

# 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



# **bob vila**<sup>®</sup>

July 1, 2021 UVM: 11,200,000 <u>See Coverage</u>

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



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 <u>Armazon</u>*.



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

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 <u>Amazon</u>*.

# INSIDER

July 1, 2021 UVM: 97,600,000 <u>See Coverage</u>

### 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 <u>Bamboozle's Compost Bin</u> contains your food scraps.

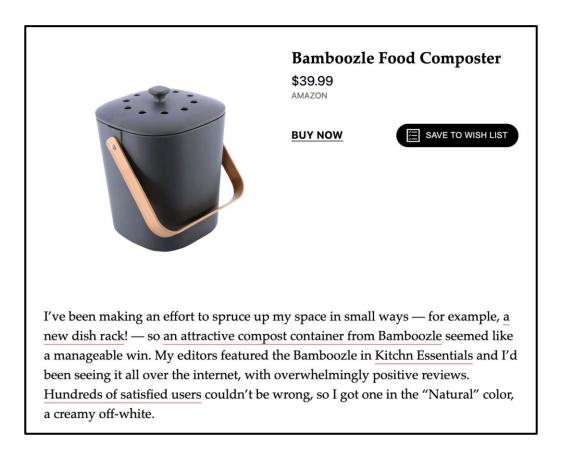
**Pros:** Inconspicuous, stylish, lid comes with replaceable charcoal filter

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



July 5, 2021 UVM: 23,300,000 <u>See Coverage</u>

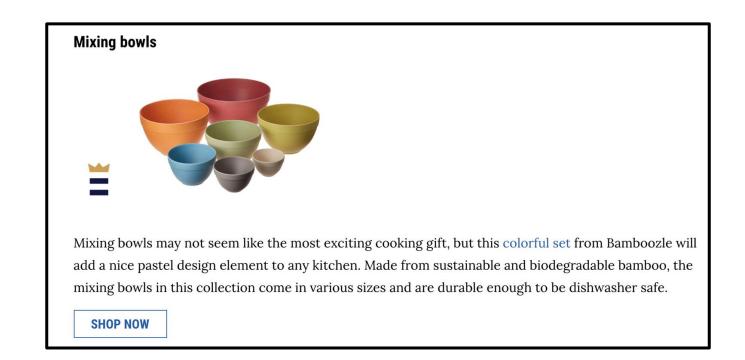
The Sleek, \$40 Kitchen Upgrade I Wish I Had Bought Years Ago





July 15, 2021 UVM: 1,100,000 <u>See Coverage</u>

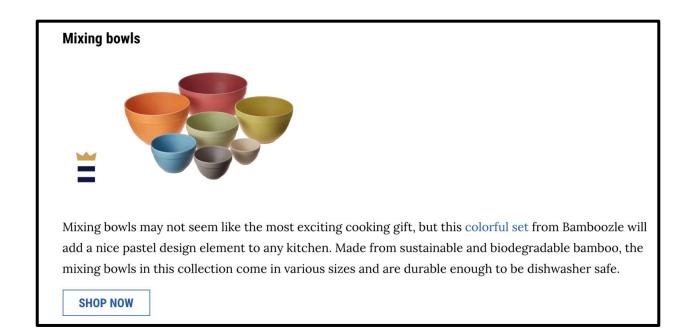
# **Best cooking gifts**





July 15, 2021 UVM: 783,100 <u>See Coverage</u>

# **Best cooking gifts**



# allrecipes

July 16, 2021 UVM: 85,500,000 <u>See Coverage</u>

### 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 ecofriendly 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.



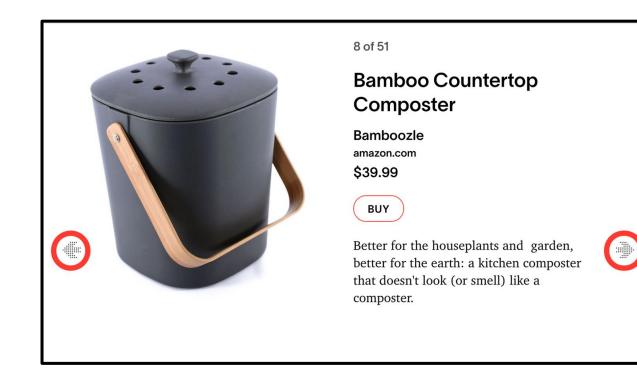
"I got these less than a week ago and have already used 6 of the 7. They're so versatile," says one shopper. "They look amazing in person! And they are tougher than you would think; bamboo is a serious material. This isn't like a melamine or plastic bowl which I used to buy and replace OFTEN. I will 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

