

Hilah COOKING

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How *Hilah Cooking* made food fun – and funny

The homemade cooking show that launched three web series, a line of cookbooks, and a national food personality



AUSTIN – With a hugely popular Internet cooking show, a line of cookbooks, and three more independent web series in production, you'd think that *Hilah Cooking* was the work of a savvy, corporate media company that cracked the code on digital food programming.

But it all started with a humble camera, and a late night beer between two friends.

"*Hilah Cooking* started after an indie movie Chris [Sharpe] and I worked on together 2009 ran out of time and money and got canned about half-way through filming," says Hilah Johnson, host of *Hilah Cooking* and author of the brand's cookbook line.

"We had no extra money and no real equipment except a dinky, consumer-grade camcorder that would be worth exactly \$5 in a pawn shop today."

Broke but inspired to work together, Johnson and Sharpe traded ideas over beers one night, sitting on the porch and talking about the future.

"We have a few friends in their 20s-30s who admittedly know nothing about cooking, and have expressed remorse about that fact," says Hilah. "So we decided to make a show for that group of people."

Hilah Cooking Quick Stats:

- 300+ episodes produced	- 2 million minutes watched/month
- 160,000 YouTube subscribers	- 15 million channel views
- Five cookbooks published	- 60,000+ ebook downloads
- 2.6 million Google+ circles	- 175,000+ website views/month
- 17,000 Facebook fans	- 85,000+ unique visitors/month

Hilah Cooking was launched on YouTube in January 2010, filmed in Hilah's kitchen and shot with Chris's tiny camera. The goal was to make 100 short videos, and see if the project had any traction. Fortunately, it did – and then some.

With its focus on teaching viewers the basics, *Hilah Cooking* was named a YouTube Next Chef Award Winner in 2011. The first 100 episodes complete and a loyal fan base established, Hilah penned and self-published her first cookbook ([Learn To Cook](#)), and eventually, four more ([The Breakfast Taco Book](#) – 2011, [Cavelady Cooking: 50 Fun Recipes for Paleo, Low-Carb and Gluten-Free Diets](#) – 2012, [Holiday Cookies: 14 new & delicious cookie recipes \(including one for Fido\)!](#) – 2012 and [Slow Cooker Recipes](#) – 2014).

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Having expanded to cover more than food basics, *Hilah Cooking* is now in its sixth season and covers everything from scrambled eggs to enchiladas, choripanes to crème caramel. Hilah and Chris have partnered with two other media companies to make short-form cooking videos: *Hilah's Texas Kitchen* (released June 2013) for the [Tastemade Network](#), and *Cooking with Kids* (released July 2013) for [Scripps Networks Interactive](#). A second series for Scripps Networks, *Lunch Lady*, will launch in the summer of 2014.

Anchored by Hilah's lively personality and trademark sense of humor, the brand shows no signs of slowing down. Hilah has been a speaker at BlogHer Food, SXSW Interactive, Longhouse Writer's Revival and TechMunch; Chris at VidCon, ACLEA and Transmedia Austin. **To learn more, visit HilahCooking.com.**

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