

Your gear in a real German kitchen.

Flo's German Kitchen is where I show an English-speaking, mostly US-based audience how real German food is actually made: Schnitzel, Spaetzle, Rouladen and the regional hidden champions most people (Germans included) have never heard of.



BY THE NUMBERS

11,700	~9,281	~3.6%	6:10
Subscribers on YouTube	Avg. views per video last 10 uploads	Engagement rate last 10 uploads	Avg. watch duration per view

Updated automatically from YouTube Analytics. As of Oct 9, 2026.

WHO'S WATCHING

Grown-ups who come back.

Core audience: German-Americans, expats, US veterans stationed in Germany, and people with German family roots.

- ✓ Hearty classics they grew up with or married into
- ✓ Long comment threads and their own family recipes
- ✓ They come back for the person as much as the food

GENDER

86%
men

AGE

56%
aged 55+ (55-64: 28% · 65+: 29%)

WHERE THE VIEWS COME FROM

United States	<div></div>	59.8%
Germany	<div></div>	8.1%
Canada	<div></div>	6.4%
United Kingdom	<div></div>	4.2%
Australia	<div></div>	3.0%

Last 90 days, YouTube Analytics. As of Oct 9, 2026.

FROM HOBBY TO WEEKLY SHOW

A new episode every single week.

Started in summer 2023 as a hobby project. Since December 2025, a new long-form video every single week, without interruption.

4.3x

monthly views since going weekly

4.2x

monthly new subscribers

WHAT PERFORMS BEST

Classics, sides and Oktoberfest.

Hearty German classics (Schnitzel, Spätzle, Rouladen), salads and sides, and seasonal content like Oktoberfest and Christmas. About 14% of views come from YouTube search, so recipes keep getting found long after upload.



Authentic German Schnitzel

64,860 views • 2,673 likes • 344 comments



Three Ways to Make Spätzle at Home

43,360 views • 1,739 likes • 156 comments



Forget Mayo Coleslaw (German Krautsalat)

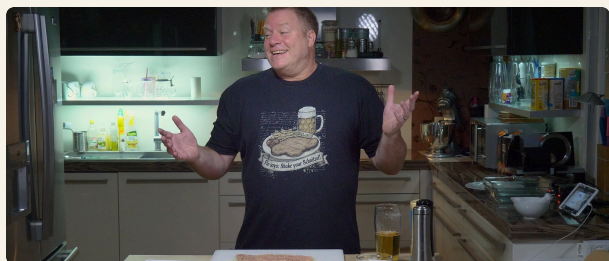
41,361 views • 2,186 likes • 301 comments

As of Oct 9, 2026.

FILMED IN MY OWN KITCHEN

Where your product shows up

Shot at home in my Bavarian kitchen, on several cameras, with my daughter behind the camera.



WAYS TO PARTNER

Let's find the right fit

1

Product integration

Your product used in a regular recipe episode.

2

Product test & review

I test your product in my kitchen and show it in an episode.

3

Dedicated episode

A full video built around your product.

4

Sponsor clip

One clip, shown in several episodes over an agreed period.

5

Giveaway

Your product as a prize for my viewers.

6

Link or discount code

In the video description and a pinned comment.

7

YouTube Shorts

Short vertical videos featuring your product.

8

Long-term partnership

An ongoing collaboration instead of a one-off.

No fixed packages: we put together what fits your product. A classic sponsor read with a call to action in an episode is available on request.



GET IN TOUCH

Let's cook something up *together*.

✉ flo@flosgermankitchen.com

flosgermankitchen.com • New episodes every week on YouTube