

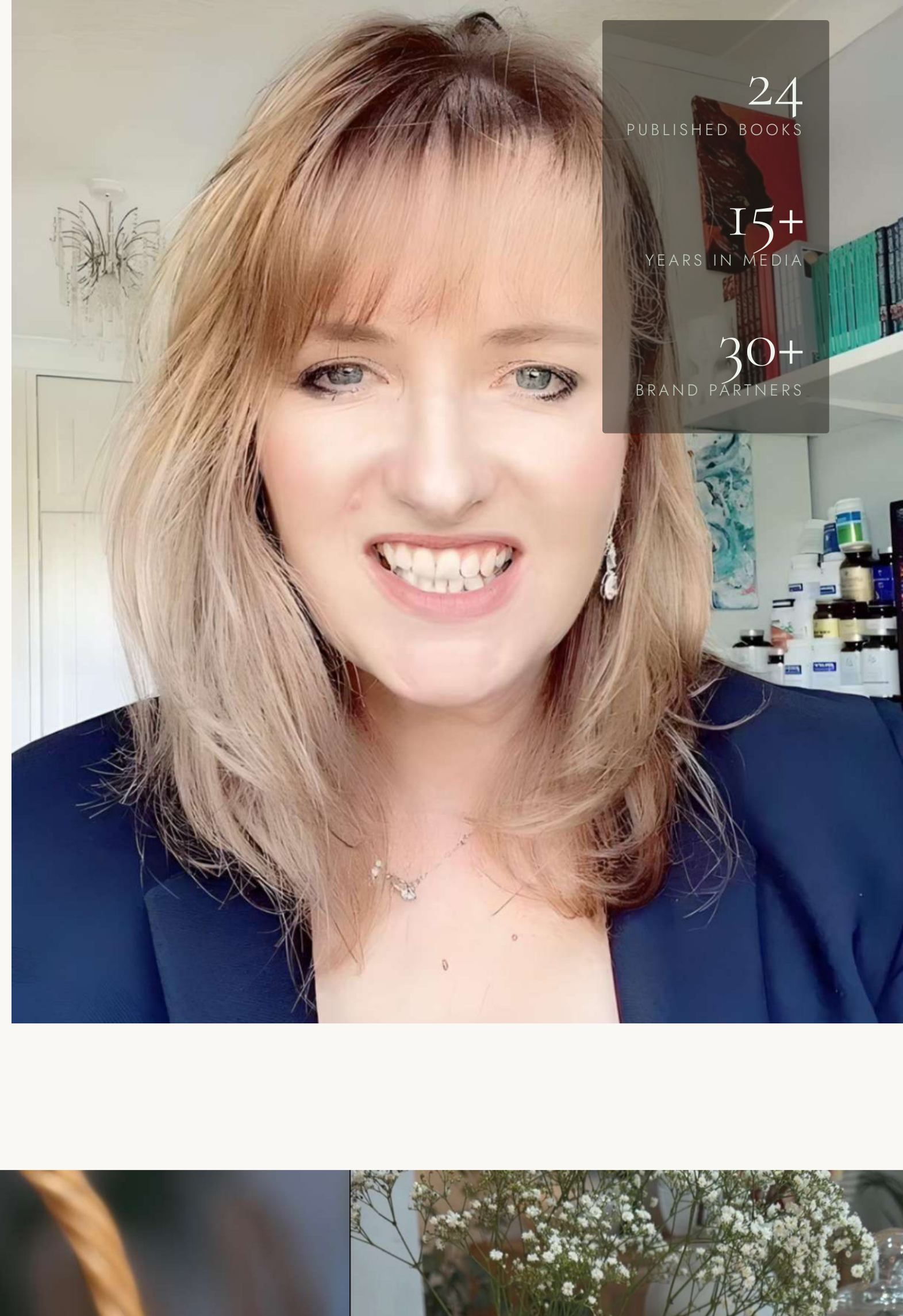
MEDIA & PRESS KIT

Sarah Flower

Evidence-based nutrition, bestselling cookery, and brand-ready recipes that people trust — and use.

- HEALTH WRITER
- NUTRITIONIST
- RECIPE DEVELOPER
- AUTHOR OF 24 BOOKS
- EXPERT COMMENTATOR

 sarahflower.co.uk



WHO I AM

Trusted by publishers, PR agencies & health brands for over 30 years

With three decades of experience in nutrition, health writing, and recipe development, I help brands, PR teams, and publishers create credible content that people trust, enjoy, and use.

