MEDIA KIT · NOVEMBER 2026

Jing *Gao*

Chef, founder of Fly By Jing and JingTheory, and author of the James Beard Award-winning *The Book of Sichuan Chili Crisp*.



JINGGAO.ME · @JINGTHEORY

AUDIENCE

People keep what I make.

120K
Instagram followers, @jingtheory

2.38M
Views in the last 90 days

651K
Accounts reached in 90 days

224K
Interactions in 90 days

Core audience	Women 35–54
Largest age group	35–44
Top countries	US, Canada, Australia, UK
Top cities	New York, Los Angeles, Sydney, Melbourne, London, Toronto, Singapore
Email list	10,000+ subscribers
Newsletter	jingtheory.substack.com

Instagram figures from account analytics, the 90 days to November 8, 2026: 120,216 followers, 2,383,817 views, 651,462 accounts reached, 223,581 interactions from 72,104 engaged accounts.

WHAT I'M BUILDING

Flavor and time.



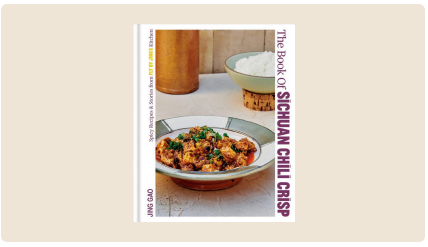
Fly By Jing

Chinese pantry staples led by our Sichuan Chili Crisp. Launched in 2018 with a record-breaking Kickstarter, now in 12,000 retailers nationwide, including Target, Costco and Whole Foods. B Corp certified.



JingTheory

Personal readings, monthly timing workbooks, and an app that brings BaZi, the Chinese almanac, and astrology together.



The Book of Sichuan Chili Crisp

85 recipes and stories from Fly By Jing's kitchen. Ten Speed Press. Winner, 2024 James Beard Foundation Book Award.

BIO

About Jing.

SHORT

Jing Gao is a chef, the founder of Fly By Jing and JingTheory, and the author of the James Beard Award–winning *The Book of Sichuan Chili Crisp*. Born in Chengdu, she builds with flavor and with time.

LONG

Jing Gao was born in Chengdu, Sichuan, and raised around the world. After working in brand at Procter & Gamble and BlackBerry, she returned to China and founded Baoism, an award-winning modern Chinese fast-casual restaurant, and a roving supper club inspired by Chengdu's fly restaurants.

That supper club became Fly By Jing, which launched in 2018 with a record-breaking Kickstarter and made Sichuan Chili Crisp a pantry staple, now sold at Target, Costco, Whole Foods and more. Her cookbook, *The Book of Sichuan Chili Crisp* (Ten Speed Press), won a 2024 James Beard Foundation Book Award.

A lifelong student of Chinese metaphysics, Jing founded JingTheory to help people understand their own timing through BaZi, the Chinese almanac, and astrology. Her work has been featured in The New York Times, Forbes, Fortune, and The Wall Street Journal, and her story on the BBC, CNN, TODAY, and CBS.

RECOGNITION

Press and awards.

James Beard Foundation Book Award, 2024

THE BOOK OF SICHUAN CHILI CRISP

Los Angeles Times Best Cookbook of the Year

THE BOOK OF SICHUAN CHILI CRISP

The New York Times · Forbes · FORTUNE · THE WALL STREET JOURNAL.

BBC · CNN · TODAY · CBS

SPEAKING

Topics.

From Kickstarter to Costco

How a supper club became a national brand, and what I'd do differently today.

Flavor is identity

Growing up between cultures, reclaiming my name, and building a brand that refuses to water itself down.

Timing as strategy

How I use BaZi, the Chinese almanac, and astrology to decide when to launch, when to raise, and when to rest.

Keynote · Fireside chat · Panel · Workshop · Virtual

PARTNERSHIPS

Ways to work together.

Instagram Reels and Reel series	@jingtheory
Story sets	3+ frames
Substack features	Long-form, in my voice
Live events and hosted dinners	In person
Recipe and product development	Food and CPG
Usage, whitelisting, exclusivity	Time-boxed add-ons

Rates on request.

CONTACT

Let's make something.

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