

the discover list



@gabby.jaye



@newt

TikTok



@chefjonkung



@moribyan



@saltycocina



@sulheejessica

foodies

The creators who are making kitchen dreams come on the FYP. They're trying new things and going above and beyond in the food space. They're not just making food, they're creating masterpieces. The one thing they have in common is that they're all adding their own creative spin on cuisine — and it's all delicious.



@thekoreanvegan



@thesweetimpact



@thegoldenbalance



@violet.cooks

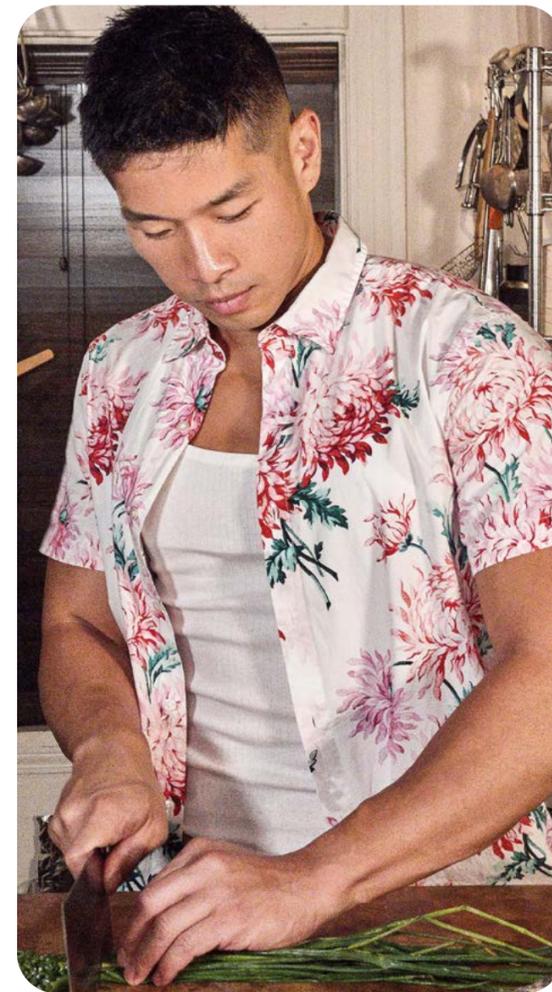
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@chefjonkung

Jonathan Kung



“My peers on TikTok inspire me every day to think differently.”



Photographed by Yaw Asiedu

Jonathan “Jon” Kung’s journey as a self-taught chef in Detroit began when he started creating menus for pop-ups in empty storefronts, secret dining rooms behind letter presses and even a hidden studio in a farmers market district. Switching gears over the course of the pandemic, he now focuses on sharing his culinary creativity on TikTok with the goal of inspiring people to express themselves, their culture, and their creativity through food.

“I’m both AAPI and LGBT. TikTok shines a bright light on how far a person like me is now able to go in the food space. My peers on TikTok inspire me every day to think differently, they push me creatively, and teach me things every time I see them. The kindness that the TikTok food creator community has for each other is really something special.”

Favorite comfort food:

“Dumplings. They are a universal comfort food.”

Describe yourself in three words:

“Just a cook.”



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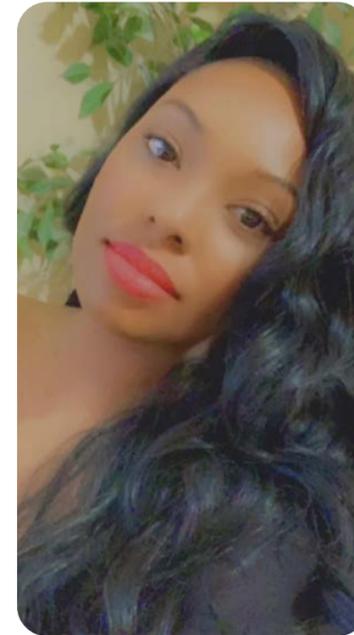
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“This is truly a dream come true.”

