

CHARLOTTE MEI

MEDIA KIT



NUTRITIONIST | CONTENT CREATOR
HOST | SUSTAINABILITY ADVOCATE



Charlotte is a nutritionist, host, and former radio talk-show presenter.

HER MISSION: TO IMPROVE NUTRITION LITERACY AND HELP PEOPLE BUILD A HEALTHY RELATIONSHIP WITH FOOD.

She promotes this message daily with her 29K followers on Instagram, sharing tips and recipes along the way. Additionally, her nutrition podcast, In A Bite which breaks down myths and misconceptions around nutrition, sees over 5,500 downloads and continues to grow.

She has delivered over 200 nutrition literacy workshops on topics such as Women's Nutrition, Eating for Fullness, and Early Childhood Nutrition. She also runs hands-on cooking workshops, sharing easy recipes and cooking tips for busy adults.

As a firm advocate for environmental sustainability, Charlotte also shares tips for lowering one's carbon footprint. Her TEDx talk combines her interests in nutrition and sustainability, where she shares the importance of the relationship between our dietary choices and the health of our planet.

PAST CLIENTS

National Boards



Ministry of Sustainability
and the Environment
— SINGAPORE —



TEMASEK

Lifestyle Brands



Lazada



PAN PACIFIC
HOTELS GROUP
A Member of UOL Group



F&B Brands



...and more

SERVICES OFFERED

Workshops

Nutrition workshops | Sustainability workshops | Culinary workshops

Media

On-screen presenter | Guest features | Voice-over artist | Podcast host & producer

Events

Emcee | Guest speaker | Panel moderator

Content Creation

Product features | Lifestyle features | Event features

Platforms: Instagram, TikTok, YouTube, Facebook, Newsletter, Audio and Video Podcast

CULINARY WORKSHOPS



PARKROYAL COLLECTIONS (SG, MY)

NUTRITION WORKSHOPS



GOOGLE (APAC)

HOSTING



The
Majority
Night

THE MAJORITY TRUST

**FRANCE
SINGAPORE
FESTIVAL**



EMBASSY OF FRANCE IN SINGAPORE

**PANEL
MODERATING**

Booking.com



BOOKING.COM



FUTURE FOOD SUMMIT (APAC)



IN A BITE BY CHARLOTTE MEI

Culprits for weight regain revealed 🏃🏻‍♀️

"People like to compare end states, but not journeys."

This week's newsletter is sponsored by OLIO.

OLIO connects neighbours with each other and with local businesses so surplus food can be shared, not thrown away. Share more, waste less.

by [Charlotte Mei](#) | 8 July 2022

3 Things This Week

1. A recommendation

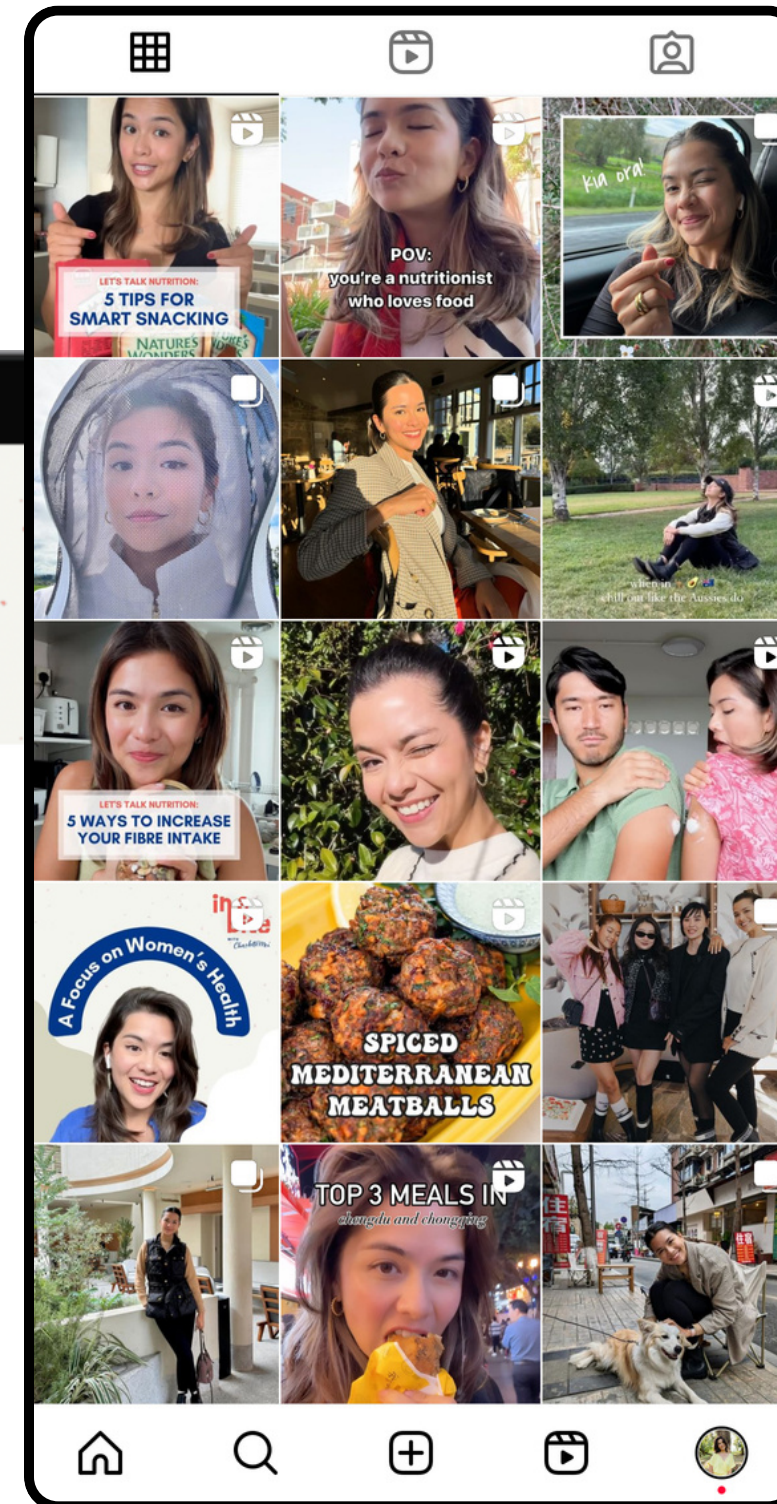
This segment is sponsored by OLIO.

