.

From recipe creations to reels, there are multiple options to work with Romy, depending on your brand and campaign requirements.

Content examples:

- *recipe development using your brand's product(s)*
- *promoting your product to her Instagram audience through a static feed post, IGTV video, or short-format reel*
- *sharing the behind the scenes to working with your product on her Instagram stories*
- *a sponsored Youtube video*
- *a recipe blog post on Romy's website, using and linking back to your product*

And many more! Always open to suggestions and happy to create a package that is mutually beneficial.



Examples of previous Brand Partnerships



Examples of previous Brand Partnerships

REELS

Shore - Vegan Ramen Campaign

The Vegan Society - Live Vegan For Less Campaign

Moma - Pancake Day Campaign

Cauldron - Tofu Pasta Recipe

Zest - Crispy Lasagne Rolls Recipe

Veganuary - Yorkshire Pudding Day Campaign

Recipe Development

Romy discovered her love for creativity in the kitchen after going vegan in 2014 and has since spent more time in the kitchen than anywhere else.

She loves to experiment, try out new products, ingredients and techniques and has been professionally creating plant-based recipes for brands since 2017.

If you are looking to have some delicious content created with your product, Romy can provide you with a list of tasty & creative ideas, and if you already have a specific idea you'd like to see created, Romy is happy to take on the culinary challenge!



Branded Recipe Development



Cookery Demonstrations



In addition to recipe development, Romy has experience in live cookery in front of an audience - both at events and courses as well as via Instagram live, providing both the recipe ideas, development and live session to guide the audience alongside creating a delicious vegan feast.

Some live shows and brands Romy has worked with are Vegan Life Live, Live Well Festival London, Vegfest UK, Oumph! and Just V Show.





As Seen In / Press Coverage

NETFLIX

Since starting her blog, Romy has worked with numerous magazines, publications, and TV channels to showcase vegan food and delicious recipes to a wider audience.

In 2020, she was the only vegan contestant in the international Netflix production 'Crazy Delicious' hosted by Jayde Adams, alongside Heston Blumenthal, Niklas Ekstedt and Carla Hall, cooking against non-vegan chefs in 3 culinary challenges.



You can read up more about the show [here](#).



CRAZY
DELICIOUS



WELLBEING

Can you really have a tasty vegan barbecue?

THERE'S MORE TO A GOOD BBQ THAN THE MEAT. **VICKI-MARIE COSSAR** LOOKS INTO THE BEST WAYS TO GO MEAT-FREE ON THE COALS THIS SUMMER.

WHETHER it's a juicy burger, a spicy sausage or tender chicken skewers, BBQs are synonymous with meat. But behind all that sizzling consumption lie some difficult facts. According to The Vegetarian Society, in the UK alone, over two million land animals are slaughtered each day and we get through almost 600,000 tonnes of fish. But choosing to go vegan is not only about animal welfare, it's about our planet's, too.

A 2021 report by The Climate Healers found that animal agriculture is responsible for at least 87 per cent of greenhouse gas emissions.

Animal agriculture is also responsible for up to 91 per cent of Amazon rainforest destruction and livestock causes more pollution than the world's entire transport system.

Such stark figures may have already made you make sure you limit your meat intake, but a barbecue? That's a

real test of commitment. Chicken kebabs? Grilled prawns? Halloumi skewers? Aren't they just too good to miss?

There's a growing number of people who no longer think so, and no wonder. As veganism has become mainstream, the amount of choice available for those choosing to go both meat and dairy free, is greater than ever. You can fire up the coals and not miss that burnt burger at all.

Challenge your perceptions

'People are just unaware of the scale of the problem,' says Ed Winters, a vegan educator and public speaker (earthlinged.org). 'Part of the problem is we don't actually see the animals we consume. We have become detached from the sentient beings they are, and that connection is really important.'

'Each one of the animals we eat has lived a horrible life and has had that life needlessly taken from them to sate our tastebuds. So many of us feel repulsed and sad when we see agriculture documentaries and people are outraged when they find parts of animals in their food. But why? What else would you expect to find?'

Ed says people find veganism a daunting concept because it's challenging the status quo. 'It's not just about the consumption of food,' he adds. 'Food is symbolic. It's identity and culture. We celebrate holidays like Christmas and Easter around it so it can be difficult to get people to think about, not just what's on their plate, but their relationship with it, too.'