@gabby.jaye

Gabrielle Williams



Photos provided by Gabrielle Williams

“I feel so incredibly honored and grateful to be part of this list. I had no idea of the impact that I’d have on people when I first started my TikTok account, so this is truly a dream come true. The TikTok community has inspired me so much, because everyone is just so supportive and encouraging and everyone is amazingly creative. I love how TikTok gives creative people such an awesome outlet to express themselves and helps other people to feel like they can express themselves, too.”

Gabrielle Williams, affectionately known as Gabby, is the original Disney food series creator on TikTok. She takes infamous foods from favorite movies – from Disney classics to *Harry Potter* to Nickelodeon shows – and brings them to life through her artistic talent and culinary skills. From Tiana’s man-catching beignets from *The Princess and the Frog*, to the famous ratatouille dish from *Ratatouille*, if there’s a delicious dish from the silver screen, Gabby has probably made it. She wants her videos to help others feel the warmth and happiness they did as children watching their favorite Disney movies.

Favorite comfort food:

“Warm chocolate chip cookies with ice cream. It just makes me so happy and reminds me of my childhood.”

Describe yourself in three words:

“Kind, Creative, Loving.”

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“The TikTok community has taught me that nothing is impossible.”



@moribyan

Hajar Larbah



Photographed by Yaw Asiedu

Hajar Larbah, who is also known as Moribyan, began her passion for cooking and baking to explore her North African roots. The native Californian studied nutrition and dietetics in college but always had a passion for the culinary arts, so she turned to TikTok where she shares a variety of mouth-watering recipes from all around the world. From fusion recipes to popular restaurant remakes, Hajar loves sharing her personality and love for all things food with others.

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“TikTok has truly transformed my life so the opportunity to be featured on The Discover List alongside other foodie creators who have now become my friends is incredible! The opportunity to continue growing my blog with this platform through the Foodie list also inspires me to elevate my content. The TikTok community has taught me that nothing is impossible. Everyone is very open to learning and supporting others in their hobbies, passions, and lifestyles. It inspires me to showcase more of my personality and not be afraid to be my true self.”

Favorite comfort food:

“Mac and cheese! It was my favorite food as a child.”

Describe yourself in three words:

“Loves a challenge!”

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“The community on TikTok has inspired me in more ways than I could’ve ever imagined.”

@newt

Newton Nguyen



Photographed by Yaw Asiedu

Newton “Newt” Nguyen uses his fun personality to create content on all things food. From instructional cooking videos, like his first time making wagyu steak, to food hacks and restaurant reviews, Newt strives to create entertaining videos that will help make the culinary scene more fun and digestible (pun intended) for GenZ and millennials.

“The community on TikTok has inspired me in more ways than I could’ve ever imagined. I don’t think people appreciate the food trends on TikTok enough. Without the platform, I would’ve not had exposure to some delicious food/drink ideas and hacks, such as Dalgona coffee or birria tacos, among many other things. It makes me very happy that people would consider me for The Discover List. There are a ton of other really talented and successful food creators on TikTok that I admire, so being one that was chosen for this list means a lot.”

Favorite comfort food:

“Spicy instant ramen! I’ve been eating it since I was a kid.”

Describe yourself in three words:

“Creative, Curious, Adventurous.”



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@saltycocina

Ana M. Regalado



Photographed by Yaw Asiedu



Ana is a loving mother and grandmother of eight who loves cooking for her family. She originally started posting recipes on TikTok with the goal of making a visual cookbook for her children, so that they would always have “mom in the kitchen” no matter where they were. Since then, Ana’s passion for cooking has spread beyond her family for everyone to enjoy.

“Being on The Discover List makes me realize I’m headed in the right direction and my hard work is paying off. Through TikTok, I have the opportunity to inspire others through my cooking while being myself.”

