



KIT NICOLAS

Human-first stories across food, wellness, reviews, technology, music, and UGC.

FOOD • WELLNESS • TECH • MUSIC • UGC

KITKATSKITCHEN.COM

ONE TRUSTED VOICE

One creator. Five ways to connect.

05
CONTENT WORLDS

A single human voice links the parts of real life audiences already care about.

- | | | |
|----|---------------------------------|---|
| 01 | KitKat's Kitchen | Recipes, kitchen, food culture |
| 02 | Wellness & Longevity | Strength, healthy aging, realistic habits |
| 03 | Reviews & Technology | Honest testing, useful demos, real-life context |
| 04 | Music | Original songs, covers, creative reinvention |
| 05 | Brand Storytelling | UGC, testimonials, shoppable content |

ABOUT KIT

Cheryll Perea Nicolas, known professionally as Kit.

Kit is a San Francisco-based Filipino immigrant, self-taught cook, lifestyle creator, reviewer, singer-songwriter, and lifelong creative.

Across food, wellness, technology, home, and music, she creates warm, useful content grounded in real routines and honest experience.

She cooks it, tests it, wears it, learns it, and tells the story with a clear human voice.

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Longevity is about adding strength, purpose, joy, and vitality to every year.

KIT'S MOTTO

FILIPINO IMMIGRANT**SELF-TAUGHT COOK****LIFESTYLE CREATOR****SINGER-SONGWRITER**

Based in San Francisco • Creating with consistency, credibility, and a real human voice.

CROSS-PLATFORM REACH

One community.
Many touchpoints.

64.2K+

COMBINED SOCIAL + STREAMING
AUDIENCE

Instagram
@itskitkatskitchen

28.1K followers

Facebook Personal
Cheryll Perea Nicolas

21.8K followers

~4.9K
Secondary IG

2.1K
FB Page

1,352
Threads

~900
TikTok

5K
Spotify followers

3.6K+
posts created

High-volume, multi-format storytelling built
through years of consistent publishing.

Audience figures shown as a combined snapshot across social and streaming platforms.

THE ANCHOR BRAND

Food is the anchor.

KitKat's Kitchen makes cooking feel achievable, personal, and worth sharing.

- Realistic healthy eats and multicultural comfort food
- Self-taught techniques and creative fusion recipes
- Cookware, appliance, ingredient, and retail storytelling
- Reels, tutorials, recipes, demos, and shoppable posts

Amazon Vine Gold

100K+ review views

CREATOR NETWORK

Walmart Creator • Club Target
Temu Influencer • Sur La Table



WHAT KIT CREATES

Content earns attention when it is useful.

UGC

Warm, honest, and made to connect before it converts.

FORMATS

- 01 Reels
- 02 Stories
- 03 Tutorials
- 04 Testimonials
- 05 Product demos
- 06 Shoppable posts

WHY IT CONNECTS

- Real-life context
- Clear demonstrations
- Credible product use
- A warm human voice

Categories

- Beauty • Tech • Home • Wellness
- Kitchen • Education

Selected brand experience Bose • Samsung • Technics • HP Smart Moms



— REAL-LIFE VITALITY

Wellness without performance pressure.

Strength, joyful movement, realistic healthy eating, and vitality habits for women who want to feel better, not perfect.

01 **Strength & movement**

02 **Healthy aging**

03 **Beauty & wellness reviews**

04 **Women's health conversations**

Official Ambassador

Livelong Women's Health Summit 2026 • New York City •
September 25-26

Ambassador experience: Pure Encapsulations • Melissa Shoes

— SINGER-SONGWRITER

A creator story with a soundtrack.

Original music, covers, and an artist journey that adds emotion, memory, and creative reinvention to the ecosystem.

ORIGINAL SONGS
COVERS
ARTIST JOURNEY
BEHIND THE SCENES

5K

Spotify followers

*“A lifelong creative
proving it is never too
late.”*



TRANSPARENT RELATIONSHIP MAP

A growing network across retail, wellness, home, and culture.

Each relationship is labeled by type so partners can understand Kit's experience clearly.

CREATOR PROGRAMS	Amazon Vine Gold • Walmart Creator • Club Target • Temu Influencer • Sur La Table
AMBASSADOR ROLES	Pure Encapsulations • Melissa Shoes • Livelong Women's Health Summit 2026
AFFILIATE RELATIONSHIPS	Breville • KitchenAid • Bissell • Scholastic
SELECTED BRAND EXPERIENCE	Bose • Samsung • Technics • HP Smart Moms

Open to select partnerships that fit Kit's real life, values, and audience.

SELECT BRAND PARTNERSHIPS

Let's create something people can trust.

Open to brand partnerships, ambassador programs, UGC, product storytelling, events, and creative campaigns.

EMAIL

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WEBSITE

kitkatskitchen.com

INSTAGRAM

[@itskitkatskitchen](https://www.instagram.com/itskitkatskitchen)

FACEBOOK

KitKat's Kitchen

Rates and packages available on request.

SAN FRANCISCO

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