



MEDIA COMPANION



Who We Are

You Gotta Eat This! (YGET) is an online portal dedicated to creating and curating food content from all across the world. Rap Legend Bun B and Tastemaker Premium Pete combined their talents to create YGET, which officially launched on June 6, 2013. In addition to the pioneers who lead this premiere food website, YGET has a staff of worldwide writers along with a network of celebrity guest contributors which include the likes of famous chefs, artists, and foodies from around the globe!

Since its inception, YGET has gained a reputation for featuring a versatile selection of food content while engaging our readers. YGET features restaurant reviews, dining recommendations, recipes, dishes, and even has a user submitted content section entitled “WDYET” (What Did You Eat Today). WDYET is a feature that allows site readers to create their own posts. Readers can submit a picture of what they are eating and write a personal description about their food item to share their eats on our platform!

You Gotta Eat This! is part of **Complex Media**, a network that reaches over 60 million music, style, sports and gaming enthusiasts monthly in addition to having the highest social media engagement among leading media brands. With its extended network reaching throughout pop culture, YGET is able to bring together individuals from many different backgrounds for a shared experience.

Connect with us:

www.YouGottaEatThis.com

For press inquiries:

info@yougottaeatthis.com

To discuss sponsored content opportunities:

inquiry@yougottaeatthis.com

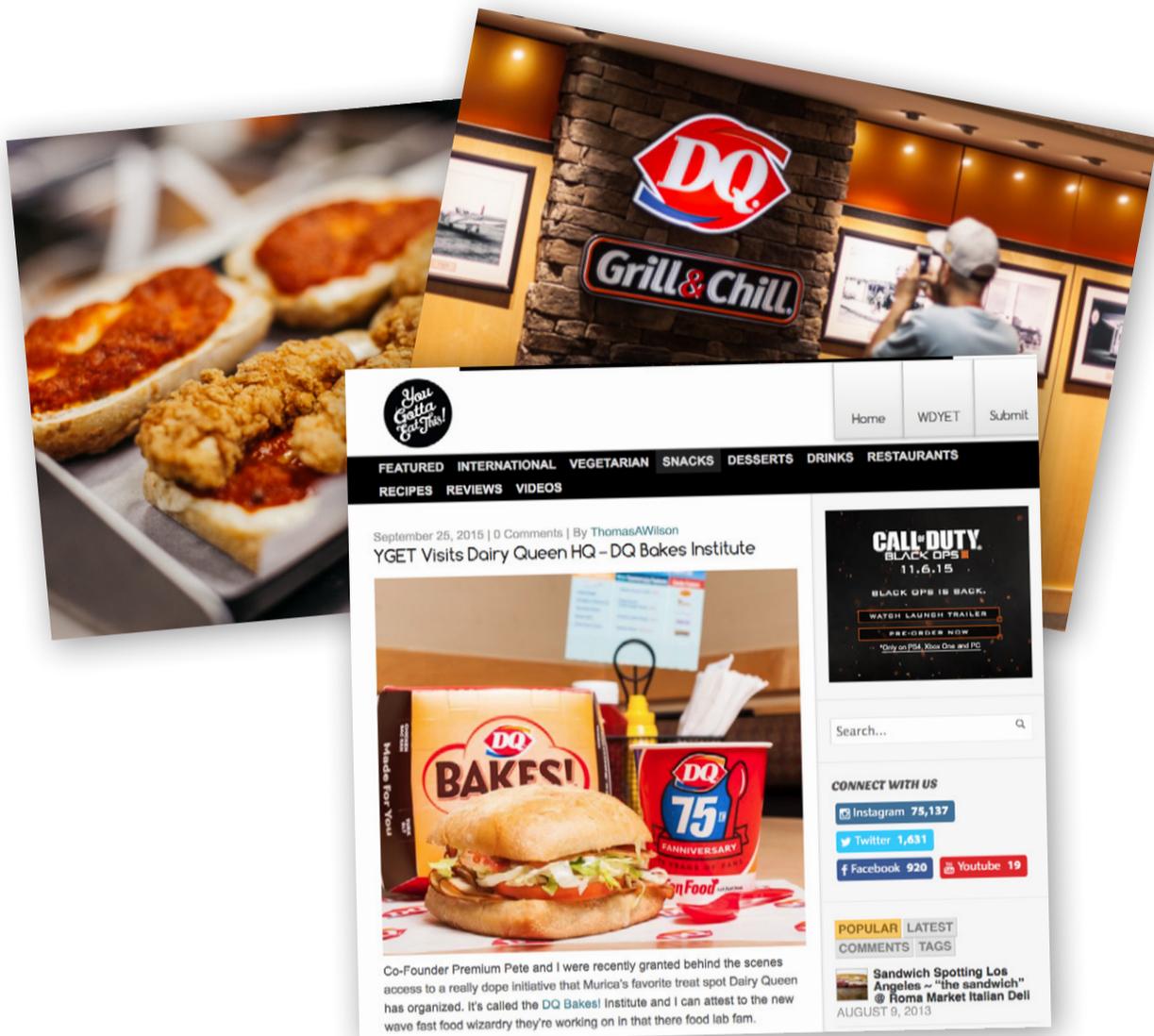


What We Do

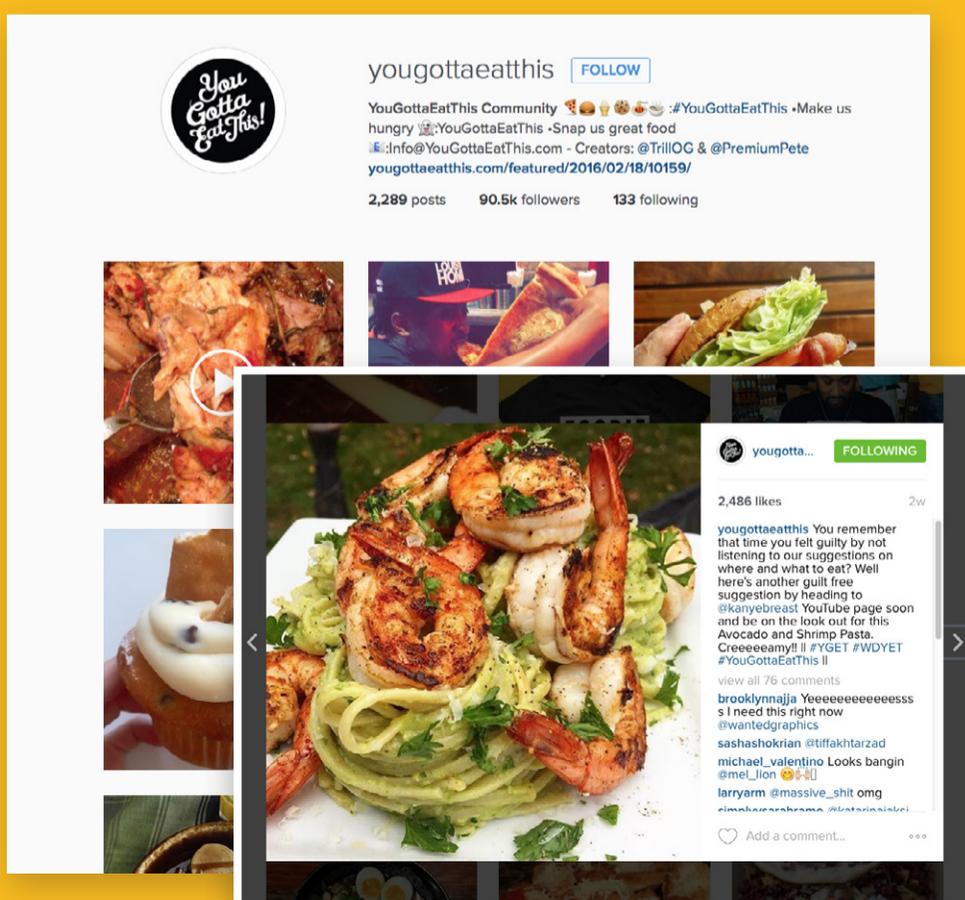
YGET is an influence-heavy market facilitator connecting brands with consumers; we look to drive brand awareness and interactivity with targeted content and strategies.

Sponsored Content:

- Contests & Giveaways
- Product Reviews
- Venue / HQ Visits
- Social Account Takeovers
- Meet Ups / Event Hosting
- Custom Social Campaigns



Co-Founder Premium Pete and Senior Production Editor Thomas Wilson were invited to Dairy Queen International headquarters in Minneapolis, MN for their first ever DQ Influencer summit.



Instagram Influencers