The question of choice

The meat-free and plant-based dairy categories have doubled in size over the past five years, according to Kantar figures and these substitutes are a welcome addition to menus. 'When I went vegan seven years ago it was



All change: Loui Blake

says more men are now interested in veganism

very female dominated,' says Loui Blake, a vegan influencer and founder of vegan restaurant chain Erpingham House (louiblake.com).

'However, since we launched our first restaurant three years ago, we have seen a huge increase in men coming in to dine. We used to have to be very creative with our menu, but now there's so much competition between vegan substitutes the quality has really shot up. A lot of people who go plant-based are doing it for environmental reasons, so they still want the taste and texture of meat, which is why the meat-free options are great.'

'Before, you might get the odd burger which was OK, but now you have burgers, sausages, chicken, bacon, mince, fish and all bases are covered.'

Erpingham House do a delicious meat-free BBQ platter that incorporates smoky tempeh ribs, aubergine, asparagus, hispi cabbage, jerk slaw and charred corn. 'Our



Prep time: 10 minutes
Cooking time: 15 minutes

INGREDIENTS:

- 1 tbsp olive oil
- 1 onion (chopped)
- 2 cloves of garlic (chopped)
- 450g vegan soya mince
- 200g vegan sausage (chorizo ideally)
- Salt and pepper
- 68g wholewheat flour
- 64g ground almonds
- 1-2 tbsp hemp protein

audience is 90 per cent non-vegan, so there's lots of things on our menu that replicate animal-based foods, but in a healthier more sustainable way,' adds Loui. 'I don't think people feel confident cooking vegan at home, so they come for inspiration.'

Making the transition

So how can you start to transition and make ethical and eco food choices? Romy London is a vegan recipe developer and blogger who creates indulgent plant-based food (romylondonuk.com). She regularly posts vegan BBQ recipes on her blog and is a big fan of meat-free supermarket options. 'There are so many meat-free options these days,' she says.



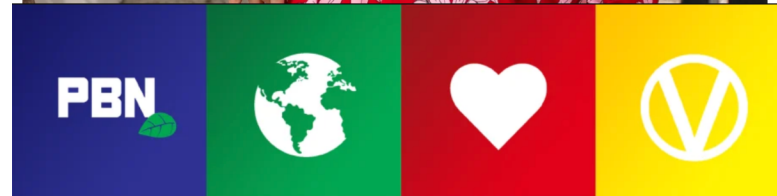
Handy: Romy London likes supermarket options

Press

Major New Netflix Cookery Show 'Crazy Delicious' Features Vegan Contestant

She said she feels she is 'representing all vegans'

