POP THAT pantry

PRESS & PARTNERSHIPS

MEDIA KIT 2026

MEET THE FOUNDER

KEONDRA MOORE

Where Southern soul meets Cajun bold



Keondra Moore is the founder of Pop That Pantry, a Dallas-based food brand built on one idea: more flavor, less friction. She grew up on the bold cooking of her Louisiana roots, carried it to Texas, and now shares her family's recipes through e-cookbooks and step-by-step cooking videos.

Her debut e-cookbook, **Homegrown & Heavy: My Essential 7**, collects her top seven Down South favorites. Vol. 02, **Girl Dinner: Quick Bites & Big Flavors**, launches this fall.

BY THE NUMBERS · PUBLIC COUNTS, OCT 2026

AUDIENCE

5.8K	24.2K	360	261
TikTok followers	**TikTok likes**	**Facebook followers**	**Instagram followers**
@kriskobrown	across her videos	Pop That Pantry	@popthatpantry

WHAT WE MAKE

THE BRAND

Homegrown & Heavy, Vol. 01: seven Louisiana-rooted recipes, sold as an e-cookbook at popthatpantry.com

Girl Dinner, Vol. 02: Quick Bites & Big Flavors, launching fall 2026

Signature blends: the Holy Grail seasoning and the Holy Trinity base

Cooking videos: recipe tutorials on TikTok

LET'S WORK TOGETHER

PARTNERSHIPS

Brand partnerships: kitchen tools, pantry staples and ingredients

Sponsored recipes: a dish built around your product, with video

Demos & events: live cooking, tastings and pop-ups in Dallas–Fort Worth

Press: interviews, features and podcast guest spots









LET'S COOK SOMETHING UP

Logos, bio and photos: popthatpantry.com/press

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popthatpantry.com