Favorite comfort food:

“Arroz con Leche, because it reminds me of when I was a little girl growing up in Zacatecas, Mexico.”

Describe yourself in three words:

“Determined, Dedicated, Traditional.”

“I have the opportunity to inspire others through my cooking while being myself.”

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“I can’t wait to continue inspiring millions to be both more intentional and creative.”

@sulheejessica

Jessica Woo



Photographed by Yaw Asiedu

Jessica Woo went viral on TikTok after posting videos assembling simple, yet beautiful DIY bento-style lunches, complete with a personal note for her three children. With a self-proclaimed love of eating and incorporating healthy, simplified ethnic dishes, Jessica has amassed a following of people mesmerized by her cooking, lunch, DIY and family content.

“TikTok is the platform that launched my path as a full-time content creator. It provided me a creative outlet to share my passion for lunch art and my three daughters with the world. Without it, I wouldn’t have my audience – nor would I have discovered this beautiful new path in life. To me, being a Foodie on The Discover List is such an honor. I can’t wait to continue inspiring millions to be both more intentional and creative

with the ways they relate to the simplest interactions with food – like reimagining how you go about preparing and packing a lunch.

TikTok has brought so much joy and freedom to my life. I think, more than anything, it has illuminated my life with hope and possibility. It is responsible for fostering a wealth of new opportunities and avenues in my life in business, in friendship, and in love.”

Favorite comfort food:

“SPAM, it reminds me of my childhood and my APAI heritage.”

Describe yourself in three words:

“Mother, Activist, Creative.”

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@thegoldenbalance

Ahmad Alzahabi



“It is a true honor to be here.”



Photographed by Yaw Asiedu

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Ahmad Alzahabi began using TikTok in 2020 as a way to share his passion for being in the kitchen by putting his own spin on global dishes, while also inspiring others to cook. Always wearing his signature black t-shirt, Ahmad's entertaining videos feature a range of delicious and approachable recipes that will make anyone fall in love with cooking.

“TikTok feels like a family to me. The opportunities are unlimited when it comes to TikTok, and they encourage me to keep going. It is a very exciting opportunity to even be considered for The Discover List. I started making food content years ago and simply wanted to inspire others to be more comfortable in the kitchen. With that being said, it is a true honor to be here.”

Favorite comfort food:

“Chicken and rice. When I was trying to lose weight, it was one of my favorite things to eat all the time. It's also so easy to make it a comfort dish, just add broth and slow cook it.”

Describe yourself in three words:

“Grind don't stop.”



the discover list

@thekoreanvegan

Joanne L. Molinaro



“I love that people are willing to try new things, whether it’s plant-based recipes or Korean food.”



Photographed by Yaw Asiedu

Joanne Lee Molinaro, a Korean American trial lawyer, began The Korean Vegan as a passion project after adopting a plant-based diet. Her immensely popular videos incorporate her recipes with narrations of personal stories about her life and career in the United States, as well as about her immigrant family.

“The TikTok community inspires me every day to believe in myself as a creator! I never knew I had any real artistic or creative abilities until I started creating on TikTok, and therefore, my content is directly a result of the TikTok community’s faith in me. TikTok also inspires me to be a responsible content creator—one that endeavors to be inclusive, kind, and compassionate above all things.

It is an incredible honor to be a Foodie on The Discover List! I love that

people are willing to try new things, whether it’s plant-based recipes or Korean food, and it means so much to me that the TikTok community understands the importance of getting to know the stories of the people who have enriched their lives with different kinds of foods!”

Favorite comfort food:

“My go-to comfort food is jjajangmyeon, Chinese-Korean black bean noodles. It instantly takes me back to all those times my father used to take me and my little brother to the Chinese-Korean restaurant in Korea town. My brother and I loved these excursions!”

Describe yourself in three words:

“Driven, Argumentative, Empathetic.”

