



Dolapo Grey

Food Content Creator & Culinary Expert

Specializing in Easy-to-Follow Cooking & Baking Recipes

1.2M

FACEBOOK FOLLOWERS

205K

TIKTOK FOLLOWERS

102K

YOUTUBE SUBSCRIBERS

1.6M

TIKTOK LIKES

5+

PLATFORMS

Professional Bio & Brand Overview

Dolapo Grey is a distinguished food content creator, entrepreneur, wife, and mother of two who has established herself as a trusted voice in the culinary world. As the creative director, recipe creator, cook, and photographer behind "Recipes by Dolapo Grey," she brings a unique blend of authenticity, expertise, and accessibility to her content.

Dolapo's brand centers around making cooking and baking approachable for everyone through her signature "easy-to-follow" recipe format. Her content seamlessly blends traditional Nigerian and African cuisine with global comfort foods, creating a diverse culinary experience that resonates with home cooks worldwide.

With her hands-on approach to content creation - handling everything from recipe development to photography - Dolapo ensures consistent, high-quality content that reflects her personal touch and authentic cooking style. Her relatable persona as a working mother and entrepreneur adds depth to her brand, making her content both aspirational and achievable.

Dolapo's expertise extends beyond just sharing recipes; she educates her audience on cooking techniques, ingredient selection, and cultural food traditions, positioning herself as both an educator and inspiration in the culinary space.

Brand Pillars

- Easy-to-Follow Recipes
- Authentic Cultural Cuisine
- Family-Friendly Cooking
- Global Culinary Fusion
- High-Quality Visual Content
- Educational Approach

Content Style & Unique Value Proposition

Content Themes

- Traditional Nigerian & African Dishes
- Global Comfort Foods
- Quick & Budget-Friendly Meals
- Baking & Desserts
- Lifestyle & Travel Vlogs
- "Cook with Me" Interactive Sessions

Unique Value Proposition

Dolapo Grey stands out in the crowded food content space through her authentic approach as a working mother who truly understands the challenges of everyday cooking. Her content is:

- Accessible:** Recipes designed for real home kitchens with common ingredients
- Cultural:** Authentic representation of Nigerian/African cuisine
- Visual:** Professional photography and videography
- Personal:** Relatable storytelling and family-oriented approach
- Educational:** Clear instructions with cooking tips and techniques

Zobo - Hibiscus Drink

Traditional Nigerian Beverages
Authentic recipes with modern presentation, featuring traditional drinks and their cultural significance.

Jollof Rice Series

Signature Nigerian Dishes
Step-by-step guides for complex traditional dishes, making them accessible to all skill levels.

Homemade Bread

Baking & Comfort Foods
From basic bread to complex pastries, focusing on homemade alternatives to store-bought items.

Platform Presence & Statistics



TikTok
@dolapogrey

205K

FOLLOWERS

1.6M

TOTAL LIKES

High-engagement cooking videos with viral potential. Recent videos averaging 500K+ views with exceptional engagement rates.



YouTube
Dolapo Grey

102K

SUBSCRIBERS

2.5K

AVG VIEWS

Long-form cooking tutorials, lifestyle vlogs, and "Cook with Me" series. Growing steadily with engaged subscriber base.



Website
dolapogrey.com

100+

RECIPES

12

CATEGORIES

Comprehensive recipe database with professional photography, detailed instructions, and video integration.



Facebook
Dolapo Grey

1.2M

FOLLOWERS

14M+

MONTHLY REACH

Regular video content sharing and community engagement. Focus on traditional Nigerian dishes and cooking tips.



Instagram
@dolapogrey

37.4K

FOLLOWERS

Visual

CONTENT

High-quality food photography, behind-the-scenes content, and recipe highlights with strong visual appeal.

Audience Demographics & Engagement

Target Audience

- Home Cooks:** Individuals seeking easy, practical recipes
- Food Enthusiasts:** People interested in diverse culinary experiences
- Working Parents:** Busy families looking for quick meal solutions
- Cultural Food Lovers:** Interest in Nigerian/African cuisine
- Cooking Learners:** Beginners to intermediate home cooks

Engagement Highlights

TikTok Performance

- Jollof Rice videos: 900K+ likes, 100K+ comments
- Puff Puff tutorial: 950K+ likes, 34K+ comments
- Fried Rice recipe: 1.2M+ likes, 200K+ comments

Cross-Platform Engagement

- Newsletter subscriptions growing
- Active comment sections on website
- Strong video engagement on YouTube

Notable Collaborations & Media Features

BellaNaija Features

Regular features on Nigeria's leading lifestyle platform, including recipe highlights and cooking tutorials. Recent features include Chilli Oil Recipe (2023) and Stir Fry Noodles Recipe (2023).

Media Coverage • Lifestyle Platform • Recipe Features

The Babatunde Show

Guest appearance teaching authentic Nigerian Jollof Rice preparation, demonstrating expertise in traditional cuisine and cross-platform collaboration capabilities.

YouTube Collaboration • Cultural Cooking • Educational Content

Culture Intelligence Recognition

Listed as a "Lifestyle Influencer" on Culture Intelligence from RED, recognizing her status and influence in the lifestyle and culinary space.

Industry Recognition • Influencer Status • Lifestyle Category

Media Recognition

Dolapo Grey has established herself as a credible voice in the culinary space, with consistent media coverage and recognition from leading lifestyle publications. Her expertise in traditional Nigerian cuisine combined with modern presentation makes her a sought-after collaborator for media features and cross-platform content.

Brand Partnership Opportunities



Kitchen Appliances & Tools

Product demonstrations, unboxing videos, and recipe creation using brand equipment. High engagement through cooking tutorials and reviews.



Food & Ingredient Brands

Recipe development featuring brand products, ingredient spotlights, and cooking tips. Authentic integration with existing content style.



Kitchen & Home Brands

Kitchen organization content, homeware showcases, and lifestyle integration. Perfect for brands targeting home cooking enthusiasts.



Cookbook & Publishing

Recipe book development, cooking guides, and educational content creation. Leverage her recipe database and teaching expertise.



Travel & Tourism

Culinary travel content, local food exploration, and cultural cooking experiences. Combines travel with food discovery.



Cooking Classes & Workshops

Live cooking demonstrations, online courses, and educational partnerships. Leverage her teaching style and expertise.

Partnership Benefits

Authentic Integration

Natural product placement within genuine cooking content

Professional Quality

High-quality photography, videography, and content production

Multi-Platform Reach

Content distribution across website, TikTok, YouTube, and social media

High Engagement

Proven track record of viral content and audience interaction

Let's Collaborate

Ready to create delicious content together? Get in touch for partnership opportunities.

dolapogrey.com

[@dolapogrey](https://www.tiktok.com/@dolapogrey)

[Dolapo Grey](https://www.youtube.com/DolapoGrey)

[@dolapogrey](https://www.instagram.com/dolapogrey)

For Business Inquiries

- Contact via website contact form
- Social media direct messages

Response time: Within 24-48 hours