

MUNCHIES

FOOD BY **VICE**

VICE'S MUNCHIES JOINS SOCIAL PLATFORM ONLYFANS

As the first verified major food publisher on the platform, MUNCHIES will offer subscribers exclusive content and experiences tailored for OnlyFans users.

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BROOKLYN, NY (DECEMBER 17, 2020) -- MUNCHIES, VICE Media's award-winning food vertical, today announced its launch as the first verified major food media outlet, and one of the first major publishers, on the popular social platform [OnlyFans](#). The MUNCHIES page will offer paid subscribers exclusive food content and engagement experiences created specifically for OnlyFans.

For \$4.99 per month, subscribers will receive access to exclusive content including MUNCHIES-tested recipes just for OnlyFans, behind-the-scenes videos, opportunities to interact with their favorite chefs, and more.

“VICE is known for pushing boundaries to reach audiences in off-the-wall, unexpected ways, whether through our content or how we deliver it,” said **Clifford Endo Gulibert, Executive Producer, VICE Digital Video**. “Bringing MUNCHIES to OnlyFans, which has exploded as a cultural catalyst this year, allows us to engage its growing audience in a way that’s authentic to the platform. We’re crafting a bespoke experience with content produced specifically for OnlyFans subscribers.”

The launch comes as homebound audiences are increasingly [seeking](#) inspiring and engaging cooking content on [social platforms](#). MUNCHIES has resonated with these audiences through in-home series like "[Quarantine Cooking](#)," which has generated millions of views on YouTube since April, while also seeing significant video viewership growth on YouTube and social media platforms in 2020.

OnlyFans, a site where online creators offer exclusive content to paying fans, emerged as a “[media giant](#)” in 2020. Its audience [more than doubled](#) from 30 million users in May 2020 to more than 85 million users as of December. According to OnlyFans founder and CEO Tim Stokely, the platform adds as many as [500,000 users](#) per day and puts more than \$200 million per month in its creators’ pockets.

“As a media company that’s consistently at the forefront of emerging storytelling methods, it’s only natural that we take pioneering steps onto a site like OnlyFans, and we’re excited to see what we learn as we experiment with the platform,” said Gulibert.

Exclusive MUNCHIES content is now available on OnlyFans, with additional subscriber-only videos, behind-the-scenes peeks, and more posting in coming weeks. Subscribe to MUNCHIES on OnlyFans at [OnlyFans.com/Munchies](#) and read more MUNCHIES on [VICE.com](#).

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ABOUT MUNCHIES

MUNCHIES is a James Beard Award-winning website and digital video channel from VICE Media dedicated to telling stories about food that haven't yet been told. Launched in 2014 and now spanning 11 countries, MUNCHIES offers groundbreaking content for a young, smart audience, showcasing how food fits into an infinite number of identities, customs, and aspects of culture at large. MUNCHIES chronicles the wide spectrum of the global culinary experience and the diverse voices that are pulling us forward: chefs and home cooks, makers and consumers, the politics and policies of food, restaurant life from both front and back of house, weird history and innovative news, and the role of food in the future. Through engaging original video content, compelling editorial features, articles, how-tos, recipes, and events, MUNCHIES occupies the intersection where humans and food connect.