



ON A ROLL

ON A ROLL is a Los Angeles, C.A based sandwich review Show where hosts Jonni Vegaz and Nathan Pelle share their views on signature sandwiches from LA's best sandwich spots.

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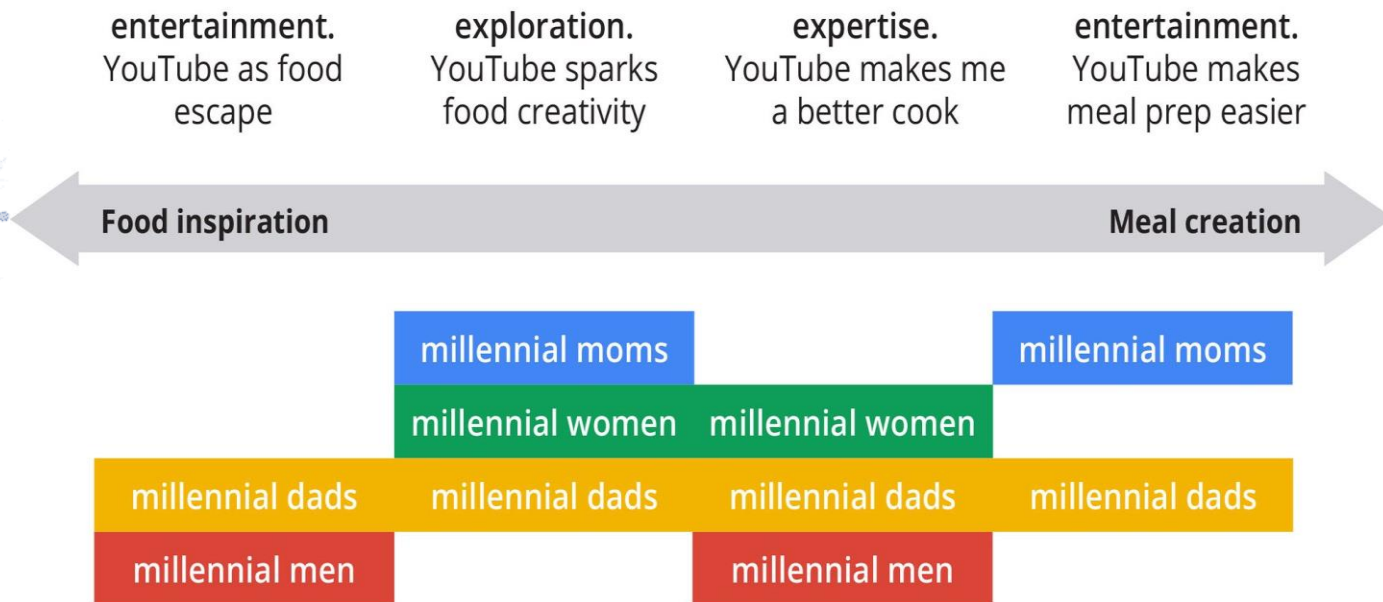
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We found that while nearly half of all adults watch food videos on YouTube, millennials (ages 18 to 34) view the most food content, watching 30% more food content on YouTube, on average, than other demographics. Millennial food lovers are a loyal audience—one that's powered a 280% growth in food channel subscriptions year over year.³ They're also inclined to consume this content on the go, as we can see from the fact that 75% of the growth in YouTube food viewership comes from [mobile devices](#). We found that millennials engage with YouTube content in four specific ways:



Millennial Moms—Woman 18-34 w/ 1+ Child
 Millennial Woman—Woman 18-34 w/ No Children
 Millennial Dads—Men 18-34 w/ 1+ Child
 Millennial Men —Men 18-34 w/ No Children

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EVER ATE**

MAN V. FOOD

ON A ROLL

SHOW FEATURES

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- Chef Interviews
- Prizes for Audience suggestions we choose
- Weekly Episodes



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