

Pregnant and Hungry

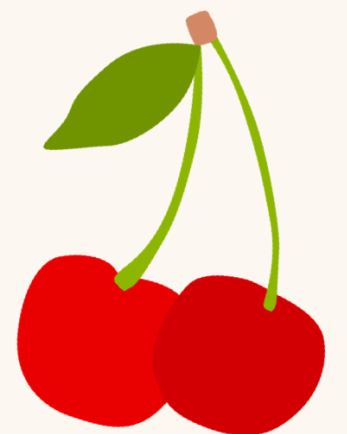
Press Pitch

Eating for two? We got you.

The only searchable collection of pregnancy-friendly recipes developed by women, for women.

Online recipe searching, meal planning, and grocery list making is overwhelming—even when you're not pregnant! Make simple, nutritious, and delicious pregnancy-safe meals with Pregnant and Hungry™.

Save recipes to your dashboard, create weekly meal plans, and generate organized grocery lists with just the click of a button.



Kendra Aronson

PREGNANT AND HUNGRY FOUNDER

It all started with a conversation about prosciutto.

My best friend spilled the beans while pregnant with her daughter—tasty deli meat treats are a no-go when you're knocked up. *Insert dramatic jaw drop here* If that's true, what else did I not know? And more importantly, what resource could I count on?

Naturally, this led to searching for a definitive source of pregnancy-friendly recipes and nutrition facts all in one place, but lo and behold, it didn't exist. So I made one!

[Pregnant and Hungry](#) is for you and (future) me.

It's the only searchable collection of recipes on the internet with filters by pregnancy-specific ailments, cravings, dietary restrictions, and meal types. On top of that, it makes meal planning (and grocery shopping!) a total breeze in just a few clicks.

Hope you love every bite, Mama!

MY FRIENDS
MAKE CUTE BABIES



We go beyond pregnancy-safe recipe listicles and old-school pregnancy cookbooks.

We're here to elevate pregnancy-friendly cooking with a focus on women, food, tech, and design.

Women-Focused

- Independently funded and founded, no outside investors
- Women-owned and operated; built by women, for women
- Diverse recipe contributors from all over the United States
- Our Giveback Program: Nearly all maternal deaths across the globe are preventable when women have access to quality, respectful, and equitable maternity care. Whether you give Pregnant and Hungry to yourself or someone you love—every subscription supports maternal health worldwide with a donation to the nonprofit [Every Mother Counts](#).



Food-Focused

- Prenatal nutrition and health-focused
- Pregnancy specific needs addressed: morning sickness, constipation, hydrating, heartburn-free, gestational diabetes, gestational hypertension, freezer-friendly, labor-inducing, lactation-inducing, and energy-boosting
- Pregnancy cravings: spicy, sour, salty, sweet, and mocktails
- Something for everyone: gluten-free, dairy-free, vegan, vegetarian
- Whole foods-focused, we're big fans of wholesome nutrition while emphasizing delicious + easy recipes in a highly approachable way

We aim to educate and empower mamas to make meaningful dietary choices that feel right for her and her baby.

Our core content (always free to non-subscribers): [Foods to Eat](#) page, [Foods to Avoid](#) page, and [Prenatal Vitamins](#) pages provide this vital educational information with links to our sources for ultimate transparency.

Serving a niche audience, under-represented in food media at large—who knows, maybe one day PF (pregnancy-friendly) will be marked on menus just like other speciality diets, i.e. Keto, Paleo, Gluten-Free, etc.