## Esquire

July 19, 2021 UVM: 26,100,000 <u>See Coverage</u>

# The 50 Best Gifts for Cool Moms Everywhere



# yahoo/life

July 19, 2021 UVM: 527,800,000 <u>See Coverage</u>

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



# domino

July 19, 2021 UVM: 835,700 See Coverage

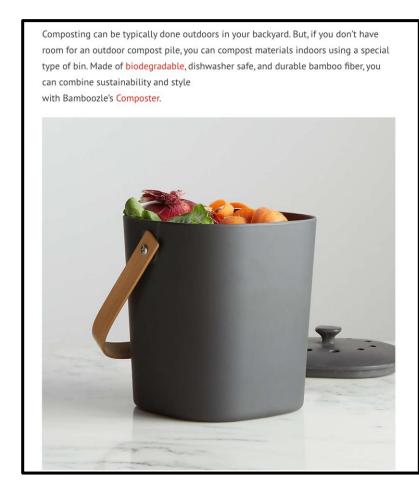
# These Eco-Friendly Features Top 7 in 10 People's Dream Home Wish Lists

# 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.

### July 19, 2021 UVM: 980 <u>See Coverage</u>

### **Composting 101: Beginner's Guide**





July 22, 2021 UVM: 30,800,000 <u>See Coverage</u>

# **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 dishwashersafe.

# yahoo/life

July 22, 2021 UVM: 527,800,000 <u>See Coverage</u>

# KitchenSmarts: A summer refresh for the al fresco tabletop



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## The Washington Post

July 22, 2021 UVM: 71,800,000 <u>See Coverage</u>

# KitchenSmarts: A summer refresh for the al fresco tabletop

As for serveware, also plenty to choose from. I love my set of lightweight <u>Bamboozle</u> 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: 10,400,000 <u>See Coverage</u>

# 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.



July 27, 2021 UVM: 5,300,000 <u>See Coverage</u>

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



# 9

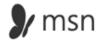
#### WASTE WARRIORS

#### Bamboozle Food Compost Bin

Bamboozle amazon.com \$49.99

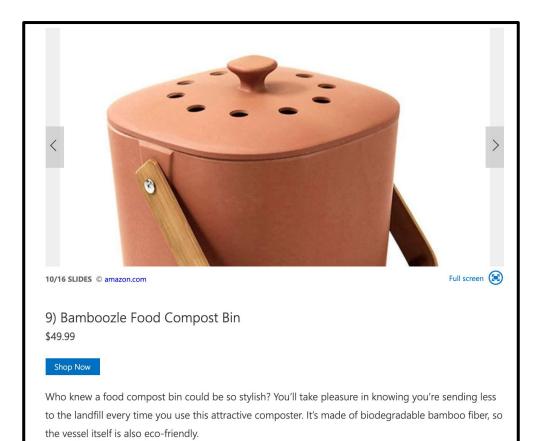
#### SHOP NOW

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 <u>See Coverage</u>

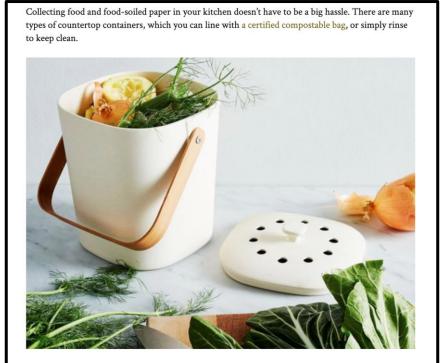
Interested in the Van Life? These Essentials Will Change Your Life on the Road



### THE CHALKBOARD

### July 28, 2021 UVM: 194,300 See Coverage

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



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



August 2, 2021 UVM: 417,500 <u>See Coverage</u>

# 9 Kitchen Tools You'll Want To Show Off



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



### 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 <u>See Coverage</u>

## Bamboozle countertop compost bin review





August 9, 2021 UVM: 2,200,000 <u>See Coverage</u>

# 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 athome 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

# yahoo!sports

August 9, 2021 UVM: 530,500,000 <u>See Coverage</u>

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August 9, 2021 UVM: 74,200,000 <u>See Coverage</u>

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August 9, 2021 UVM: 201,200,000 <u>See Coverage</u>

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© Bamboozle Transform your food scraps into soil.

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# **Seco**Watch

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.





August 10, 2021 UVM: 7,400 <u>See Coverage</u>

## 15 things that can help you be zerowaste in college

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# app.

