



Life & Thyme  
MEDIA KIT



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The most important thing is to make people happy, but  
the second is to give them something to think about.

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FERRAN ADRIÀ  
CHEF, EL BULLI

# Culinary Storytelling.

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## What is Life & Thyme?

Life & Thyme is an online, digital magazine that documents food culture and the people behind it. Our goal is simple: to inspire, educate, highlight and engage with local cultures—both online and off—in the world of cuisine. Whether it may be a written essay, photo essay, recipe, or a short film, we strive to publish every piece of content with a focus on the human and emotional aspect.

We interview chefs, restaurateurs, farmers, coffee roasters, brewers, cocktail designers, handcrafted apron makers, all sorts of purveyors, and anyone contributing a masterful skill to the food, beverage, and hospitality industry.

Our content is typically long-form with an editorial message to create a more meaningful connection to the reader. Storytelling is our focus, while also executing original photography and filmmaking to establish a platform with a variety of content related to food and its lifestyle.

## Who is Life & Thyme for?

Life & Thyme resonates well with those that are either involved in the food and beverage industry or those that are just as passionate about food as we are. Our core audience understands the benefits of eating locally, supporting smaller

establishments, striving to eat healthy, and cultivating communities around the dinner table. However, our goal isn't just to inspire "foodies", but to motivate everyone else to make a conscious effort to learn about where their food is coming from, who is preparing it, and to support the honest people that are bringing quality into the world of food.

## Who is behind Life & Thyme?

Founder and Creative Director, Antonio Diaz, began his career in the interactive and graphic design field focused on creating products and stories in the digital space for the past 10 years. In 2012, he founded Life & Thyme to offer a platform to document food culture with a human and editorial sensibility. With the industry saturated with top 10 lists and a lack of story-driven content, Life & Thyme strives to fill a void with beautiful essays, photography, and short films about the people in the culinary world. The team is based out of Los Angeles, CA but also works with a network of contributors around the nation.



# Sample Stories

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## Proprietors LLC.

SHORT FILM

## Urban Radish: A Community Market

INTERVIEW

## Escaping to Santa Barbara

PHOTO ESSAY

## Handsome Coffee Roasters

SHORT FILM

## Hedley & Bennett

INTERVIEW

## Guisados

INTERVIEW

## Of Simplicity and Refried Beans

ESSAY

# Our 2013 Reel

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Our short film reel is a visual reflection of our journey  
through the culinary world.

[Watch on Vimeo](#)

## Contact Us

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We're constantly looking to form new partnerships and creative opportunities with people and brands in the food, beverage, and hospitality industry. Whether it is a chance to document a new story, host an event, sponsor our online magazine, or simply to connect, please do not hesitate to reach out.

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