

MEDIA KIT

OCTOBER 2026

Chef Shanu

@chefshanu · Nishant Sehgal

San Diego food-first creator — food, travel, style & wellness.

I make food content that stops the scroll — restaurant deep-dives, at-home cooking chaos, wine-country weekends and festival coverage with actual personality. Everything is shot, styled and edited by me, and built for saves, shares and "where IS this place?!" DMs.

3,266
INSTAGRAM FOLLOWERS

12,905
CONTENT VIEWS LAST 30 DAYS

2,332
ACCOUNTS REACHED LAST 30 DAYS

352
INTERACTIONS LAST 30 DAYS

INSTAGRAM @CHEFSHANU · AS OF OCTOBER 12, 2026 · SAN DIEGO, CALIFORNIA

THE AUDIENCE

Local, loyal — and actually hungry.

A Southern California audience that eats where the content happens. The core is 25–44, majority women — the people who pick the restaurant — concentrated in Temecula, San Diego, Murrieta and Los Angeles.

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INSTAGRAM FOLLOWERS

2,332
ACCOUNTS REACHED · 30 DAYS

12,905
CONTENT VIEWS · 30 DAYS

147
ACCOUNTS ENGAGED · 30 DAYS

352
INTERACTIONS · 30 DAYS

323
PROFILE VISITS · 30 DAYS

Momentum, not just numbers ↑

Content views are up 74% and interactions up 89% against the prior 30-day period — an audience compounding month over month. (Instagram insights, Sep 28 vs Oct 12, 2026 pulls.)

25–44
Core age range — the two largest follower cohorts

~6 in 10
Women, of followers reporting gender

SoCal
Temecula · San Diego · Murrieta · Los Angeles lead the follower cities



ORIGINAL RECIPES, SHOT IN MY OWN KITCHEN

Where else to find me

Instagram — @chefshanu. The home feed: food, wine, travel and lifestyle, posted daily.

TikTok — @chefshanu. Same handle, same energy — the best of Instagram, cut for TikTok.

chefshanu.com/blog. The stories behind the posts — festival recaps, restaurant features and recipes, published twice a week.

WORK WITH ME

One creator. Six ways in.

Food-first, not food-only. My audience follows the life around the food — so brands in every lane below get a creator who actually lives it on camera.

Food & recipes

Original recipes and recreations — like the La Jollita arroz marinero my followers demanded — built for saves, shares and "recipe?" comments.

Restaurants & festivals

Deep-dives, hosted visits and on-the-ground festival coverage, shot like a local and edited like a production.

Travel & lifestyle

City guides, wine-country weekends and escapes with the same food-first eye. San Diego home base, passport ready.

Menswear & style

Tailored looks are part of the on-camera signature — style woven through hosting, events and everyday content.

Skincare & grooming

Get-ready and morning-routine content anchored in a real 5:30 AM ritual — the routine my audience already watches.

Fitness & wellness

Training and recovery live inside the daily-routine content — the workout before the restaurant, every day.







REELS · STORIES + LINK STICKERS · CAROUSELS · RECIPE FEATURES · HOSTED EXPERIENCES · UGC ASSETS

Gifted + paid partnerships welcome — content packages on request.

RECENT WORK

Proof, not promises.



FESTIVAL COVERAGE · 2026

San Diego Spirits Festival

Official recap coverage of the 2026 festival — a 16-clip carousel and stories from the floor, published on @chefshanu with a full write-up on chefshanu.com.



CREATOR ACCESS · OCTOBER 2026

La Jolla Art & Wine Festival

Creator access and published coverage — festival reel and stories from La Jolla's biggest weekend.

RECENT GIFTED PRODUCT PARTNERS

StrapsCo · Intake Breathing · autobrush

Gifted product, covered honestly on @chefshanu — the same deal I offer every brand.

FROM THE BLOG · CHEFSHANU.COM

San Diego Spirits Festival 2026 — the full recap

La Jollita's Arroz Marinero — the dish worth the trip

San Diego Food & Wine Festival 2026 — the preview

New stories twice a week — every post is another door into the feed.

LET'S MAKE SOMETHING DELICIOUS

Bring the flavor. I'll bring the audience.

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chefshanu.com · Instagram & TikTok @chefshanu

San Diego, California · Gifted + paid partnerships — packages on request

Audience & performance data via Instagram account insights, pulled October 12, 2026. Also a luxury real estate professional — nishantsehgal.com. © 2026 Nishant Sehgal.