



# Vanlife Eats

## Brand Info Pack

vanlifers / chefs / food writers  
bloggers / social media influencers  
event personalities / festival  
owners

[vanlifeeats.com](http://vanlifeeats.com)







## about

Hey! We are Sophie & Mark, two very passionate cooks who love to cook in our beloved campervan and best of all we love to cook for other fellow vanlifers and show off just what is possible to cook in a tiny kitchen.

Mark originates from a family line of Italian chefs from the infamous village of Minori on the Amalfi coast and his grandfather trained alongside TV chef Generao Contaldo. Sophie has a background of family home baking and comfort cooking. between the two of us we have a huge variety of amazing recipes up our sleeves.

We started Vanlife Eats in 2020 by creating a website that showcases what everyone is cooking in their vans and to become the ultimate resource for campervan cooking. The blog includes recipes, product reviews, featured vanlifer stories as well as a recommended product affiliate store. Alongside our blog we have rapidly grown our social media channels by sharing our recipes as well as networking with other vanlifers.

In 2021 we attended all the major vanlife and campervan festivals in the UK making a point that campervan cooking is a must have at every event and thus becoming the go to Vanlife Cooking brand.

We also decided to host our very own Vanlife festival "Vanlife Eats Big Picnic" and after two hugely successful years we have repeatedly been told our event is the best vanlife festival to attend.

Following our success and rapidly growing channels we are cooking more than ever whilst making regular live appearances on social media answering culinary questions and sharing our equipment and tips and tricks.

We are also in the middle stages of compiling our very own Vanlife Eats cookbook which will not only showcase our recipes but also the products and methods we use.



# about chef mark

## How it all started

Having been brought up by an Italian/English family I had a real mixture of cuisines thrown at me growing up. My English mother loved to cook hearty home-made English stews, casseroles, etc., and my Italian Nonna would cook authentic southern Italian family meals such as a variety of pasta dishes, slow-cooked meats, and incredible cakes. The one thing in common was both sides of the family cooked with fresh produce and ingredients and with passion.

Since the age of 3, I remember spending weekends at my Nonna's house, which is where all 20+ family members would gather for a traditional Sunday feast. Every week without fail! My earliest memories are waking up early on a Sunday to the incredible aroma of ragu. Preparations for the feast had already begun! I remember being obsessed with the smells, and I would run to Nonna and ask how she made that sauce smell and taste so good! My passion for cooking had begun, and for years I would linger in the kitchen where my Nonna and Aunties would be running around making magic happen. To be honest, I still do!

## Minori, Italy

Along the stunning Amalfi coastline lies the quaint and crumbly village of Minori. A legendary village amongst chefs and foodies for its unspoiled authentic cuisine. Also home to the Bonito & Ferrigno families, my culinary heritage.

Many chefs train in Minori, but one of its most famous is Jamie Oliver, who was mentored by Gennaro Contaldo. Gennaro Contaldo worked alongside my grandfather when he was a chef.

Another famous chef from Minori is Ursula Ferrigno, who is known for food blogging and her amazing Italian cookbooks. Ursula is a member of my family on my Nonna's side.

## Campervans, Love & Travel

In 2018, when I met Sophie, everything went "next level." Dating was complicated as Sophie had young children, so we found date night in the van was a great solution. It was time for me to show off my passion for cooking, so regular campervan fine dining it was!

Campervan cooking certainly has its challenges, as with any tiny kitchen, so the familiar carnage in the kitchen urgently needed to be an organized carnage. Alongside being organized, I realized there needed to be constant adaptations to recipes to work with the resources available. This was where the campervan culinary website VanlifeEats.com began.

## Street Food & World Cuisine

I was once told, "Don't waste money on culinary school unless you want to work in a kitchen. Instead, use your money to explore flavors from around the world and educate your palate."

World food has always been my thing—going to new places, trying new flavors, and learning new cooking techniques. Traveling around in a campervan was the perfect way to enjoy these culinary adventures.

Although heavily influenced by my Italian heritage, my passion is with street food from all over the globe. You'll often see me cooking authentic recipes and using new ingredients. Sometimes these recipes need to be adapted to suit English supermarkets and home cooking methods. My aim is to recreate these dishes as authentically as possible and to introduce people to new flavors and exciting recipes from around the world.



