



Q3 2021

Public Relations Overview

Results

Total Media Impressions: 3.61 Billion

PR Inclusions: 115

[See Coverage](#)

Sentiments

“...this actually stylish compost bin is attractive enough to leave out on the countertop...” – The Strategist

“The rainbow-colored set is made from eco-friendly recycled bamboo and varies in size, making it a great set for any task. Plus, the nesting style means this gift works for kitchens big and very, very small.” –Spy

“Best Eco-Friendly Measuring Spoons” –Saveur

“...I’m so glad I upgraded! Of course, it looks nicer next to my sink than an old bowl, but there’s one major feature I didn’t even consider: The Bamboozle container has a disposable charcoal filter on the lid, which blocks smells.” – The Kitchn

Q3 Coverage Highlights

allrecipes!

✓ Reviewed

clever



USA TODAY

The Washington Post

the kitchn

msn

Prevention

the Strategist

July 1, 2021
UVM: 11,200,000
[See Coverage](#)

Too Hot to Stay in the Kitchen? You'll Want These Items to Get By

Easy-Pour Mixing Bowl With Measurements

26/33



[Check Price on Amazon](#)

Prep a little faster with the Bamboozle SustainaBOWL, which has a base that tilts smoothly for easier and neater pouring. Each bowl in this set of three has measurement markings so you can quickly gauge what you're adding to the mix, and an ergonomic handle makes the bowls comfortable to hold. They're sturdy as well as dishwasher- and microwave-safe, but if you do decide to throw them out, they'll biodegrade in a matter of years. Available on [Amazon](#).

July 1, 2021
UVM: 205,500,000
[See Coverage](#)

Too Hot to Stay in the Kitchen? You'll Want These Items to Get By



Easy-Pour Mixing Bowl With Measurements

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INSIDER

July 1, 2021
UVM: 97,600,000
[See Coverage](#)

We tested five compost bins to find the best ones you can buy in 2021

The best discreet compost bin



Owen Burke/Business Insider

With its matte finish and natural bamboo handle, guests will be none the wiser that [Bamboozle's Compost Bin](#) contains your food scraps.

Pros: Inconspicuous, stylish, lid comes with replaceable charcoal filter

Cons: Fruit flies can still get through, smells within two days if you don't empty it

July 5, 2021
UVM: 23,300,000
[See Coverage](#)

The Sleek, \$40 Kitchen Upgrade I Wish I Had Bought Years Ago



Bamboozle Food Composter

\$39.99

AMAZON

[BUY NOW](#)

[SAVE TO WISH LIST](#)

I've been making an effort to spruce up my space in small ways — for example, a [new dish rack!](#) — so an [attractive compost container from Bamboozle](#) seemed like a manageable win. My editors featured the Bamboozle in [Kitchn Essentials](#) and I'd been seeing it all over the internet, with overwhelmingly positive reviews. [Hundreds of satisfied users](#) couldn't be wrong, so I got one in the "Natural" color, a creamy off-white.

July 15, 2021
UVM: 1,100,000
[See Coverage](#)

Best cooking gifts

Mixing bowls



Mixing bowls may not seem like the most exciting cooking gift, but this [colorful set](#) from Bamboozle will add a nice pastel design element to any kitchen. Made from sustainable and biodegradable bamboo, the mixing bowls in this collection come in various sizes and are durable enough to be dishwasher safe.

[SHOP NOW](#)

July 15, 2021
UVM: 783,100
[See Coverage](#)

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[SHOP NOW](#)

July 16, 2021

UVM: 85,500,000

[See Coverage](#)

The 12 Best Mixing Bowls for All Your Cooking and Baking

Best Environmentally Friendly Mixing Bowls: Bamboozle Nesting Bowls 7-Piece Set

Quality and craftsmanship meet eco-friendly sourcing in this set of seven graduated color bowls made from sustainable bamboo fiber. This set of bowls is durable, moisture-resistant, dishwasher-safe, BPA-free, and biodegradable when you decide to discard it.





Credit: Amazon

"I got these less than a week ago and have already used 6 of the 7. They're so versatile," says one shopper. "They look amazing in person! And they are tougher than you would think; bamboo is a serious material. This isn't like a melamine or plastic bowl which I used to buy and replace OFTEN. I will have these for a long time! So worth the spend. I'm sick of wasting money on other materials that break. Oh and the colors are beautiful. They all mix and match. But also stand alone they're pretty. Cleaning them is easy peasy... I just can't recommend these enough."