August 10, 2021 UVM: 1,200,000 <u>See Coverage</u>

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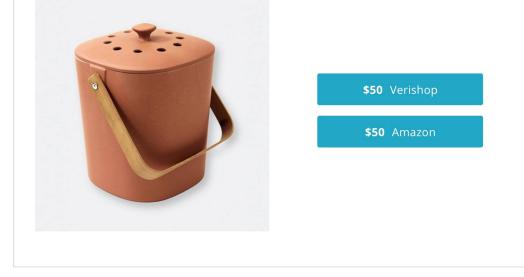


August 10, 2021 UVM: 19,500,000 <u>See Coverage</u>

## 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.



# Strategist

August 13, 2021 UVM: 14,000,000 <u>See Coverage</u>

# Actually good sales, expert picks, and editor favorites.



Bamboozle Compost Bin \$35 \$50 now 30% off

Also at Anthropologie, this <u>actually</u> <u>stylish compost bin</u> 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 <u>See Coverage</u>

# 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 <u>See Coverage</u>

# **Compact Composting Canisters**





August 23, 2021 UVM: 994,700 <u>See Coverage</u>

# A summer refresh for the al fresco tabletop





August 23, 2021 UVM: 11,700 <u>See Coverage</u>

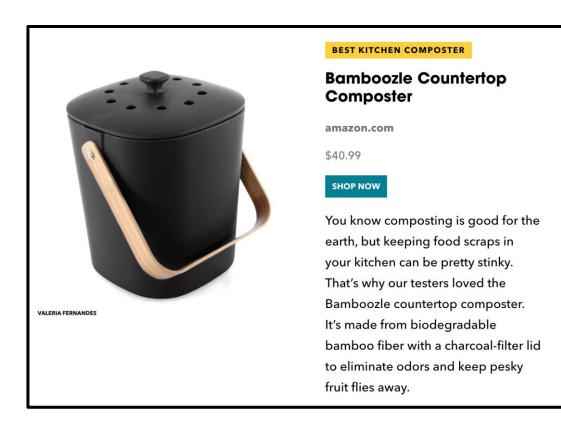
# **Compact Composting Canisters : composting canister**



# **Prevention**

August 25, 2021 UVM: 8,100,000 <u>See Coverage</u>

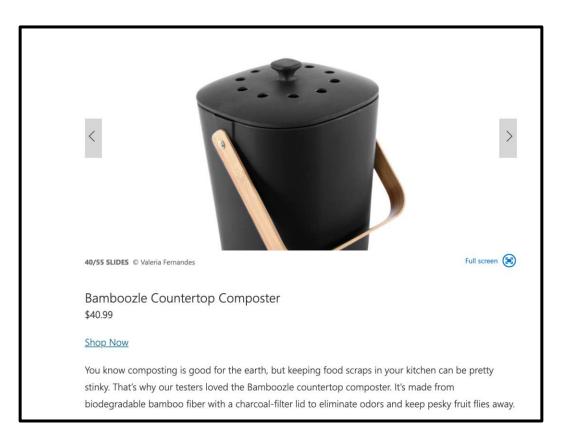
### Introducing Prevention's 2021 Healthy Home Award Winners





August 25, 2021 UVM: 201,200,000 <u>See Coverage</u>

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



# FOOD52

August 29, 2021 UVM: 9,600,000 <u>See Coverage</u>

### 11 Cleaning Tools You'd Be Delighted to Show Off



PHOTO BY ROCKY LUTEN

#### 3. <u>Bamboozle Bamboo</u> 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



August 31, 2021 UVM: 4,000,000 <u>See Coverage</u>

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 Christion Lennon, cofounders of <u>Museum of Peace & Quiet</u>

# **Prevention**

September 1, 2021 UVM: 1,539,872 <u>See Coverage</u>



shout this that it offers a 4 DECT



September 3, 2021 UVM: 10,800,000 <u>See Coverage</u>

The Bamboozle Compost Bin is Attractive But is it Practical?



# SAVEUR

September 5, 2021 UVM: 1,400,000 <u>See Coverage</u>

Recipe Testers Reveal the Best Measuring Spoons That Deliver True Precision



RUNNER'S WORLD

September 17, 2021 UVM: 7,700,000 <u>See Coverage</u>

# **30 Great Gifts for Coffee Lovers**





September 17, 2021 UVM: 189,700,000 <u>See Coverage</u>

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



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

# yahoo!life

September 26, 2021 UVM: 438,100,000 <u>See Coverage</u>

# 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
T chang coverage	Expected Run Date	Composter		oncovin
Men's Journal	TBD	(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
	твр			· · · ·
Well + Good	IBD	Snack Board Nesting Bowls,	Web	5,200,000
TODAY	ТВД	Salad Bowls, Snack Board, Petal Server	Web	21,800,000
Christie Tanner		Composter:	<u>web</u>	21,800,000
(Influencer)	TBD	Nesting Bowls	Web	45,100
CNN Underscored	твр	Nesting Bowls; 3-Piece Blate Set	Web	181,200,000
Condé Nast	твр	Composter	Web	TBD
Daniella Monet	твр	Tiny Footprint	Web	4,300,000
Esquire	твр	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	твр	Composter	Web	754,600
Chatelaine		4-Piece Blate Salad		754,000
Daily Mom	TBD	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