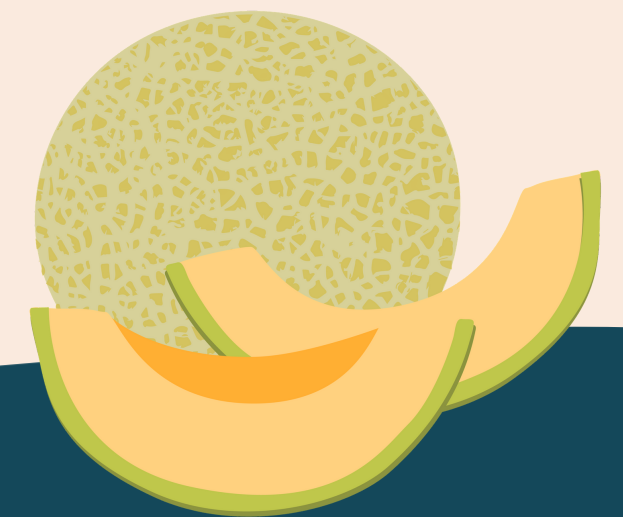
Our recipes are developed under the caring guidance of an RDN (Registered Dietitian Nutritionist) in addition to a Licensed Midwife in good standing with the California Medical Board who's also a Certified Professional Midwife as granted by the North American Registry of Midwives and a professional Lactation Consultant as certified by the IBCLC (International Board of Lactation Consultant Examiners). While we refer to [trusted sources](#) from peer-reviewed medical journals to information from highly regarded worldwide health institutions, this website is not intended to replace medical advice. Consult your personal midwife, doctor, or nutritionist with health questions related to your pregnancy and postpartum journey.

Tech-Focused

- Our business model: Digital, Automated, Reoccurring, Evergreen, Scalable
- Subscription-based recipe database, user-supported
- No ads, no product placements, no sponsored content
- Meal planning made easy for multi-tasking mamas
- Built from scratch: our algorithm generates your grocery list in a single click
- Highly searchable with an easy-to-use intuitive interface
- We've formatted our recipe writing with the mobile user in mind—no need to constantly scroll up and down between the ingredient list and the recipe text in order to understand the directions.

Design-Focused

- Our brand voice is fun and conversational—which is drastically different from other platforms presenting similar information in a dry academic tone.
- We believe pregnancy is a joyful and momentous occasion, and our design reflects that. From modern typefaces, hand drawn illustrations, and handmade shooting surfaces to colorful prop selections and approachable food styling aesthetic, our site is a true celebration of this special season.



Gift Round Ups

- Digital gift subscriptions perfect for Mother's Day, birthdays, or holiday gifts
- Affordable price points for gift round-ups
 - **Gifts under \$25**
\$24 for a 3-month gift subscription
 - **Gifts under \$50**
\$45 for a 6-month gift subscription
 - **Gifts under \$75**
\$63 for a 9-month gift subscription
 - **Gifts under \$100**
\$78 for a 12-month gift subscription

Covid-19

- Safely support women throughout their pregnancy and beyond
- Homecooking is continuing to increase in popularity
- Women are still getting pregnant during a pandemic

Founder Profile

ORIGIN STORY

- How Kendra conceived the concept
- Why and how she brought *Pregnant and Hungry* to life

PERSONAL HIGHLIGHTS

- Multi-passionate, multi-hyphenate creative entrepreneur: Kendra is responsible for all food photography, food styling, prop styling, and recipe testing—all from her 200-square-foot home studio

FUTURE PLANS

- She plans to kickstart a print version of *Pregnant and Hungry* in 2022 after the site launch in 2021



Previous Publications

Kendra Aronson is the vision and voice behind *The San Luis Obispo Farmers' Market Cookbook: Simple Seasonal Recipes & Short Stories from the Central Coast of California*. Her enthusiasm (and endless energy) made it real—from the writing, food styling, and food photography, to the recipe testing, editorial design and self-publishing.

Taking her dream from big idea to bound book took creativity and crowdfunding. In July 2015, Kendra launched a Kickstarter campaign and raised \$26,714 in pre-order sales. She sold out of her first print run of 2,000 copies in just 20 days. Now in its third print run, Kendra has sold 14,00 copies! She's still in awe and grateful to every single supporter.

SELECT PRESS

[San Francisco Chronicle](#)

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SELECT PODCAST INTERVIEWS

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Pregnant and Hungry

With your help—we're about to make it big!

LET'S CONNECT: press@pregnantandhungry.com