

The top content buckets for the Food & Beverage industry in Q3 2021 on TikTok are as follows:



01

## Fan Comedy



Food and beverage companies tapping into fan content created to tell jokes about people's experiences and relationships to the brand.

02

## Team Visibility



Food and beverage companies involving their team in videos to give a more personal and direct touch to their content.

03

## Embracing the Unexpected



Beverage brand Blk water leveraging shock value with unexpected combinations for their product.



Likes: 81 | Views: 843  
[Click to watch](#)



Likes: 19.3K | Views: 112.6K  
[Click to watch](#)



Likes: 25.4K | Views: 144.5K  
[Click to watch](#)

### Best Practices



9:16 Ratio Videos



Encourage fans to share their experiences with your product by asking questions and setting up giveaways.



Repost as user-generated content and give credit to the original creators.

### Opportunities



Create banter in your caption to build a relationship with the creator.



Think about common trends you're seeing in UGC and how it can be leveraged.



Find what your audience thinks is relatable and funny to build into a social strategy.





Likes: 35 | Views: 645

[Click to watch](#)



Likes: 115 | Views: 1.3K

[Click to watch](#)



Likes: 11.8K | Views: 159.8K

[Click to watch](#)

## Best Practices



9:16 Ratio Videos



Show the people behind your brand to give more context to who does what.



Keep the content fun and exciting with Q&As and behind the scenes videos.!

## Opportunities



Speak from the team to the audience.



Give your audience the opportunity to engage and ask questions.



Aim to tie it all together with new initiatives or transparency for your followers.





Likes: 554 | Views: 4.6K  
[Click to watch](#)



Likes: 1.9K | Views: 22.3K  
[Click to watch](#)



Likes: 3.9K | Views: 48.5K  
[Click to watch](#)

## Best Practices



9:16 Ratio Videos



Find unexpected ways to create content.



Work with creators who are known for their unusual style.

## Opportunities



Use the comments to leverage the versatility of your product.



Encourage others to try out unique recipes and ideas with it.



Always tie it back into your unique value or offering.