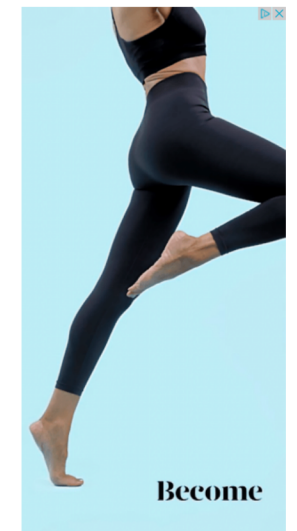
MARIA CHIORANDO · FEB 19, 2020



What it's like to go through the menopause at 28

Romy London shares her experiences

by ROMY LONDON · JAN 6, 2020



Become

METRO

COSMOPOLITAN



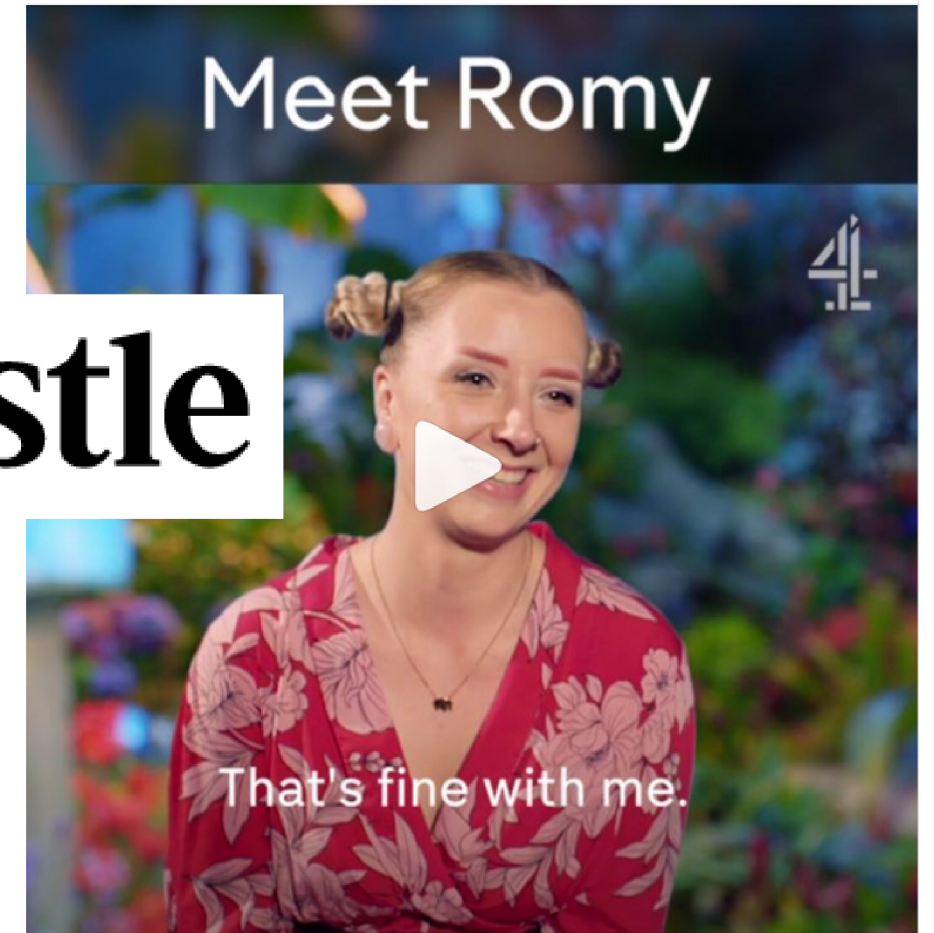


Beder Charity Cookbook

As Seen In

DISTRACTIFY

Bustle



Mirror



A cookery show set to air on Channel 4 in the UK and on Netflix internationally will feature popular vegan blogger Romy London.

10. Romy London





VEGAN *life*
MAGAZINE

As Seen In



TRTWORLD



RECLAIM YOUR DAY OFF WITH Romy LONDON

ROMY LONDON

0 COMMENTS

Hi, I'm Romy!

I am running a vegan food & lifestyle blog under the name "RomyLondonuk" – and yes, I've totally

ROMY LONDON



Romy discovered her love for cooking after going vegan in 2014 and she has never looked back since. As a result, you'll find that all of her recipes are free from animal products, but Romy believes anything is possible on a vegan diet – whether you're a bodybuilder or looking for your favourite indulgent treat.

www.romylondonuk.com

One-Pot Pasta

Ingredients

- 1/2 onion
- 2 garlic cloves
- 2 tbsp chopped basil
- 1 tbsp olive oil
- 1/2 tsp lemon juice
- 1 jar black olives
- 1/2 jar capers
- 1 tbsp chopped parsley
- 500g spaghetti
- 350g tomato sauce
- Salt/pepper to taste
- 750ml - 1ltr water

Method

1. Pour the olive oil into a large pan, then add the onions & garlic and cook until translucent.
2. Add the rest of the ingredients. Yes you heard that right - All of it, including the dry spaghetti! Otherwise it wouldn't be a 'one pot', right?
3. After adding the pasta sauce, refill the sauce jar with water twice, and add it to the pan. Depending on the pasta you are using you might need more or less water, so please adjust as you go along.
4. Once the pasta starts softening, carefully stir the ingredients and keep stirring regularly until the pasta is soft and all ingredients combined well.
5. You might need to add a little extra water during this process, as the pasta will soak up a lot - just make sure there is always a little liquid/ sauce surrounding the spaghetti.
6. Remove from the stove, season with salt & pepper & enjoy!