I am the author of 24 published books covering health, nutrition, and family cookery — from low-carb and grain-free lifestyles to blood sugar balance and menopause nutrition. My work is known for being practical, achievable, and grounded in evidence-based science.

My background spans clinical practice, senior editorial roles, and active collaboration with some of the UK's leading publishing houses, supplement brands, food companies, and PR agencies. I understand deadlines, briefs, and the realities of publishing and PR — and I consistently deliver work that fits first time.

- Author of 24 published books with Little Brown, Constable & Robinson, and others
- Recipe commission for Penguin Books — 80 recipes to brief, on time, to an exceptionally high standard
- 15+ years as a health and wellbeing journalist, including senior editorial roles
- Regular contributor to The Daily Mail, The Telegraph, The Express, Top Santé, The Sun, My Weekly, and more
- Extensive work with UK PR agencies on expert commentary, product placement, and national press features
- Founder of Heart & Thyme — editorial nutrition newsletter blending recipes, lifestyle, and science
- 30 years in clinical nutritional practice, specialising in menopause, gut health, and metabolic health

THE EXPERT BEHIND THE EXPERT

Ghost development & expert collaboration

There is a growing gap in the wellness world between influencer reach and clinical depth. Wellness personalities, public figures, GPs, and fitness professionals increasingly need a trusted expert to develop the recipes, nutrition content, and evidence base that gives their books and programmes genuine authority.

That is where I come in. I work quietly, professionally, and entirely to your brief — developing the content that makes your project credible, commercial, and compliant, while you take the lead.

This is not ghostwriting in the traditional sense. It is expert partnership — bringing 30 years of clinical nutrition, recipe craft, and publishing experience to serve your vision.

RECIPE DEVELOPMENT TO BRIEF

I develop complete recipe collections — tested, nutritionally balanced, and written to suit your audience — for books, programmes, brand campaigns, and eBook projects. Fully attributed to you, or co-credited as you prefer.

NUTRITION FRAMEWORK & CONTENT

I provide the evidence-based nutritional rationale, content, and messaging that underpins your programme or publication — written in your voice, to your brand, ready to publish.

PROGRAMME & COURSE DEVELOPMENT

From 12-week plans to full online courses, I can develop the clinical structure, meal plans, and educational content that turns a good idea into a professionally credible programme.

INGREDIENT & PRODUCT VALIDATION

I provide clinical clarity on product claims, ingredient efficacy, and health messaging — ensuring your content is accurate, compliant, and genuinely trustworthy.

RECENT COLLABORATION

Recipe support and nutritional analyses for Sophie Richards' Anti-inflammatory 30-Day Reset.

Recipe support & nutritional analyses — published January 2026

WHAT I OFFER

Services for brands, publishers & PR teams

<p>I</p> <p>Recipe Development</p> <p>On-brand, tested, and practical recipes written to suit your audience, platform, product, or dietary requirements. From single campaign recipes to complete book collections.</p> <p>FOOD BRANDS KITCHENWARE PUBLISHERS</p> <p>CAMPAIGNS</p>	<p>II</p> <p>Health Writing & Commentary</p> <p>Clear, evidence-based writing that translates nutrition science into useful, engaging content. Articles, blog posts, expert quotes, press releases, and educational copy — accurate, readable, and publication-ready.</p> <p>PRESS FEATURES BRAND BLOGS</p> <p>EXPERT QUOTES</p>	<p>III</p> <p>Book & eBook Projects</p> <p>From concept to completion — I develop recipes, nutritional content, and written copy for cookbooks, health books, and digital publications. Ghost development, co-author, or named contributor.</p> <p>GHOST DEVELOPMENT CO-AUTHOR</p> <p>EBOOKS</p>
<p>IV</p> <p>Product Reviews & Placement</p> <p>Authentic, expert-led coverage for PR teams — product reviews, recipe integration, and commentary that builds genuine trust and supports campaign goals.</p> <p>PR CAMPAIGNS SOCIAL & BLOG</p> <p>PRESS FEATURES</p>	<p>V</p> <p>Social Media & Reels</p> <p>Short-form video content — iPhone-shot and edited — covering recipes, cookery demonstrations, kitchenware, and practical nutrition. Reliable, professional, and genuinely engaging.</p> <p>INSTAGRAM RECIPE DEMOS</p> <p>PRODUCT DEMOS</p>	<p>VI</p> <p>Consultancy & Validation</p> <p>Strategic support for brands, startups, and PR teams who need clinical clarity. Product and ingredient validation, campaign messaging, and content refinement — a creative and clinical mind in your corner.</p> <p>BRANDS STARTUPS VALIDATION</p>

