



Claire Thomson

5oclockapron.com



@5oclockapron
258,000 followers

Kitchenaid UK	76k views
Aspall Vinegar	75k views
Tenderstem	60k views
Brindisa Spanish Foods	79k views
Abel & Cole	70k views
Isle of Wight Tomatoes	78k views
Linwoods Health Foods	62k views
Merchant Gourmet	78k views

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LOOKING
AFTER
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FOOD INFLUENCER

FAMILY COOKING

ABOUT

Claire cooks because she loves to cook and her family need to eat, it's as simple as that. She writes because all the best cooks and chefs she has ever known share a deep and greedy love of good food writing.

Claire can be found making daily recipes on Instagram [@5oclockapron](#), where she cooks for her family. Vegetables dominate her food; olive oil and lemons are always to hand.

Claire has written 11 cookbooks. Her recipes have been published in titles including The Guardian, The Telegraph and Good Food Magazine. She has appeared on BBC Woman's Hour, Saturday Kitchen, Sunday Brunch, Radio 6 Music and broadcast 3 series of her own @5oclockapron podcast.

@5OCLOCKAPRON STATS

IG M 13% F 87%
UK 69%
25-34 19% 35-44 30%
45-54 24% 55-64 16%

SERVICES

Brand ambassador
Original content creation
IG static posts & story posts
Short format video - IG reels
Sponsored posts
Events, Demonstrations