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## About The Sticky Beak Blog

The Sticky Beak Blog was started in 2013 by Angie Curran-Bilbie as a feature section in an established Derbyshire based web site run by her husband, Paul

In 2014 the blog was proving so popular it was moved to its own web site and has continued to grow ever since.

Angie writes all the content for The Sticky Beak Blog whilst husband Paul looks after the web publishing and social media side of the blog.

## What Does The Blog Do?

The main feature of the blog is writing food reviews for restaurants and cafes in Derbyshire, Nottinghamshire and South Yorkshire as well as the surrounding areas.

As well as restaurant reviews, the blog also runs features on food and drink producers, accommodation & food and drink experiences.

The blog also has a food & drink news section where related third party press releases are published.



## Statistics

*1<sup>st</sup> January 2025*

Web Site Page Views:  
*195,600 (12 months)*

Total Visitors:  
*144,350 (12 months)*

Unique Visitors:  
*117,100 (12 months)*

Facebook Page:  
*7,600 followers*

Facebook Group:  
*5,900 members*

X (Twitter):  
*24,700 followers*

LinkedIn  
*11,000 connections*

Instagram  
*3,500 followers*

Mailing List  
*2,000 members*

Venues Reviewed  
*Over 400*

Best Read Review  
*Tipu Sultan, Nottingham*  
*Over 7000 reads*

## Do you want a visit from the blog?

- The blog does not accept payment to write a review, all reviews are written honestly.
- The blog has a limited budget to visit around 1-2 venues a month, chosen randomly.
- In addition, the blog will accept incentives to visit a venue; this is normally a meal + drink for two and would be agreed in advance. This does not guarantee a review.
- The criteria for publishing a review is very simple; 'Would I recommend to friends and family?'
- The blog only publishes positive reviews; if the blog writer feels they could not recommend the venue then no review is written, but private feedback is given to the venue explaining why.



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## Where Has the Blog Visited?

The blog has visited and reviewed over 400 venues so too many to mention here but a few are listed below. You can read all the reviews on the web site



Rafters Riverside House



Seven, Derby



Alton Towers



Cavendish Hotel



Kedleston County House



Black Barn, New York



Cupola, Stoney Middleton



Rileys Fish Shack



Fairways, Duffield



The Peak Edge Hotel



Hickorys Smokehouse



The Maynard Hotel

## Media

*Other media credits & awards*

**The Times**  
*described as 'Derbys  
most prolific  
restaurant reviewer'  
July 2017*

**Ripley & Heanor News**  
*Page 2 Feature Article  
July 2017*

**Lux Life Magazine**  
*Best UK Food Review  
Blog For 2018*

## What Will A Blog Visit Do For You?

- If your business receives a review then this will be published on the web site and remain on there permanently, unless the business closes or the blog feels no longer able to recommend.
- All new reviews receive considerable sharing on the blog's social media channels including over 10 Facebook posts done over several weeks.
- Reviews will be read anywhere from 300 to 7000 times; the majority of the blogs audience is based locally (Derbyshire, Nottinghamshire & South Yorkshire) and interested in food & drink.
- All reviews will be mentioned or listed in a monthly e-shot that goes out to around 2000 people.
- All venues reviewed can use the 'Hot Wings' award logo to show they are Sticky Beak recommended.
- All venues reviewed will be added to the blogs 'Where to Eat' section.

## Will A Visit From The Blog Increase My Business?

There are no guarantees, and this varies from business to business, but the positive online exposure can only help promote your business. Many venues have fed back to the blog that their bookings have increased following a review and that they have had additional walk-ins citing the blog as the reason for visiting