One of the biggest components of our brand is our social impact. With a loyal, interactive and growing community of over 90k+ followers on Instagram, we have a platform that brings lots of attention to the places and products we feature.



rapfix has moved!

Bun B And Premium Pete Unveil 'You Gotta Eat This!'
posted 06/11/2013 11:56:53 am by mtv news in music news.

By Andie Lowenstein

What happens when a rap legend like Bun B and a tastemaker like Premium Pete come together to celebrate their love of food? They launch a food-lovers website, of course.

Bernard "Bun B" Freeman and Social Media Connoisseur Peter "Premium Pete"...

ZAGAT
NEW YORK CITY

SPOTLIGHT
Rapper Bun B Eats His Way Through Houston
By Zagat Staff | April 17, 2015

Rapper Bun B Eats His Way Through Houston

You Gotta Eat This!

4:45 / 5:34

Houston rapper — and self-proclaimed foodie — Bun B takes us to four of his favorite hometown restaurants.

Subscribe to Zagat on YouTube. Your table is ready at the Cat Cafe.

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Press Links

YGET has found itself in the pages (and frames) of some pretty substantial publications. From MTV to Zagat and beyond, members of the YGET fam have continued to work hard in the culinary and pop culture industries to bring eyes to our work; it hasn't gone unnoticed.

THE SOURCE
NEWS MUSIC ENTERTAINMENT CULTURE STYLE SHOP SPORTS HER SOURCE SOURCE TV

Get a \$150 credit for your business for every new 4G LTE smartphone you activate.

BUN B AND PREMIUM PETE TEAM UP FOR THE LAUNCH OF A NEW FOOD WEBSITE
BY WALL.DOE © JUNE 7, 2013

BRIGADE HI
DIGITAL MAGAZINE
2013'S MOST POWERFUL PLAYERS IN HIP-HOP CULTURE

XXL HIP-HOP ON A HIGHER LEVEL

NEWS MUSIC VIDEOS FEATURES LISTS REVIEWS LIFESTYLE

Bun B Helps Launch New Food Blog
By C. Vernon Coleman II October 12, 2013 11:39 AM

SHARE TWEET EMAIL REDDIT

Legendary Southern MC Bun B is expanding his portfolio. After recently starting Bun B's Rap Coloring & Activity Book, the UGK member will be taking his talents to the Internet after helping launch a new food blog website. Located at YouGottaEatThis.com, Bun said his love for fine Houston cuisine was the inspiration behind the site. "We realize that people may talk different, walk different but everyone loves food," said Bun who started the site with...

MIKE TYSON mysteries
NEW SEASON • SUNDAYS [adult swim]

XXL NEWSLETTER

You Gotta Eat This!