Buy it: \$70; [Amazon](#)

July 19, 2021
UVM: 26,100,000
[See Coverage](#)

The 50 Best Gifts for Cool Moms Everywhere




8 of 51


Bamboo Countertop Composter

Bamboozle
amazon.com
\$39.99

BUY

Better for the houseplants and garden, better for the earth: a kitchen composter that doesn't look (or smell) like a composter.





July 19, 2021
UVM: 527,800,000
[See Coverage](#)

50 Gifts That'll Make You Mom's Favorite Kid



domino

July 19, 2021
UVM: 835,700
[See Coverage](#)

These Eco-Friendly Features Top 7 in 10 People's Dream Home Wish Lists

Compost, But Make It Chic

Tossing your fruit and veggie scraps into a compost bin instead of the trash is a low-lift way to ease into eco-friendly habits, and it's the good deed that keeps on giving: Compost waste is also an excellent fertilizer for plants. There are plenty of stylish, odor-free options to choose from, but [we recommend this Bamboozle countertop container](#), which is made from biodegradable bamboo and has a handle for effortless transportation to the farmers' market.

Zero Waste Lifestyle System

July 19, 2021

UVM: 980

[See Coverage](#)

Composting 101: Beginner's Guide

Composting can be typically done outdoors in your backyard. But, if you don't have room for an outdoor compost pile, you can compost materials indoors using a special type of bin. Made of **biodegradable**, dishwasher safe, and durable bamboo fiber, you can combine sustainability and style with Bamboozle's **Composter**.





July 22, 2021
UVM: 30,800,000
[See Coverage](#)

KitchenSmarts: A summer refresh for the al fresco tabletop



As for serveware, also plenty to choose from. I love my set of lightweight [Bamboozle](#) nesting bowls in pastel, candy-like colors; the various sizes are perfect for salads, chips, piles of cherries, dips, what have you. They are durable, made from biodegradable bamboo fiber, and dishwasher-safe.

July 22, 2021
UVM: 527,800,000
[See Coverage](#)

KitchenSmarts: A summer refresh for the al fresco tabletop



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July 22, 2021

UVM: 71,800,000

[See Coverage](#)

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July 22, 2021
UVM: 10,400,000
[See Coverage](#)

The Best Countertop Compost Bins

We did the smell test so you don't have to.

by [Georgia Kral](#) Published Jul. 22, 2021

Competition

[Bamboozle](#): The Bamboozle is probably the most aesthetically pleasing of the bunch, and it's made out of biodegradable bamboo fibers, but it's on the smaller side and had a slight smell from the beginning of testing—despite having space for one charcoal filter. It's also one of the only bins where I found fruit flies. This bin is easy to open and is dishwasher-safe.

BEST

July 27, 2021
UVM: 5,300,000
[See Coverage](#)

15 VAN LIFE ESSENTIALS THAT WILL CHANGE YOUR LIFE ON THE ROAD



9

WASTE WARRIORS

Bamboozle Food Compost Bin


Bamboozle
amazon.com
\$49.99

SHOP NOW

Who knew a food compost bin could be so stylish? You'll take pleasure in knowing you're sending less to the landfill every time you use this attractive composter. It's made of biodegradable bamboo fiber, so the vessel itself is also eco-friendly.

July 27, 2021
UVM: 206,300,000
[See Coverage](#)

Interested in the Van Life? These Essentials Will Change Your Life on the Road



10/16 SLIDES © amazon.com Full screen

9) Bamboozle Food Compost Bin
\$49.99

[Shop Now](#)

Who knew a food compost bin could be so stylish? You'll take pleasure in knowing you're sending less to the landfill every time you use this attractive composter. It's made of biodegradable bamboo fiber, so the vessel itself is also eco-friendly.

July 28, 2021
UVM: 194,300
[See Coverage](#)

Composting For Beginners: Everything You Need To Know To Get Started

Collecting food and food-soiled paper in your kitchen doesn't have to be a big hassle. There are many types of countertop containers, which you can line with a [certified compostable bag](#), or simply rinse to keep clean.



