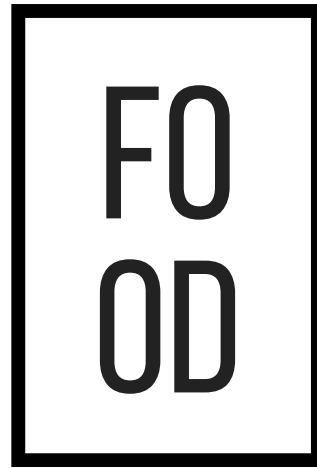




Sweet CORNERS

chef / food writer / blogger



17,5 K+



5,6 K+



5.5 K+



2,5 K+



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MEET SWEET CORNERS

- My name is Katarina. I am a content creator and the founder of the Sweet Corners community.
- Our mission is to empower everyone — from absolute beginners to experienced home cooks — to step into the kitchen and confidently make a perfect meal.
- We are building a healthy, supportive community where cooking is a joy, not a chore.

WHAT SETS US APART?

- **"No-Fail" Guarantee:**
 - There are no "Instagram vs. Reality" moments here. Every recipe is thoroughly tested, and the dishes you see on screen look exactly like the ones that will come out of your oven.
- **Practical Culinary Tips:**
 - We don't just share recipes; we provide concrete, actionable advice that guarantees success and makes everyday cooking easier.
- **Freedom and Creativity:**
 - Our recipes are designed to give our followers the freedom to add the ingredients they love, while still ensuring a unique and recognizable flavor.



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MEDIA RECOGNITION

As Seen on TV

In addition to a strong digital presence, the quality and practicality of Sweet Corners recipes have also been recognized by traditional media.

We are proud to highlight multiple guest appearances on one of the most-watched lifestyle shows in the region—"Praktična žena".

Our experience in front of television cameras guarantees our partners a high level of professionalism in public appearances, as well as a collaborator who can present your product confidently, authentically, and convincingly across all media formats.

OUR AUDIENCE AND ANALYTICS

Multi-Channel Presence:

- *Instagram:*
 - **17.5k** followers
- *TikTok:*
 - **5.6k** followers
- *YouTube:*
 - **2.5k** followers
- *Facebook:*
 - **5.5k** followers

Demographics and Engagement:

- Target Audience:
 - **92.3% women** (dominant age group 25-54 years).
- Total Reach:
 - Over **1.5M** views.
- *Interactions:*
 - Over **75K**



Sunce pogača

- Views: **2M**
- Total interactions: **29K**
- Key metrics: **21K** saves, **9.3K** shares, and **20.1K** likes.



No-Bake Bajadera Cake

- Views: **450k**
- Total interactions: **22k**
- Key metrics: **10k** saves and **6k** shares.



Cake of All Cakes

- Views: **126k**
- Total interactions: **5k**
- Key metrics: **3k** saves and **1.1k** shares.



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■ SERVICES AND FUTURE DEVELOPMENT

We offer the authentic integration of your brands and products into our everyday kitchen:

- **Sponsored video formats** (Instagram Reels, TikTok, YouTube Shorts/Video).
- **Cross-promotion across all platforms** for maximum and comprehensive reach.
- **Product placement** – showcasing the benefits of your product through real-world application in our proven recipes.

The Future of the Sweet Corners Brand

We are actively working on expanding our business. We are preparing to launch an original **digital cookbook** (e-book) that will feature our most requested recipes. In parallel, we are developing a **B2B branch** that involves the production and distribution of our signature **coffee cookies** to the hospitality sector, starting with establishing partnerships with cafes in Niš.

■ CONTACT

Let's create something delicious together!

Note: Pricing for collaboration packages is available upon request, depending on the specific requirements, scope, and goals of your campaign.

- **Email:** kaca.grujic00@gmail.com
- **Phone:** +381 62 8071166
- **Instagram:** [@sweet_corners](https://www.instagram.com/@sweet_corners)
- **TikTok:** [@sweet_corners](https://www.tiktok.com/@sweet_corners)
- **YouTube:** [@sweet_corners](https://www.youtube.com/@sweet_corners)