VEGFEST ^{UK} LONDON 2018

October 27th 28th
SAT 10am - 6pm, SUN 10am - 5pm

OLYMPIA LONDON



Romy London
vegan food and lifestyle blogger



Presenting at Vegan Life Live

RomyLondonUK



LONDON 2018
VEGAN *life* ^{live}
10 | 11 February 2018

I will be there



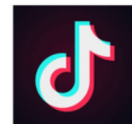
SIMPLE • NATURAL • HEALTHY
Vegan LIVING

VEGAN *life* ^{Live}

Social Stats



30.8k followers
265k monthly unique reach (March 2023)



1768 followers, 140.5k likes



22k monthly sessions, 29k monthly page views



up to 550k monthly viewers



2721 subscribers, 433k total views



1317 page followers



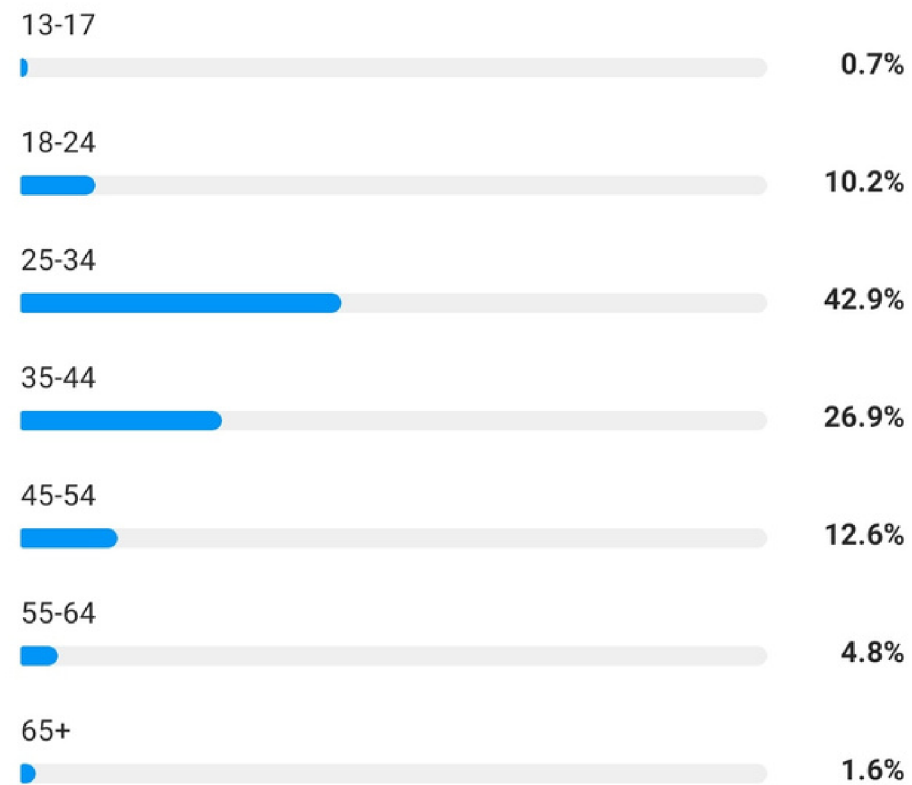
Romy's Followers on Instagram

Demographics

Age range

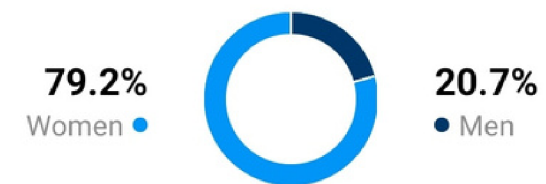
of your followers

All Men Women



Gender

of your followers