As you clean up, you can scrape leftovers directly into the bin. Once the container is full, dump it into your outdoor collection bin or composting system. During the warmer months, you can [keep your food scraps in the fridge or freezer](#), where they won't smell or attract fruit flies. *Editor's Pick:*

Bamboozle Terracotta Composter

commercial appeal

July 29, 2021
UVM: 518,400
[See Coverage](#)

Outdoor entertaining: Here are some of our favorite items to try this summer

Beyond paper plates

Rather than serve your guests with paper plates, use **Bamboozle's eco-friendly bamboo plates and bowls** for an elevated experience. These items (available in a variety of colors) are made from biodegradable bamboo fiber and are dishwasher safe.

Details: bamboozlehome.com

5280

August 2, 2021

UVM: 417,500

[See Coverage](#)

9 Kitchen Tools You'll Want To Show Off



2. Bamboozle Bamboo Compost Bin in Graphite, also available in Natural and Terracotta, \$40, *Food52*

THE
GOURMET
INSIDER™

August 3, 2021

UVM: 1,900

[See Coverage](#)

Make Your Dining Room Table More Sustainable With These Serveware Lines

Most functional serveware

When it comes to functionality, **Bamboozle** has it down. All of their products are plant-based, biodegradable, and dishwasher safe. Not sure how you feel about plant-based products? They're surprisingly strong, moisture resistant, and heat tolerant to sustain everyday use, so don't expect to have to replace them any time soon.

We recommend this **set of salad bowls**. It comes with three nesting bamboo fiber bowls and a pair of grabbers for easy plating. And when dinner is over, fill them with popcorn, chips, or other fun snacks for family movie night!

August 9, 2021

UVM: 656,900

[See Coverage](#)

Bamboozle countertop compost bin review



✓ Reviewed

August 9, 2021

UVM: 2,200,000

[See Coverage](#)

15 THINGS THAT CAN HELP YOU BE ZERO-WASTE IN COLLEGE

10. A countertop compost bin



Transform your food scraps into soil.

Composting is a great way to redirect waste from landfills. It's also really interesting and fun, so much so that you could probably write a paper or base a project on your at-home compost bin. I've truly tested many types of bins, and the [best indoor bin](#) is wonderful for small kitchens because it doesn't take up much space, keeps any smells inside, and cleans up well. If you want something a bit cuter, the [Bamboozle](#) bin is also great, though I recommend a darker color because the inside can get stained.

- [Get the Epic Stainless Steel Compost Bin from Amazon for \\$22.45](#)
- [Get the Bamboozle Compost Bin from QVC for \\$40](#)

August 9, 2021
UVM: 530,500,000
[See Coverage](#)

15 things that can help you be zero-waste in college

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August 9, 2021
UVM: 74,200,000
[See Coverage](#)

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August 9, 2021
UVM: 201,200,000
[See Coverage](#)

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© Bamboozle Transform your food scraps into soil.

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August 9, 2021

UVM: 944,900

[See Coverage](#)

5 Best Kitchen Compost Bins to Reduce Your Food Waste

2

Most Sustainable: Bamboozle Food Compost Bin

If you're looking for a kitchen compost bin that's made from more sustainable materials, you may be interested in the Bamboozle Food Compost Bin. This minimalist, dishwasher-safe bin is made with durable yet eco-friendly bamboo fiber that's harvested without damaging the natural landscape. This composter can hold over 1 gallon of food waste and has a charcoal filter in the lid that traps odors.

Customer Rating: 4.5 out of 5 stars with over 1,000 Amazon ratings

Why Buy: Bamboozle's modern-looking compost bin is an item you can be proud to display on your countertop. It's made with biodegradable bamboo fibers that are coated in a nontoxic cornstarch-and-melamine resin that breaks down in about 22 years.



Buy Now

\$50

August 10, 2021

UVM: 7,400

[See Coverage](#)

15 things that can help you be zero-waste in college

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[Get the Bamboozle Compost Bin from QVC for \\$40](#)

August 10, 2021

UVM: 1,200,000

[See Coverage](#)

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- [Get the Bamboozle Compost Bin from QVC for \\$40](#)



August 10, 2021
UVM: 19,500,000
[See Coverage](#)

15 Things Every Grown-Up Kitchen Should Have

Bamboozle Home Composter

Reduce waste and enrich the quality of your backyard's soil? Count us in! This [compact and discrete composter](#) has biodegradable bamboo fibers and a durable construction to keep out smells or flies.



