

Cooking for everyone: an audiovisual recipe book on a YouTube channel run by a brother and sister

LOCATION: Chiclana de la Frontera (Cádiz)

DURATION: 1'35"

SUMMARY: Mery, a Nursing student from Cádiz, runs one of the most influential YouTube cooking channels in Spain, through her channel 'Cooking for everyone'. She gets 1.2 million hits per month and already has 80,000 subscribers. It was her brother's idea, who records the videos, and as neither of the two knew how to cook, they wanted to upload their mother's best recipes onto YouTube.

VTR:

This is Mery, from Cádiz, who is in her twenties studying Nursing... And each month in this little kitchen she receives more than a million views.

Ambience: *"Hello, I'm Mery. Welcome to 'Cooking for everyone'"*

This is the YouTube channel that Mery set up along with her brother Juanma in 2012; and at their parents' home with few resources they have ended up amongst the 5 most viewed cooking channels on the network in Spain.

MERY GARCÍA
Co-founder Cooking for Everyone

"I didn't know how to cook really, so we felt that it was quite an unachievable goal"

The real star of the show here is Carmen, their mother, whose home cooked food inspired them to upload an audiovisual recipe book of her best dishes.

JUANMA GARCÍA
Co-founder Cooking for Everyone

"Whenever I left the house, as my mother cooks so well, I really missed the home cooked food that she makes."

CARMEN BUTRÓN
Cooking with Carmen

"And he told me, 'Mum, you have to record videos for me so that when I'm away, I can make your food.'"

JUANMA GARCÍA
Co-founder Cooking for Everyone

"And because she didn't want to be uploaded on the internet I got my sister to do it."

It's a real family affair. They learned to cook... and also work out numbers. They have nearly 80,000 subscribers, more than 300 recipes, 37,000 daily hits. And also a spin-off... Cooking with Carmen, as their mum finally agreed to it.

CARMEN BUTRÓN
Cooking with Carmen

"They show me how to use new technology and I show them how to cook, buy food, and know what is healthy eating."

Meanwhile, Mery and her kitchen are unstoppable on their journey forwards. Youth and initiative which have turned these two siblings into a phenomenon amongst YouTubers.