# our website

vanlifeeats.com

In 2020 we decided to blend our love of campervan recipes and vanlife with the release of vanlifeeats.com

The website has been built for the community to share their favourite "vanlife eats" and recipes as well as showcasing products and hacks that help with cooking in a tiny kitchen such as that of a campervan.

We build fun incentives for people to share recipes by running competitions, challenges, features and regular events that we promote through our social media channels.

A few examples of these are Van Bake-Off, Afternoon Tea Meetup and Featured Vanlifer Articles.

The website also features product reviews where we are happy to put products to test in a full-time Vanlife environment. These also include backlinks and affiliate links.

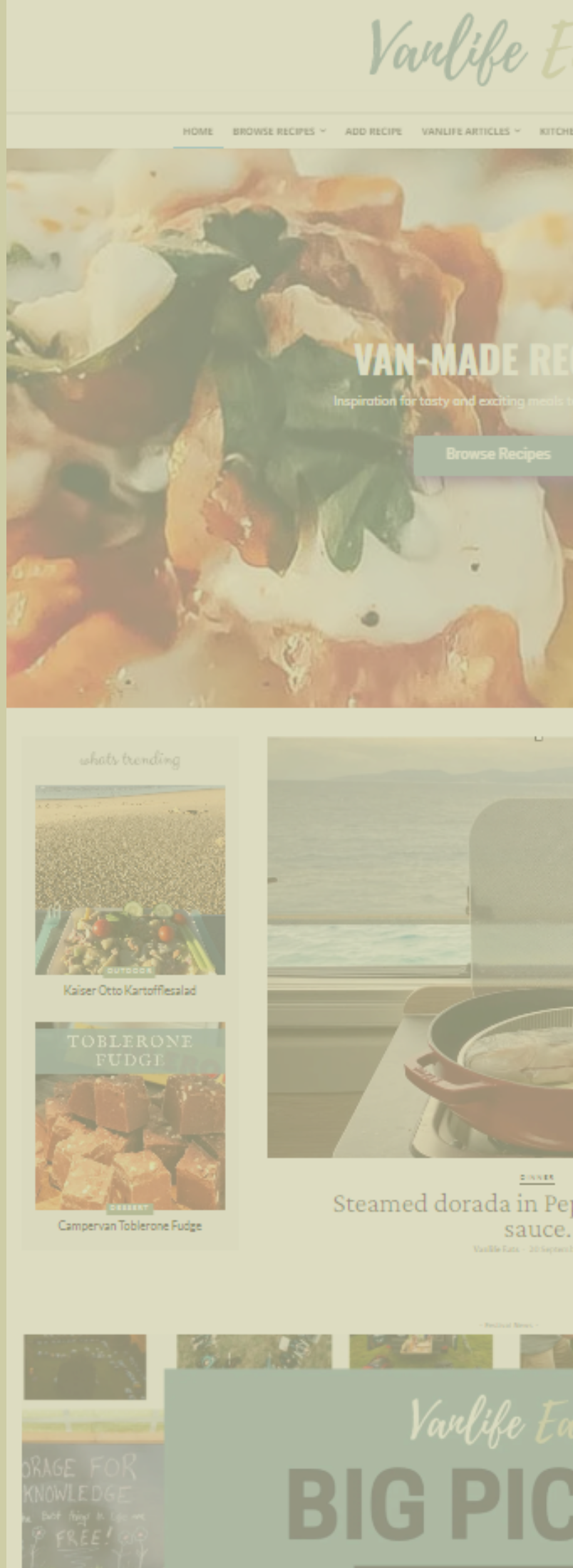
We have a large variety of ad space available on sidebars, banners and popups. However, we are very ethical in only promoting products and services we believe to have value to the Vanlife community.

Our plans for moving forward with the website are to encourage more of our audience to share recipes.

We have recently introduced a profile for each user so that they can not only upload recipes but also share their own social media backlinks and websites. This will give our users more visabilty over all social media channels and the links will also help the ranking of our website.

