



Stress Baking

BY LESLIE KISZKA

ABOUT LESLIE

I'm a self-trained baker helping others get comfortable in the kitchen to experience the benefits of "stress baking". I believe in excessive amounts of whipped cream and realistic expectations, and share my approachable recipes with a sense of humor to help others realize practice doesn't have to make perfect - just progress!

ABOUT STRESS BAKING

Alongside homemade recipes, there are also product recommendations and a series called "Baking Basics" which is a blog series that teaches the fundamentals of baking to provide readers with the knowledge they need for successful baking endeavors.



17K
@stressbaking



3.5K
@stressbaking



3K
@stressbaking



<1K
@stressbakingtiktok



<1K
@stressbakingyoutube

80K
Monthly
Unique Visitors

108K
Monthly
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1K
Newsletter
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ABOUT THE FANS



USA



UK



30% 36% 13%
18-34 35-54 55+

Fans of Stress Baking are cooking enthusiasts, new bakers and aspiring chefs who are looking for easy to follow recipes for themselves and their families with ingredients and tools that are easy to procure.

PARTNERSHIP OPPORTUNITIES

- Sponsored blog posts
- Sponsored social posts
- Sponsored video
- Original recipe development

PREVIOUS PARTNERSHIPS

- Watkins 1868
- Rubbermaid
- Bob's Red Mill
- Caraway
- Kraft