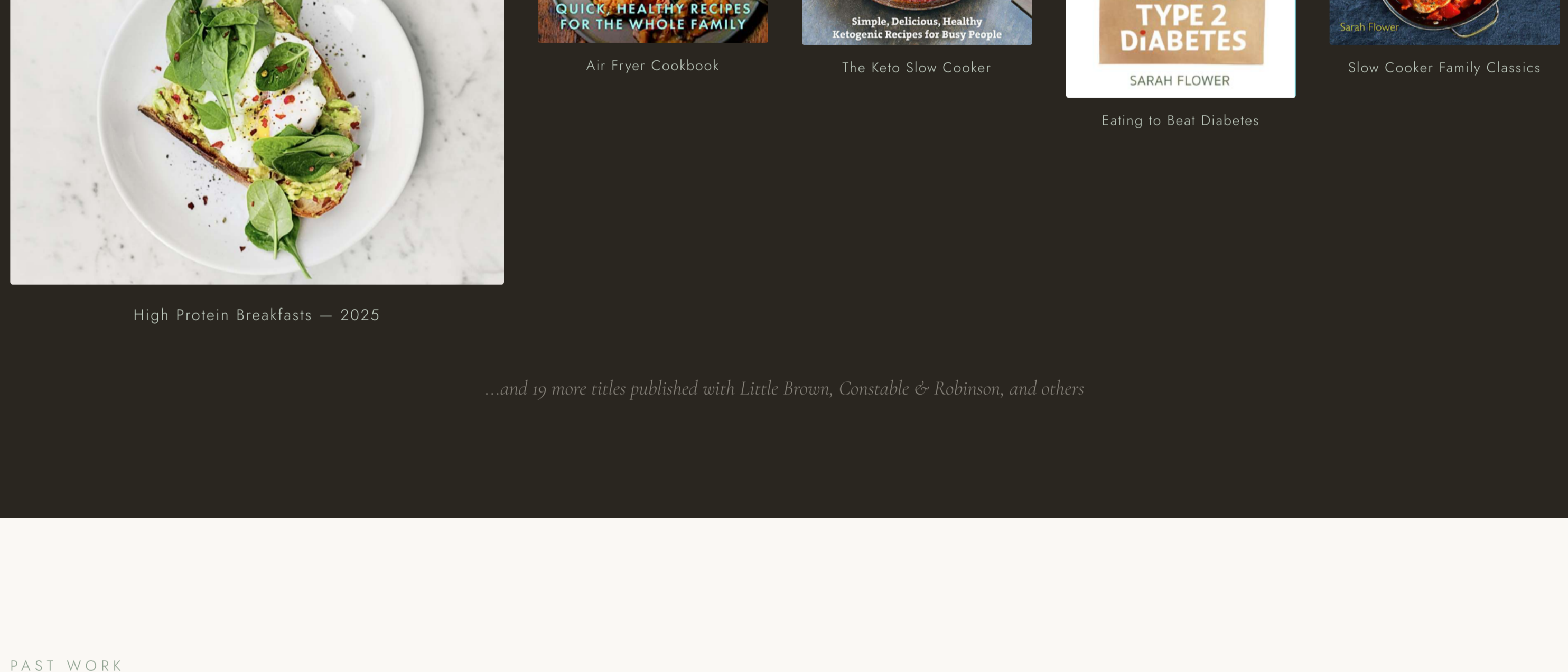
IN THEIR WORDS

What clients & publishers say

<p><i>"Sarah is creative, collaborative and super efficient. She worked to a tight schedule and the material she delivered was of an incredibly high standard. Nice to mention the recipes are all completely delicious."</i></p> <p>IONE WALDER EDITOR, PENGUIN BOOKS</p>	<p><i>"Sarah is an awesome writer. She can turn any subject into insightful and informative content, which is easy to read and practically useful. I highly recommend Sarah for her expertise and skill in writing about food and nutrition."</i></p> <p>ELIZABETH PHILP CEO, ROSEWAY LABS</p>	<p><i>"Not only was the press launch and cookery workshop a great success, Sarah also wrote some fantastic features and even pitched them to the national press. We would highly recommend Sarah Flower."</i></p> <p>ENTICE COMMUNICATIONS LEADING UK HEALTH PR</p>
<p><i>"I have worked with Sarah since 2018, publishing many books. Sarah always delivers on time and has been a pleasure to work with."</i></p> <p>TOM ASKER EDITOR, LITTLE BROWN</p>	<p><i>"Sarah regularly writes blog content for Gut and Health. Sarah takes complex topics and turns them into interesting and useful posts that our readers enjoy. She often guides us on trending topics and knows what will resonate with readers."</i></p> <p>GUT & HEALTH GUTANDHEALTH.CO.UK</p>	<p><i>"Evidence-based, beautifully written, and always delivered with care. Sarah brings genuine clinical depth to every project without ever losing the warmth that makes her content so accessible."</i></p> <p>PALMER & HOWELLS BRAND PARTNERSHIP</p>

PUBLISHED WORKS

24 books — from bestselling cookery to clinical nutrition



...and 59 more titles published with Little Brown, Constable & Robinson, and others

PAST WORK

Publications, brands & collaborations

Over 30 years I have built relationships with some of the UK's most trusted publishers, media outlets, health brands, and PR agencies.

I bring to every collaboration the same standard: accurate, on-brief, delivered on time, and genuinely useful to the audience it serves.

PUBLISHING & MEDIA

- The Daily Mail
- The Telegraph
- The Express
- The Sun
- Top Santé
- My Weekly
- Kindred Spirit
- Tonic Magazine
- Slim at Home
- Penguin Books
- Little Brown
- Constable & Robinson

BRANDS & AGENCIES

- Roseway Labs
- Gut & Health