This incentive will encourage more member signups as well as more traffic to vanlifeeats.com.

18'500+  
Page Views Per  
Month!





## VAN MADE RECIPES

Increase your repertoire of recipes to cook in your campervan

[Browse Recipes](#)

### whats trending



Kaiser Otto Kartofflesalat

### TOBLERONE FUDGE



Campervan Toblerone Fudge



LUNCH

### Feta Orzo Salad

[gourmettravelcook](#) - 11 November 2020

### latest recipes



DINNER

Pasta Fagioli – a must try pasta recipe



BREAKFAST

Moroccan Pancakes – Msemen



DINNER

Doner Kebab Fakeaway

## LATEST VANLIFE ARTICLES

### VAN LIFE TIPS & HACKS

Vanlife Summit: awesome cooking hacks and tips

Vanlife Eats - 22 February 2024



### VAN LIFE TIPS & HACKS

Exciting vegan recipes for Veganuary

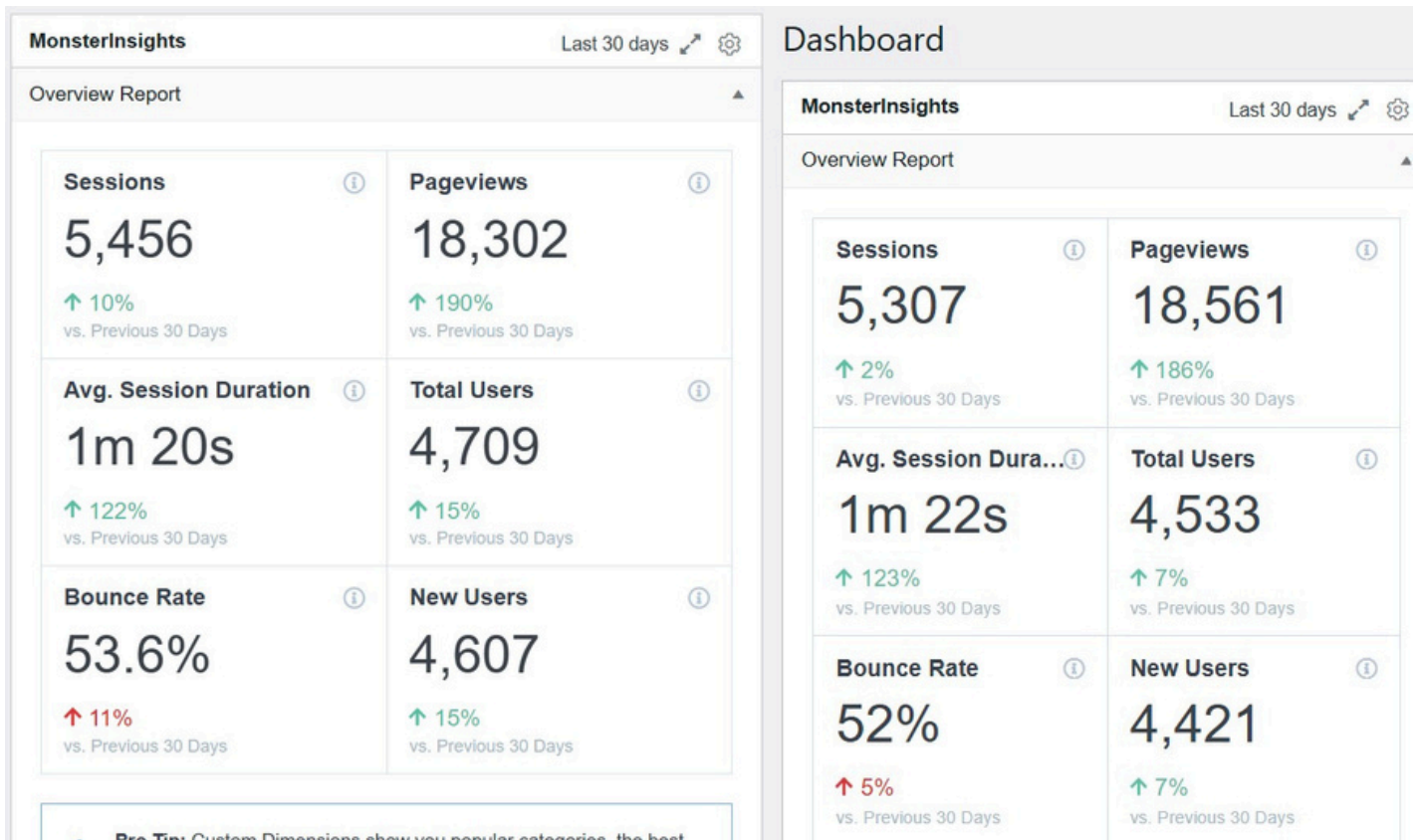
Vanlife Eats - 24 January 2024





LATEST!

# our website analytics



Over the space of a year we have gone from 7'000 page views to now 18'500+ unique page views per month!



# our festival

In 2021 we took a huge gamble and despite lockdown in force we decided to plan our very own vanlife food festival. In August luck was on our side as we were the proud hosts of that years UKs favourite Vanlife festival.

**400 Vans** gathered amongst the stunning scenery of a quaint farm set in the beautiful countryside of Basingstoke.

We showcased all our favourite culinary brands with cooking demos, foraging walks, wellbeing classes, crafting workshops, live music and inspirational travel talks. It was certainly an event to remember!

Our 2021 Festival received **over 100'000 YouTube views** across multiple influencer channels.

In August 2022 we returned to Dummer Down Farm with an even bigger festival that continued to impress every guest including our TV celebrity chef guest Kwoklyn Wan. **550 guests** joined us for yet another 3 days of culinary fun and van inspiration.

We introduced more cooking workshops, top social media influencers participated in hilarious culinary challenges, more music and more show vans.



Channel 4 attended our 2025 event for a full episode of a show airing in 2025!



2023 we sold **700 tickets**.

**Early bird tickets sold out in less than 24 hours!**

As we start planning 2024 once again early bird tickets sold in less than 24 hours and every day tickets are selling.