\$50 Verishop

\$50 Amazon

the Strategist

August 13, 2021

UVM: 14,000,000

[See Coverage](#)

Actually good sales, expert picks, and editor favorites.



Bamboozle Compost Bin

\$35

~~\$50~~ now 30% off

Also at Anthropologie, this actually stylish compost bin is attractive enough to leave out on the countertop (and is on sale in white, too).

\$35 AT ANTHROPOLOGIE

August 19, 2021

UVM: 1,600,000

[See Coverage](#)

Everything You Need To Start Composting At Home

A Minimalist Compact Bin



This simple but attractive countertop compost bin is made of biodegradable bamboo fibers and has a carbon filter for odors. Unlike some of the others, it has a bamboo handle so you can bring the entire thing to an outdoor composter or a collection site. Plus it's also dishwasher safe for easy cleaning.

[Get Bamboozle Compost Bin \(\\$35\)→](#)

August 23, 2021

UVM: 697,300

[See Coverage](#)

Compact Composting Canisters



August 23, 2021

UVM: 994,700

[See Coverage](#)

A summer refresh for the al fresco tabletop



August 23, 2021

UVM: 11,700

[See Coverage](#)

Compact Composting Canisters : composting canister




August 25, 2021

UVM: 8,100,000

[See Coverage](#)

Introducing Prevention's 2021 Healthy Home Award Winners



VALERIA FERNANDES

BEST KITCHEN COMPOSTER

Bamboozle Countertop Composter

[amazon.com](https://www.amazon.com)

\$40.99


[SHOP NOW](#)

You know composting is good for the earth, but keeping food scraps in your kitchen can be pretty stinky. That's why our testers loved the Bamboozle countertop composter. It's made from biodegradable bamboo fiber with a charcoal-filter lid to eliminate odors and keep pesky fruit flies away.

August 25, 2021
UVM: 201,200,000

[See Coverage](#)

50 Best Products to Make Your Home Healthy, Stress-Free, and Super Comfy



40/55 SLIDES © Valeria Fernandes Full screen

Bamboozle Countertop Composter
\$40.99

[Shop Now](#)

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August 29, 2021

UVM: 9,600,000

[See Coverage](#)

11 Cleaning Tools You'd Be Delighted to Show Off



PHOTO BY ROCKY LUTEN

3. Bamboozle Bamboo Compost Bin

I'm an impassioned (apartment-scale) composter and have enjoyed using this bamboo compost bin for a few years now. I especially love it for its breathable lid and odor-blocking filter (smelly compost in a 60-sq-ft kitchen would be rather trying). Plus, it looks cute on the countertop—and even cuter when walking it to my community garden on Sundays, aka compost drop-off day.

Shop on Food52, \$90

Clever

August 31, 2021

UVM: 4,000,000

[See Coverage](#)

The Cleverest Awards 2021: 50 Products to Change Your Life for the Better



Indoor Bamboozle Composter

"It feels like a luxury item and it works very well. Super functional and a nice touch in the kitchen, designed beautifully even if you decide to leave out on the countertop. We love the fact that it is compostable itself!"—Ashley and Christian Lennon, cofounders of [Museum of Peace & Quiet](#)

Prevention.

September 1, 2021

UVM: 1,539,872

[See Coverage](#)

WELLNESS



KITCHEN

1 | BEST KITCHEN COMPOSTER

You know composting is good for the earth, but keeping food scraps in your kitchen can be pretty stinky. That's why our testers loved the **Bamboozle** countertop composter. It's made from biodegradable bamboo fiber with a charcoal-filter lid to eliminate odors and keep pesky fruit flies away. (\$40, bamboozlehome.com)



about this that it offers a 4 | BEST

September 3, 2021

UVM: 10,800,000

[See Coverage](#)

The Bamboozle Compost Bin is Attractive But is it Practical?



SAVEUR

September 5, 2021

UVM: 1,400,000

[See Coverage](#)

Recipe Testers Reveal the Best Measuring Spoons That Deliver True Precision

Best **Eco-Friendly**: [Bamboozle Bamboo Measuring Spoons](#)



September 17, 2021

UVM: 7,700,000

[See Coverage](#)

30 Great Gifts for Coffee Lovers



17

Bamboozle Kitchen Compost Bin

Bamboozle

\$41 AT AMAZON

If you drink a lot of coffee, chances are you make a lot of coffee grounds. Rather than throwing them away, combine them with old fruit and vegetable scraps in this compost bin and make some nutritious food for your plants.