Do you have excess food at home? Items that you can't finish in time and end up...in the bin?

Enter OLIO. In minutes, you can share them with your neighbours, all without leaving your home.

Fresh food. Canned food. Loose or packaged. Opened or opened. If it's edible, then it's shareable :)

I've even done this myself! It's crazy how quick they get snapped up. We sure love our



CONTENT CREATION

- Photos
- Videos
- Recipe cards
- Newsletter feature
- Podcast feature

RECIPE DEVELOPMENT

easy • fuss-free • nutritious



PAST WORKS

Marina Bay Sands: Reducing Food Waste with The Food Bank Singapore

Video Host

CHANEL: Sustainability with CHANEL

Content Creation (Branded)

#CookWithMei: Crispy TteokBokki

Content Creation (Recipe)

#LetsTalkNutrition: Should You Stop Snacking?

Content Creation (Nutrition)

Podcast Episode: Healing Through Food, Diet Culture & Intuitive Eating

Podcast Host

Nutrition 101 for Busy Adults

- Guiding principles for the busy adult's daily nutrition.
- Easy ways to ensure you are getting the right nutrition every day, at every meal.
Practical tools only, promise!
- Hands-on activity: How to read nutrition labels.

Eating for Fullness

- The core nutrition principles to improve your food and meal choices.
- The best foods to eat that keep you fuller for longer.
- Learning to calculate one's individual protein needs.
- Hands-on activity: How to spot protein at the grocery store, and on our plates.

The Art of Snacking

- The when, where, and how of snacking.
- Learning the specific food elements to include in a snack to optimise for satisfaction, fullness, and nourishment.
- Tips for convenient snacking on the go.
- Receive a list of ideas for ready-to-eat snacks at the supermarket, as well as recipes to make at home.

Nutrition Throughout the Life Stages

- An overview of nutritional needs throughout the key life stages.
- A focus on nutrition for mid-adulthood and beyond.
- How to set up a nutrition system to meet one's dietary needs and goals of ageing well.
- Practical strategies to manage common nutrition concerns in older age such as osteoporosis, muscle wastage, gut discomfort, etc.

Sustainability and Nutrition

- The relationship between our dietary choices and the planet.
- Simple habits for better health outcomes for oneself and the planet.
- Ways to reduce food waste in our daily lives (e.g. food storage tips) and implement a planet-friendly diet in Singapore's context.
- There is an option to engage a partner that can put together an indoor urban farm set-up for a hands-on activity. Let us know if you're interested and we can share more.

Women's Nutrition

- The principles behind a balanced diet.
- What the gender gap in nutrition research means for women.
- Female-specific nutrient needs.
- How to eat appropriately for different phases of one's menstrual cycle.

Nutrition and Mental Wellbeing

- Basics of the gut-brain connection.
- The impact of diet on mental health.
- Practical nutrition strategies for gut health and boosting one's gut microbiome.
- Understanding the food-mood cycle to help with everyday nutrition.

Early Childhood Nutrition

- Basics of nutrition for young ones – 1st year of life to 4yo.
- The building blocks of good dietary habits.
- Managing picky eaters.
- Practical tools for grocery shopping, snacking, and meal planning.

WHAT CLIENTS ARE SAYING

We have received an average recommendation score of **9.6 out of 10** from our clients. Here's what some of them have said about their experience working with us:

“Experience was a 10/10. Content was great, right balance between being informative and fun. We appreciate the follow-up toolkits as well!”

GOOGLE

“Charlotte is knowledgeable and approachable, and she presents with great confidence. She and her team are professional, easy to work with, and we appreciate how adaptable they were.”

PARKROYAL COLLECTION

“Charlotte was such a wonderful presenter and host. She actively listened to participants' answers and was able to deepen the conversation based on the topics they had discussed. We were really satisfied with how the event went and would consider having Charlotte again.”

APPLE

WHAT PARTICIPANTS ARE SAYING

“Loved the way you deliver bite-sized information in a way that sticks and is actionable. I’ve started to pay more attention to how I eat, and am more conscious about my dietary decisions!”

PARTICIPANT

EATING FOR FULLNESS WORKSHOP; WELLNESS FESTIVAL SINGAPORE

“As a nutritionist and presenter, Charlotte has the ability to engage and educate effectively across different audience segments. She’s grounded, ready to listen and proactive in seeking improvement. I personally love her palatable no-BS approach to nutrition – more people need to hear that.”

PARTICIPANT

WOMEN'S NUTRITION WORKSHOP; ADIDAS APAC

LISTEN TO MY PODCAST ON SPOTIFY:




 Is microwaving food safe?

 Picky eating and children's diets.

Also available on [Apple Podcasts](#) and [YouTube](#).

WATCH MY TEDX TALK:



 The health of our planet and our dietary choices.

FIND OTHER WORKS ON:

TheCharlotteMei.com