Many of the larger influencers are attending and claim Vanlife Eats to be their favourite event of the year.

2024 was our biggest year yet. We sold **700 tickets**, **Early bird tickets sold out in less than 24 hours yet again!**

## vendor opportunities

We have multiple opportunities for brand collaborations at our vanlife festival.

Event Sponsorship  
Stage Sponsorship  
Trade Stalls  
Product Placement

## brand sponsorship

It is not only our event that brings opportunity to vendors as we conduct cooking demonstrations outside our van at just about every UK vanlife / campervan event. Our tables have room for product placement, we have ad space available on the side of our van as well as room for promotional stands / flags for brands/products we love to use and will happily promote.

2024 is a big year for us as we are already booked in for the biggest 7 Vanlife festivals for cooking demos as well as the release of our cookbook that will also showcase products we use. We intend to be everywhere in 2023.



SOLD OUT

2021



MENTAL HEALTH AWARENESS | HYPNOSIS | VEE DUB PUB  
[www.vanlifeeats.com/bigpicnic](http://www.vanlifeeats.com/bigpicnic)

SOLD OUT

2022



SOLD OUT

2023



SOLD OUT

2024







## Vanlife Eats Big Picnic Festival - You Gotta See This!

14K views • 1 year ago

Our Van Tales

In this episode, we were lucky enough to attend the amazing Vanlife Eats Big Picnic Festival, set in outstanding country ...

4K



## The Van Life UK Community | Van Life Eats Big Picnic Festival 2021

6.3K views • 2 years ago

Nic Roams (Nic & Sam)

The time has come for us UK van lifers to gather from all corners and celebrate the tiny home on wheels community at none other ...



## A VANLIFE UK FESTIVAL... Vanlife Eats Big Picnic.. Self built van tours and a whole lot more!

43K views • 2 years ago

Camper Vibe

A VANLIFE UK FESTIVAL... Vanlife Eats Big Picnic.. Self built van tours and a whole lot more! LaserXdesigns etsy shop ...



## Friends, food, festivals and PROBES!

11K views • 1 year ago

The Urban Motorhome

Vanlife Eats Big Picnic, ohhhh how I've been excitedly waiting for you! What a great chilled out weekend this was, loads of foodie ...