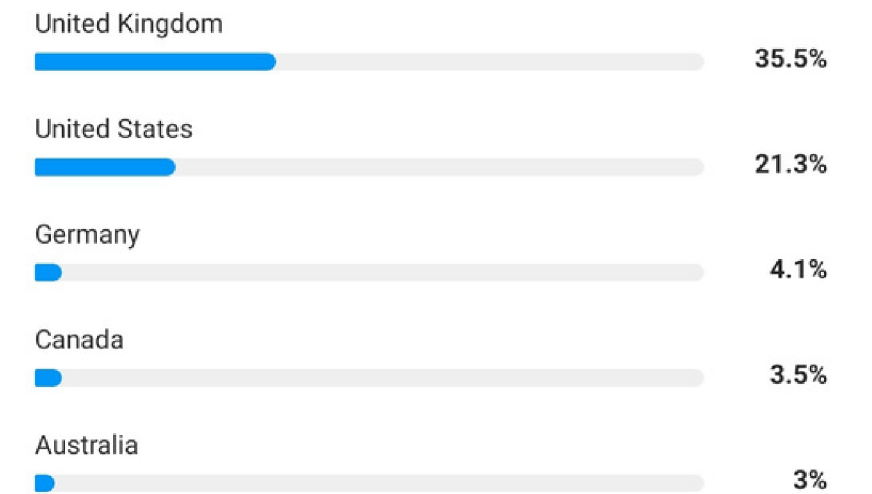


Locations

Top locations

of your followers

Towns/Cities Countries



Top locations

of your followers

Towns/Cities Countries



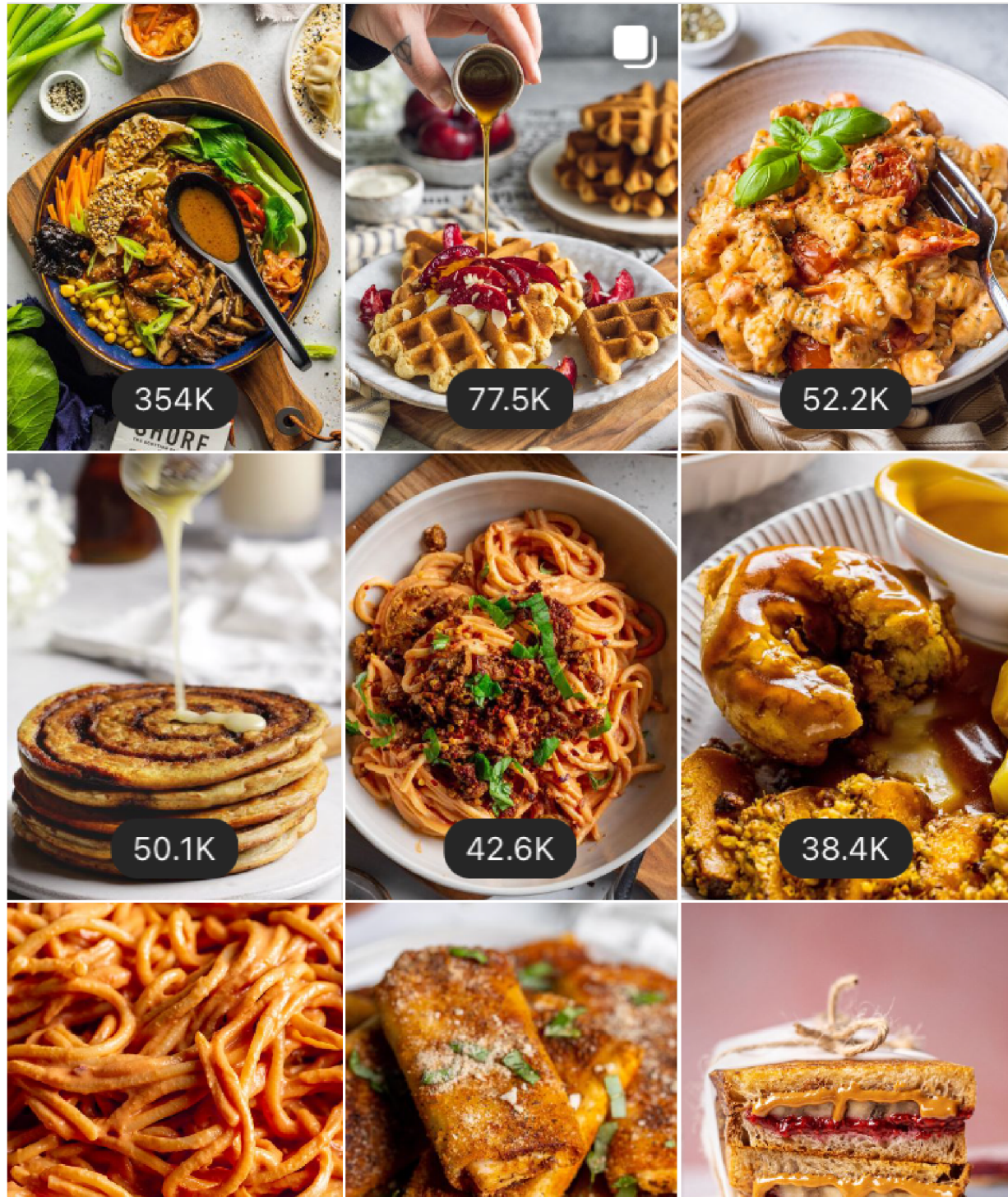
Statistics

All

Last 3 months



Accounts reached



Post insights



19 February at 1:55 AM

1743 67 -- 470

Overview ⓘ

Accounts reached 77,549
Accounts engaged --
Profile activity 32

Post insights



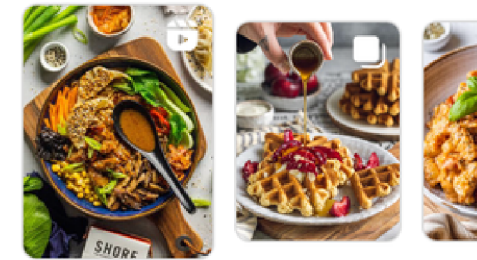
5 March at 1:10 AM

642 24 -- 186

Overview ⓘ

Accounts reached 52,209
Accounts engaged --
Profile activity 192

Reel insights



Vegan Teriyaki Chick*n Chilli Ramen to level up...

viktorialegkova · Original audio
February 12 · Duration 0:36

400443 6484 137 -- 2620

Reach ⓘ

354,563
Accounts reached

4697 349,866

Reel insights



Vegan Cinnamon Roll Pancakes with @momafoo...