- Palmer & Howells
- Mornflake
- Good for Health
- Herbalife
- Skute Foods
- Stellar Cookware
- Judge Cookware
- Yakult
- Creative Nature
- Entice Communications

CLINICAL EXPERTISE

Areas of specialist knowledge

<p>Menopause & Hormones</p> <p>Perimenopause, post-menopause, HRT, hormone-related conditions, and evidence-based lifestyle intervention for midlife women.</p>	<p>Gut Health</p> <p>SIBO, dysbiosis, candida, reflux, IBS, the gut-brain axis, microbiome balance, and diagnostic testing interpretation.</p>	<p>Metabolic Health</p> <p>Blood sugar balance, insulin resistance, Type 2 diabetes management, and weight loss — including low-carb and high-protein approaches.</p>
<p>Anti-inflammatory Nutrition</p> <p>Diet and lifestyle approaches to reducing systemic inflammation, supporting autoimmune conditions, and building long-term resilience.</p>	<p>Recipe Development</p> <p>Low-carb, grain-free, high-protein, sugar-free, family-friendly, and plant-based recipe development — tested, practical, and audience-appropriate.</p>	<p>Functional Testing</p> <p>GMAP, DUTCH hormone panels, food intolerance testing, and diagnostic-led clinical nutrition — translating complex results into clear, actionable guidance.</p>

NEWSLETTER & PLATFORM

Heart & Thyme
— BY SARAH FLOWER

Heart & Thyme is my Substack newsletter — an editorial, magazine-style publication blending recipes, lifestyle, and evidence-based nutrition for people who love real food and want to understand how it serves them.

It is a growing platform that gives brands direct access to a warm, engaged, health-conscious audience — and demonstrates my voice, my aesthetic, and the quality of my content outside of a clinical context.

Real food. Rooted in tradition. Informed by nutrition.

Growing | Weekly | Open
SUBSCRIBER BASE | EDITORIAL CONTENT | TO BRAND PARTNERS

VISIT HEARTHTHME.SUBSTACK.COM

Welcome to Heart & Thyme

Real food. Rooted in tradition. Informed by nutrition

Brand partnerships, sponsored content, and recipe collaborations welcome.

LINK.COM

GET IN TOUCH

Let's work together

Whether you need a trusted collaborator, an expert voice, or a recipe developer who truly understands your audience — I would love to hear from you.

- EMAIL: hello@sarahflower.co.uk
- WEBSITE: sarahflower.co.uk
- PHONE: 07545 287 816

- INSTAGRAM
- TIKTOK
- LINKEDIN
- FACEBOOK