4K

Intro | Vegan Bacon | BBQ | Chicken Wings | BBQ Thermometer | Outro

6 chapters



## Vanlife Eats Big Picnic 2021

25K views • 2 years ago

Roaming Radfords

Excuse the interruption! Our Spanish Travel vlogs will be back at the weekend, BUT we arrived back to Plymouth on Friday in time ...

Farm Shop | Fudge Taste Test | What's Been Your Favorite Part of the Weekend

3 moments



## Europe's BIGGEST Vanlife Picnic

12K views • 1 year ago

Urban Vanlife

... the code URBANVANLIFE for \$50 off your first order We took a trip to Europe's biggest picnic which was at vanlife eats 2022.



## UK Van Life Meet Up - Vanlife Eats Big Picnic

24K views • 2 years ago

Charlie Pauly

Our 2nd UK van life meet up was a success! We drove to Basingstoke this weekend for Van Life Eats Big Picnic! It was a ...



## Vanlife Eats Big Picnic 2021 - A Vanlife UK Foodie Festival

3K views • 2 years ago

Life Beyond Bricks

We headed to the Vanlife Eats Big Picnic Festival over the Bank Holiday Weekend! There was Food, Laughter, Workshops, Food, ...

# our social media channels



vanlife\_eats

Edit profile

View archive

Ad tools



1,554 posts

18.4K followers

974 following

vanlife | food & cooking he/him/she/her

vanlife\_eats

We're Mark & Sophie 😊

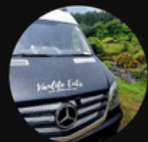
Two passionate cooks who love cooking in our van! Share your recipes with vanlifers around the... more

vanlifeeats.com

4.7K accounts reached in the last 30 days. View insights

Instagram was where we started and has become our most interactive channel. We speak regularly with Vanlifers across the globe who ask us questions relating to cooking in a campervan. This gives us great opportunity to promote the products we love as well as sharing our knowledge and passion for cooking.

We pride ourselves on how this channel has grown organically with only minimal spend on marketing campaigns to promote our festival. This has been the result of dedication ensuring that we are answer the many daily messages of vanlifers seeking advice on everything from campervan build advice to cooking techniques.



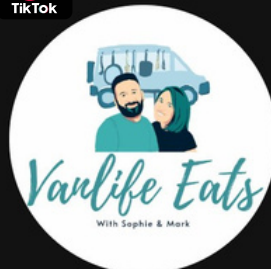
Vanlife Eats

@vanlifeeats · 2.03K subscribers · 66 videos

Follow us for our vanlife recipes and campervan cooking adventures. ...more

Customize channel

Manage videos



vanlifeeats Vanlife Eats

Edit profile



1502 Following 3868 Followers 12.1K Likes

Van life recipes and van made food. Join our community  
www.vanlifeeats.com/links

vanlifeeats.com/links

YouTube is an area we're focusing on expanding. With 64 videos uploaded and over 2,050 subscribers, it's clear we have a channel that resonates with viewers and has the potential to grow significantly. In 2025, we're committing to consistent content creation and exploring new opportunities to promote the channel even further.

We've recently invested in new equipment and are honing our filming and editing skills to elevate the quality of our videos. This year will bring a lot more of our culinary adventures, in-depth recipe demonstrations, and engaging product usage videos—giving our audience the content they've been asking for.

TikTok has become an exciting platform for us over the past six months. It's proving to be fantastic for sharing quick recipe teasers and sparking conversations about products we use. The channel is growing rapidly, and we're excited to build on this momentum in 2025.



# big dreams, big plans

It's going to be a busy year for us at Vanlife Eats, and we're ready for every moment of it. We're all about cooking, van life, and the incredible community that has grown with us over the years. With so much planned, we're excited to keep the momentum going.

We're a small team of two, but we're fully committed. One of us has taken the leap into dedicating four days a week to everything Vanlife Eats—managing admin, content, collaborations, and festivals—while the other is deep into managing our social media full-time.

This year, we're making a big push to attend as many events as possible. We've already got 15 booked, where we'll be running cooking demos, giving talks, and showcasing some fantastic gear. One highlight is cooking on the main stage at The Ideal Home Show Olympia—a brilliant chance to show what we do best.