marianneemusic · Original audio
February 20 · Duration 0:35

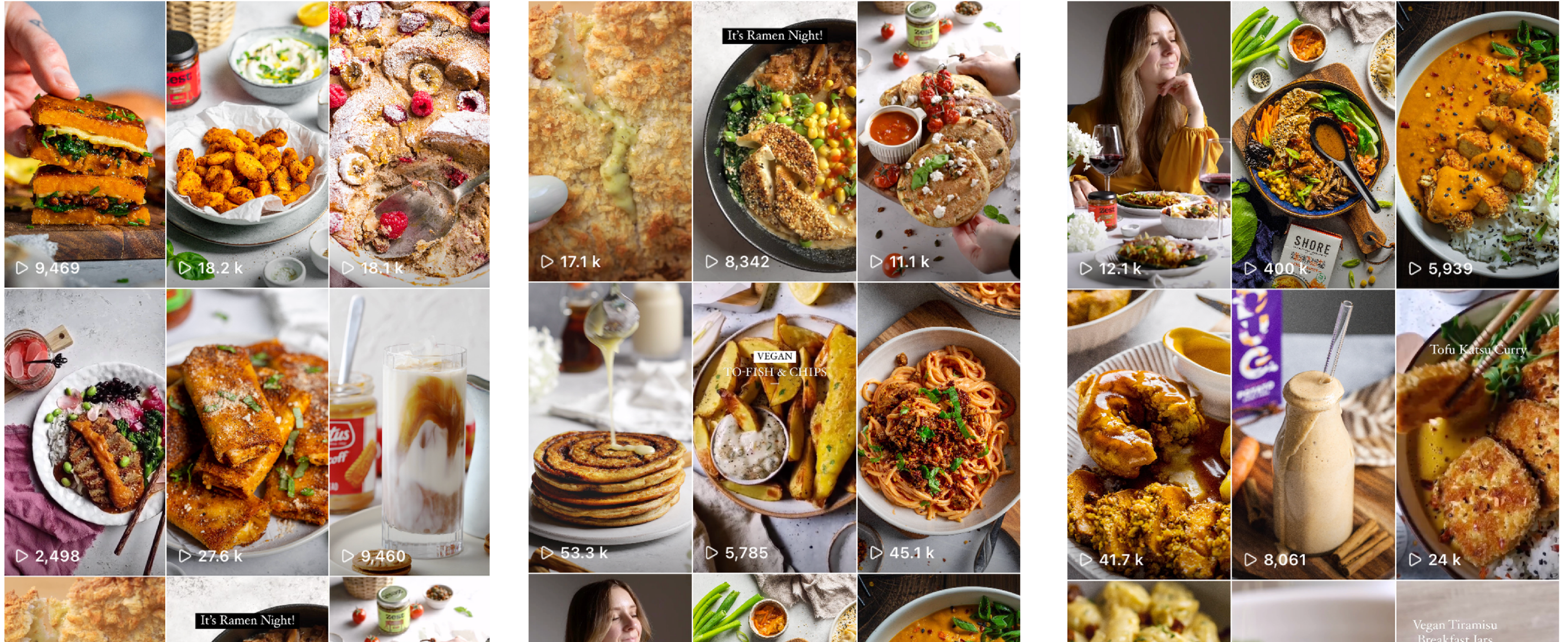
53309 1067 55 -- 339

Reach ⓘ

50,176
Accounts reached

5610 44,566

Instagram Reels