September 17, 2021

UVM: 189,700,000

[See Coverage](#)

30 Great Gifts for to Get the Coffee Lover in Your Life



18/31 SLIDES © amazon.com

Full screen 

17) Bamboozle Kitchen Compost Bin

\$40.99



September 24, 2021

UVM: 15,600

[See Coverage](#)

Chocolate Turtle Cookies



Bamboozle Nesting Bowls

TRIPLE PUNDIT

September 24, 2021

UVM: 61,800

[See Coverage](#)

This Brand Has a Plant-Based Answer to Plastic Tableware, And It's Looking to Scale Up



Bamboozle's composter is a hit on the Internet.



September 26, 2021

UVM: 2,000,000

[See Coverage](#)

The Best Kitchen Gifts For Everyone From Top Chefs to Microwave Masters

2. BAMBOO 7-PIECE NESTING BOWL SET BY BAMBOOZLE

SPACE-SAVING DESIGN

Like tea towels, it's also nearly impossible to have enough bowls on hand, something aspiring chefs and bakers quickly learn when trying new recipes. We like the bamboo nesting bowl set by Bamboozle, which includes seven bowls of varying sizes. The rainbow-colored set is made from eco-friendly recycled bamboo and varies in size, making it a great set for any task. Plus, the nesting style means this gift works for kitchens big and very, very small.



Image courtesy of Food52

September 26, 2021

UVM: 438,100,000

[See Coverage](#)

The Best Kitchen Gifts For Everyone From Top Chefs to Microwave Masters

2. Bamboo 7-Piece Nesting Bowl Set by Bamboozle

SPACE-SAVING DESIGN

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Bamboo 7-Piece Nesting Bowl Set by Bamboozle

PR Overview – Pending Interest

Summary of media samples requested throughout the quarter:

Pending Coverage	Expected Run Date	Product	Print/Web	Circ/UVM
Men's Journal	TBD	Composter (Terracotta)	Web	6,400,000
Jasmine Hemsley (influencer)	TBD	Nesting Bowls	Web	120,000
The Gee Life (influencer)	TBD	Tiny Footprint	Web	67,600
The Spruce Eats	TBD	Nesting Bowls, SustainaBOWL, Salad Bowls	Web	38,000,000
The Beet	TBD	Nesting Bowls, Salad Bowls, Composter	Web	433,800
Well + Good	TBD	Snack Board	Web	5,200,000
TODAY	TBD	Nesting Bowls, Salad Bowls, Snack Board, Petal Server	Web	21,800,000
Christie Tanner (Influencer)	TBD	Composter; Nesting Bowls	Web	45,100
CNN Underscored	TBD	Nesting Bowls; 3-Piece Plate Set	Web	181,200,000
Condé Nast	TBD	Composter	Web	TBD
Daniella Monet	TBD	Tiny Footprint	Web	4,300,000
Esquire	TBD	Composter	Web	26,300,000
GreenBiz	TBD	Composter	Web	322,900
Reader's Digest	TBD	Composter (Terracotta)	Web	12,400,000
BuzzFeed	TBD	Pisces Server	Web	47,900,000
Bon Appetit	TBD	7-Piece Nesting Bowls	Web	8,500,000
Motherly	TBD	TF Collection	Web	1,100,000
Bustle	TBD	Composter	Web	33,500,000
Woman's Day/ Country Living	TBD	Nesting Bowls	Web	TBD
Scary Mommy	TBD	Composter, Nesting Bowls, TF Collection	Web	6,200,000
Chatelaine	TBD	Composter	Web	754,600
Daily Mom	TBD	4-Piece Plate Salad Bowl Set	Web	36,800
BuzzFeed	TBD	Composter	Web	47,900,000
The Spruce	TBD	Astrik Dry Storage Canister Set	Web	28,000,000
Prevention	TBD	Composter	Web	10,200,000
MyRecipes	TBD	Astrik Dry Storage Canister Set	Web	8,000,000
			Total:	488,680,800