Our festival, now in its fourth year, has sold out every time, and this year will be no different. We're planning to make it bigger and better than ever—a celebration of great food, travel, and community.

On top of that, we're ramping up our social media presence with more recipes, techniques, and honest product reviews. February 2025 also marks the launch of our first cookbook—a project we're proud to see come to life, with some exciting interest from publishers already.

We'll also be continuing to work with brands we love, integrating their products into our content in ways that feel natural and useful. Whether it's through recipes, cooking demos, or product placements in our cookbook, we're always excited to showcase the tools that make van life easier and more enjoyable.

At the heart of it all, we'll be doing what we've always done: cooking in our van, creating delicious meals, and sharing the journey with our ever-growing audience.

Vanlife Eats has built the largest online community of campervan cooking enthusiasts, and it's still growing fast. With 19,000 followers across social media and 18,000 monthly blog views, we've become a trusted resource for van life inspiration, recipes, and tips.

## What's happening in 2025?

- Live Cooking Demos: We're hitting 15+ major events across the UK, connecting with thousands of people in person.
- Cooking Course Launch: Starting January 2025, we're offering a practical course in campervan cooking.
- Cookbook Release: February 2025 sees the launch of our first cookbook, packed with van-friendly recipes.
- Festival Plans: Our sell-out Vanlife Eats Festival is back, with bigger plans and even more excitement this year.

This year is all about building on what we've achieved and making it even better. We're looking forward to working with brands, meeting more of our community, and, as always, cooking up something amazing.

COMING SOON!

## THE OFFICIAL VANLIFE EATS RECIPE BOOK

PRE ORDER YOUR BOOK NOW —









# 2025 *Tour* DATES

<b>18th-21st Feb</b>	Caravan & Motorhome Show NEC, Birmingham
<b>14th-15th Mar</b>	The Yorkshire Motorhome & Campervan Show Yorkshire Events Centre, Harrogate
<b>24th Mar</b>	The Ideal Home Show Olympia, London
<b>26th Mar</b>	The Ideal Home Show Olympia, London
<b>28th Mar</b>	The Ideal Home Show Olympia, London
<b>31st Mar</b>	The Ideal Home Show Olympia, London
<b>3rd-5th May</b>	Campervan Campout South of England Showground, Haywards Heath
<b>10th-11st May</b>	The Great British Food Festival Arley Hall, Cheshire
<b>16th-18th May</b>	The Southern Motorhome & Campervan Show Newbury Showground, Newbury
<b>30th May-1st Jun</b>	Vanlife Festival West Midlands Showground, Shrewsbury
<b>14th-15th Jun</b>	The Great British Food Festival Holdenby House, Northampton
<b>21st-22nd Jun</b>	The Great British Food Festival Dinton Pastures, Berkshire
<b>18th-20th Jul</b>	The Norfolk Motorhome & Campervan Show Norfolk Showground, Norfolk
<b>2nd Aug</b>	The East Dorset 40th Celebration Rally Warren Park Farm, Alderholt
<b>15th-17th Aug</b>	The Western Motorhome & Campervan Show The Three Counties Showground, Malvern
<b>22nd-24th Aug</b>	Vanlife Eats Festival Dummer Down Farm, Basingstoke
<b>5th-7th Sept</b>	The South West Motorhome & Campervan Show Bath and West Showground, Shepton Mallet
<b>19th-21st Sept</b>	The Motorhome & Campervan Show Lincolnshire Showground, Lincoln
<b>Oct TBC</b>	Caravan & Motorhome Show NEC, Birmingham

## collaborate with us

We would love to hear from you if you would like to be a part of our journey as well as us be a part of yours.