Romy's Followers on YouTube

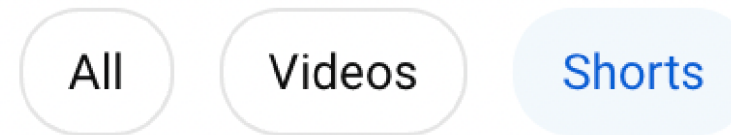
Age and gender

Views · Last 28 days

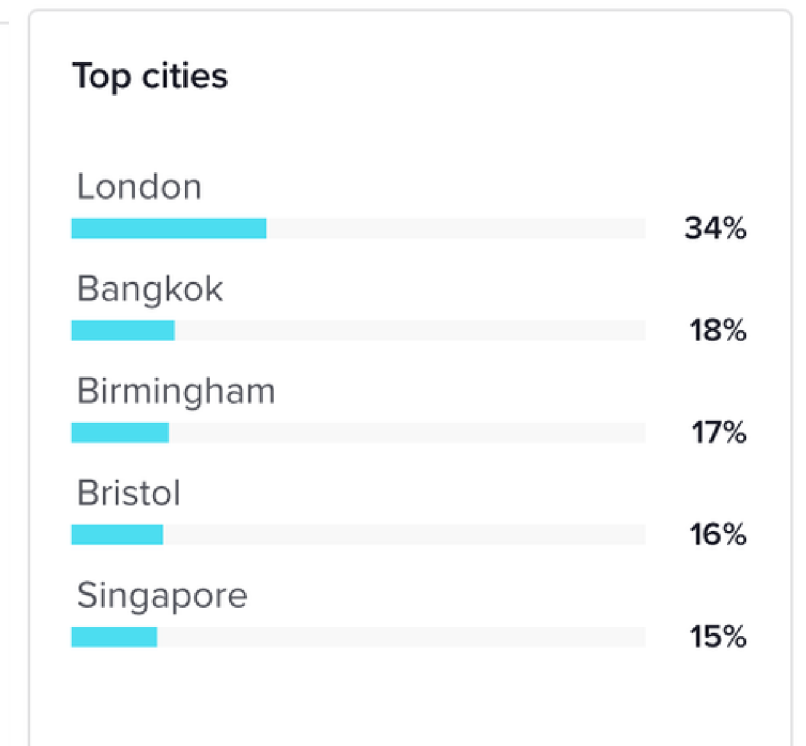
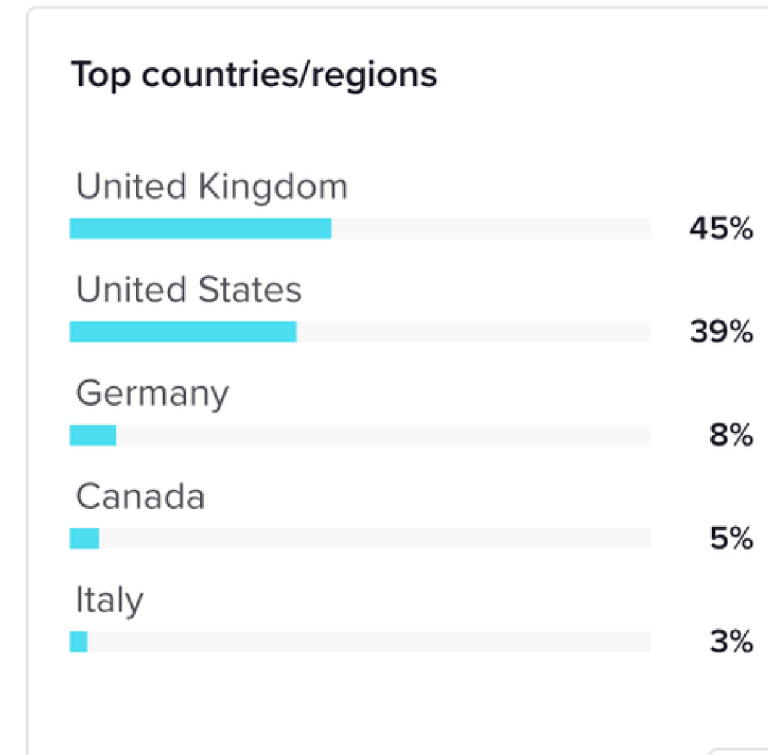