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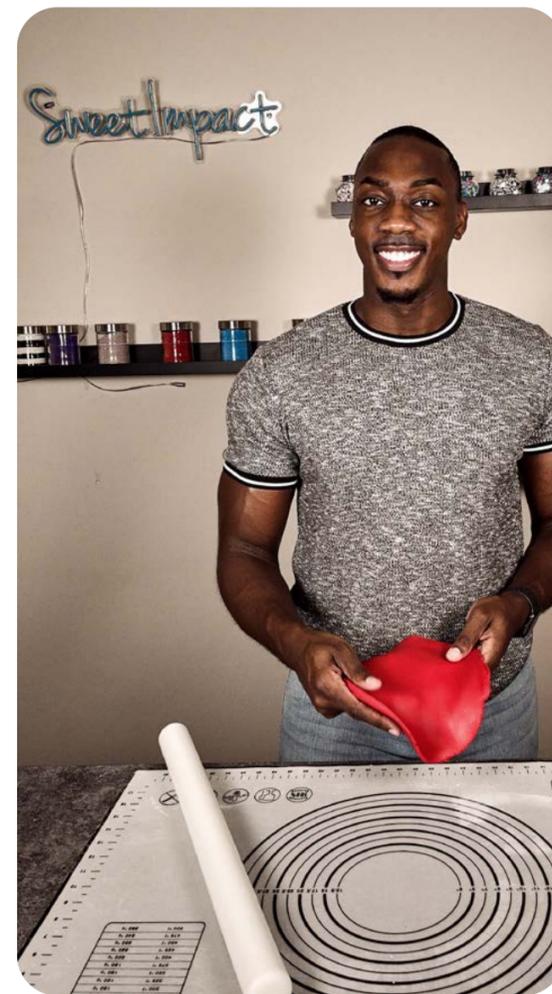
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“I have fun with the content I create.”

@thesweetimpact

Robert Lucas



Photographed by Yaw Asiedu

Robert is an IT professional who became a talented cake artist after he started baking only two years ago. His inspiration and curiosity led him to challenge himself to make his very first cake back in 2019—a unicorn-themed creation, based on a photo he saw online. He is known for his fantastical artistry, modeling cakes after iconic pop culture references like Nike Air Jordans, Beauty and the Beast, Space Jam and more.

“TikTok has a diverse range of talent and inspires my creativity to either put my own spin on a popular trend or to create something new. It’s a huge shock to be nominated for The Discover List, and it was definitely unexpected. I have fun with the content I create and put forth my best efforts, so it feels amazing to be recognized for that.”



Favorite comfort food:

“I love ice cream and eat way too much of it, honestly. I can eat it any time, even for breakfast, although I probably should not.”

Describe yourself in three words:

“Goofy, Optimistic, Creative.”

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“I never thought I’d have the platform to empower people in the kitchen.”

@violet.cooks

Violet Witchel



Photographed by Yaw Asiedu

Violet Witchel is currently finishing up her senior year in college. During quarantine she began to cook at home more and started to share her recipes on TikTok. She is known for her easy healthy dorm recipes, and often makes fun taco, bagel, and salad videos along with cooking tutorials. While sharing recipes and her passion for cooking at home, Violet also uses her platform on TikTok as an opportunity to talk about important issues.

“TikTok has connected me with so many other inspiring creators. I’ve learned cooking skills from professional chefs, made new friends, developed my camera and editing skills, and have been given the opportunity to pursue this full time. I would never cook the way I do and wouldn’t be pushed out of my comfort zone like this if I didn’t have TikTok.

I never thought I’d have the platform to empower people in the kitchen. I think the ability to cook can help people financially, help them improve their health and body image, and is such a great way to show love. Being able to help people take the first steps into becoming confident in the kitchen and having the opportunity to share that with an even bigger platform through The Discover List is an honor.”

Favorite comfort food:

“My grandma’s chicken soup. It’s so easy to make, it’s delicious, and it reminds me of family.”

Describe yourself in three words:

“Entrepreneurial, Caring, Dedicated.”

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