Please get in touch via email or phone:

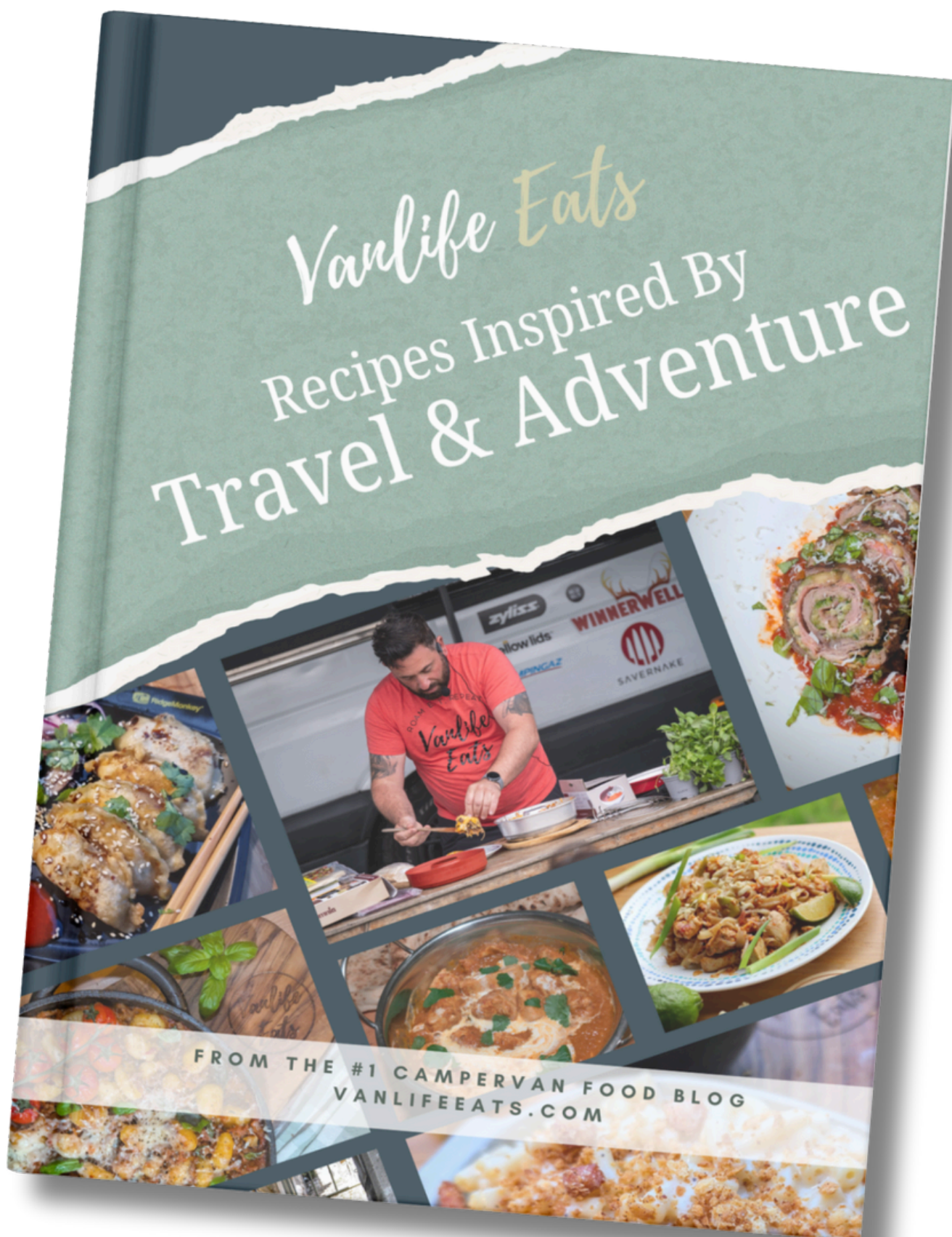
hello@vanlifeeats.com  
07926 800868

Lots of Love  
Sophie & Mark



# Vanlife Eats "Recipes Inspired By By Travel & Adventure"

Released Feb 2025





# Sophie & Mark

PASSIONATE ABOUT VANLIFE COOKING



















Vanlife

VANLIFE EATS

Vanlife Eats













Vanlife  
Eats







# Vanlife Eats























Bonito Cuisine

**WORLD STREET**

**FRIDAY**

-  Cajun-s
-  Pandi C
-  Fritto M

**SUNDAY**

-  Honey &
-  Bifanas
-  Neapolit

Cookin















*Vanlife Eats*



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