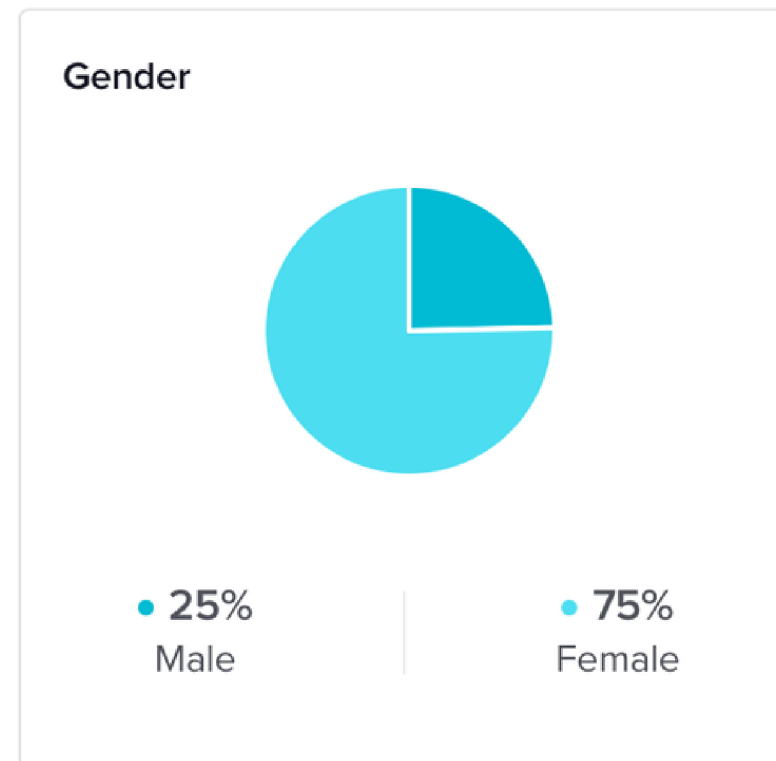
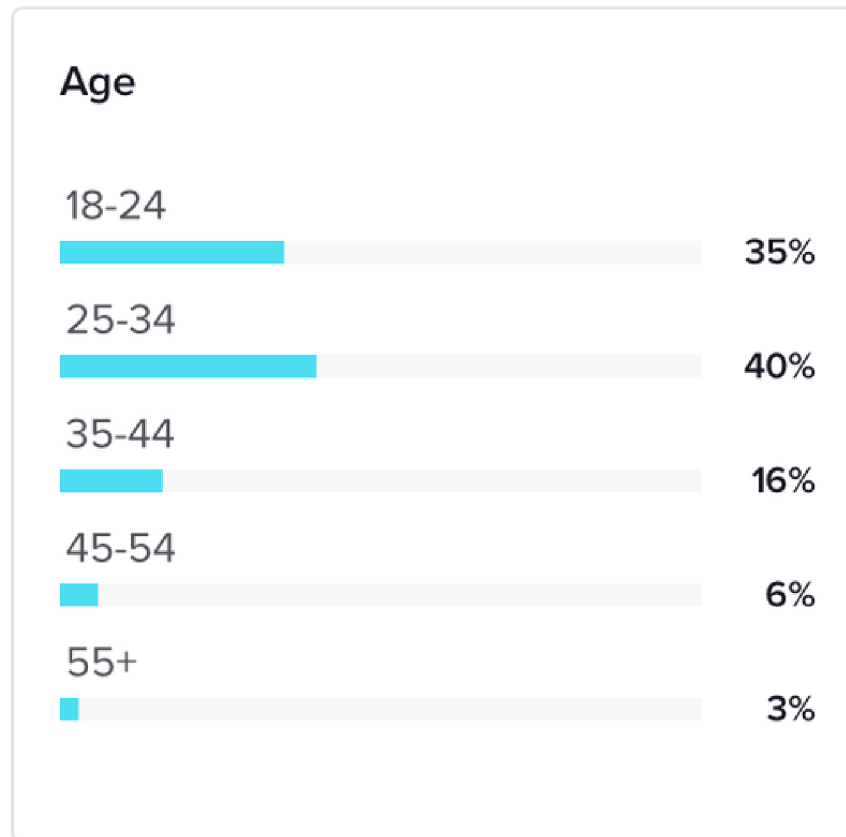


Top geographies

Views · Last 28 days



Romy's Followers on TikTok



CONTACT

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