

# SARAH FLOWER

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**Nutritionist**

**Author of 24 books**

**Recipe Developer**

**Trusted by publishers, PR agencies, and Health brands for  
over 30 years**

Evidence-based nutrition, bestselling  
cookery, and brand ready recipes that sell.

*"Sarah is creative, collaborative and super efficient.*

*The recipes are all completely delicious"*

Ione Walder, Editor, Penguin Books.

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## MEDIA PRESS KIT



## About Sarah

With over 30 years 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.

### **What I do**

I write clear, evidence-based health content and develop practical, reliable recipes for books, brands, campaigns, and kitchenware projects. My work bridges clinical knowledge and real-world cooking, so content feels both authoritative and approachable.

### **Why brands and publishers work with me**

I bring clinical depth alongside commercial awareness. That means your content is accurate, brand-appropriate, and written with your audience in mind. I understand deadlines, briefs, and the realities of publishing and PR, and I deliver work that fits first time.

### **Experience and credentials**

I am the author of 24 published books and have spent over 15 years as a health and wellbeing journalist, including senior editorial roles. I have worked extensively with PR agencies on product placement, expert commentary, and national press features, and recently completed a recipe commission for Penguin.

**If you are looking for a trusted expert who can write, develop recipes, and support campaigns with confidence, I would love to work with you.**



[sarahflower.co.uk](https://sarahflower.co.uk)

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# Services

## Recipe Development

On brand, reliable recipes that are tested, practical, and written to suit your audience, platform, product, or dietary requirements.

I develop recipes for:

- Food & health brands
- Kitchenware companies
- Publishers & eBook projects
- PR & marketing campaigns

## Expert Commentary & Health Writing

Clear, evidence-based writing that translates nutrition science into useful, engaging content.

Ideal for:

- Health & Nutrition articles
- Brand blogs and educational content
- Expert quotes and media commentary
- Press releases and campaign copy
- Health, weight loss, diet, or lifestyle programmes

With a background in journalism and nutrition, I offer accurate, readable, and publication-ready content.

## Product Reviews & Placement

Authentic coverage that builds trust and supports campaigns.

Option includes:

- Product reviews for blog and social media
- Recipe integration using your product
- Expert commentary to support press features.

I work with PR teams to ensure your product positioning feels natural and credible.

## Social Media Reels

Short-form video content (iPhone-shot and edited)

Content includes

- Recipes and cookery demonstrations
- Kitchenware and product demos
- Practical nutrition tips

Created in a relatable, professional tone with a focus on engagement and real-world value.

## Consultancy

Strategic support for brands, startups, and PR teams who need clinical clarity and confident messaging.

Support includes:

- Product and ingredient validation
- Campaign messaging and copy refinement
- Recipe and ebook project planning.

Think of it as a creative + clinical mind in your corner.



'Not only was the press launch/cookery workshop a great success, Sarah also wrote some fantastic features and even pitched them to National Press. We would highly recommend Sarah Flower' - **Entice Communications**





## Clients Testimonials

Sarah is an awesome writer. She can turn any subject into insightful and informative content, which is easy to read and practically useful. Roseway Labs has worked with Sarah to develop content for a weight management programme. Statera, that has shone a light into this challenging topic and made participants think differently about their understanding of, and relationship with, food. I highly recommend Sarah for her expertise and skill in writing about food and nutrition.

**Elizabeth Philp, CEO, Roseway Labs**

Sarah regularly writes blog content for Gut and Health, a supplements website. Sarah takes complex topics and turns them into interesting and useful posts that our readers enjoy. Working with Sarah is a delight. She often guides us on trending topics and knows what will resonate with readers.

**Gut & Health ([Gutandhealth.co.uk](http://Gutandhealth.co.uk))**





# Books and Publishing

I'm the author of 24 published books, covering health, nutrition, and family cookery — from low-carb and grain-free lifestyles to budget friendly meal planning. My work is known for being practical, achievable, and grounded in evidence-based nutrition.

My titles include:

- The Everyday Family Air Fryer Cookbook
- The Keto Slow Cooker
- Slow Cooker for Less
- The Part-Time Vegan Cookbook
- The Healthy Slow Cooker
- Eating to Beat Type 2 Diabetes
- The Sugar Free Family Cookbook
- The Halogen Oven Cookbook
- ...and many more



In addition to my published work, I've contributed to collaborative recipe books, ghostwritten for other health professionals, and recently completed a recipe commission for Penguin.

I also develop bespoke recipe collections, eBooks, and content bundles for brands and campaigns.

## Testimonials From Publishers

"I have worked with Sarah since 2018, publishing many books. Sarah always delivers on time and has been a pleasure to work with."

Tom Asker - Editor, Little Brown



## Recipe development commission for Penguin Books

“I highly recommend Sarah for her recipe development work. Sarah devised and developed 80 recipes for us for a major new health book, working closely with our author to ensure the recipes felt brand-appropriate and cohered with the overall ethos of the book. Sarah is creative, collaborative and super efficient; she worked to a tight schedule and the material she delivered was of an incredibly high standard. Not to mention the recipes are all completely delicious. Thank you Sarah - I wouldn't hesitate to work with you again!”

**Ione Walder, Editor, Penguin**







## Past Clients & Collaborations

I have worked with a wide range of media, brands and agencies, including:

### Publishing and Media

The Daily Mail, The Sun, The Telegraph, The Express, My Weekly, Top Sante, Kindred Spirit, Tonic Magazine, Slim at Home and many more.

### Brands and Businesses

Penguin Books, Roseway Labs, Gut & Health, Herbalife, Cornflake, Stute, Palmer & Howells, Good for Health, Power Health, Yokebe, Medicare, Youngs, Skinny Blend Coffee Club, Nutrigold, Yakult, Nibble Protein Bars, Koko Dairy Free, New Era, Efamol, SolarSafe, Liv - Breast Awareness, Herbalife, Stute No Added Sugar Jam, Real Good Ketchup, Ainsley Harriott Soups, Shoptimix, Stellar Cookware, Judge Cookware, Shoptimix, Creative Nature, Baxter Storey, Aspens, Hartland House Retreat, Bridwell Park, Combe Grove, Tiana, Eve Biology.

### PR Agencies

Entice Communications, leading UK Health PR's

## Expertise & Focus Areas

I'm especially passionate about:

- Midlife & menopause nutrition and lifestyle
- Gut health, SIBO, and microbiome balance
- Functional nutrition & diagnostic testing
- All diets, including low-carb, high-protein & grain-free recipes
- Blood sugar balance, insulin resistance & weight management
- Anti-inflammatory diet and lifestyle
- Clear, evidence based health content.

## Let's Work Together

If you're looking for expert led content, trusted recipe development, or clear health writing, I'd love to help.

mail@sarahflower.co.uk  
sarahflower.co.uk  
Instagram: @MsSarahFlower

