

Graza's breakouts are *office jokes and drop days*; its bottle bits and recipes sink

14 of Graza's 93 own unpaid posts this year reached 3× their normal: the sweet-potato office lunch (159× on TikTok), four new chip flavors (17.9×), a hummus-eating bottle in a cinema (9.2×). Own reels hit or miss: of the 5 in the last 90 days, 2 broke out and the typical one landed at 0.28×. Recipes sit at 0.27×, but only 3 ran in the last 90 days; the 8 bottle bits from those 90 days run 0.34×. Open every video with a line people can read or hear, and turn bottle bits into office skits.

THE SHORT VERSION

Graza's hits are *jokes you can read in the first second*; bottle bits and recipes drag

14 of 93

own unpaid posts reached 3× their normal

TikTok Oct 2025 - Oct 2026,
Instagram Mar 2026 - Oct 2026

159×

the sweet-potato office lunch TikTok:
1.6M plays

against a normal of 10K

2 of 5

own reels in the last 90 days broke out; the typical one landed at 0.28×

Instagram, own reels only

9 of 10

best videos put words on screen in the first 2 seconds

4 of the 10 worst did

01 Jokes and drops make the hits.

Launch posts hold 7 of the 14 breakouts, office skits 3 and bottle bits 3. But a typical drop does about normal (0.97×): the big hits come from how it is told, not from the news alone.

02 Own reels boom or flop.

Of Graza's 5 own reels in the last 90 days, 2 broke out (the NASCAR egg, 6.0×, which won on a spoken question; the cinema bottle, 9.2×) and the typical one landed at 0.28×. Five reels are direction, not proof. The reel normal swung from 280K in April to 50K in October, so read reels by the last 90 days.

03 Recipes, bottle bits and 15–30-second videos drag.

Graza's own recipe posts sit at 0.27× (10 posts, no breakout), bottle and mascot bits at 0.46× (the 8 from the last 90 days run 0.34×), and 15–30-second videos at 0.23×.

THE ACCOUNT TODAY

Instagram carries Graza at 3.8 posts a week; *63 of its 150 Instagram posts belong to partners*

A normal reel Graza posts itself reaches about 39.3K plays and a normal photo or carousel 919 likes, for 226K followers. TikTok runs at 1.2 posts a week for 28.8K followers; a normal unpaid TikTok reaches 10.7K plays.

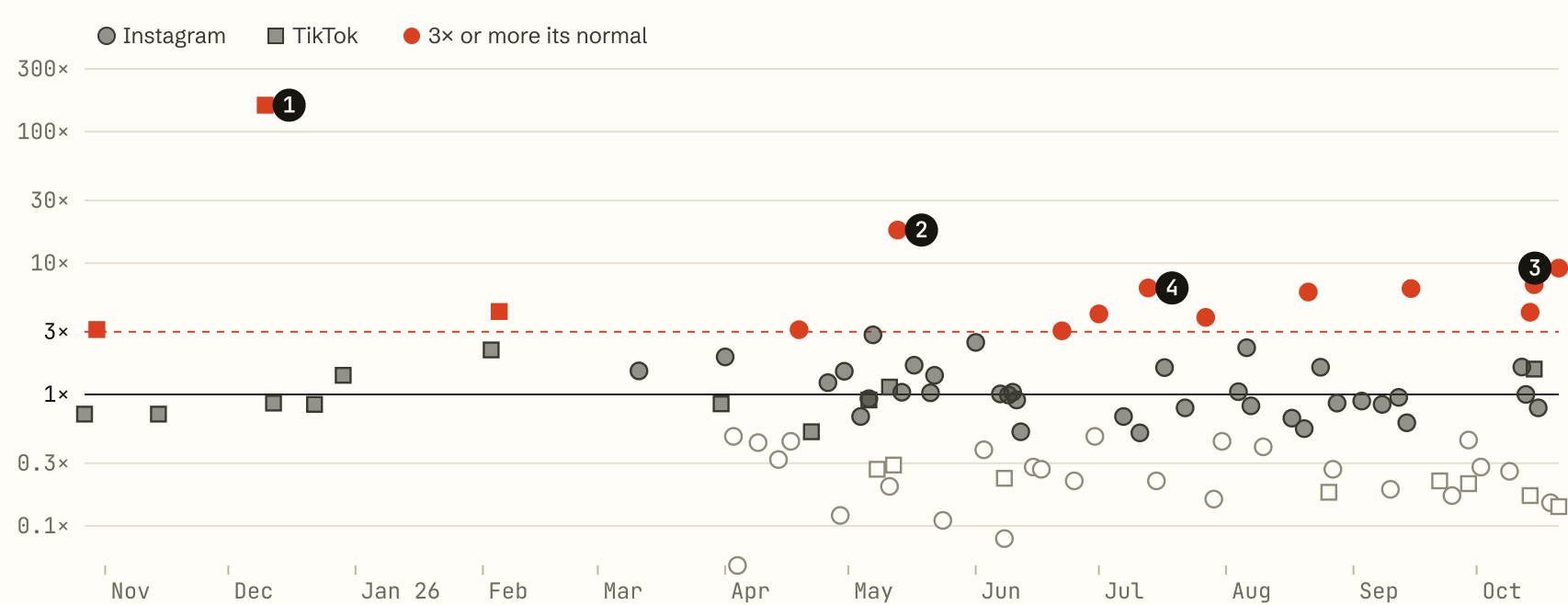
ACCOUNT	FOLLOWERS	POSTS A WEEK	LAST POST	A NORMAL POST TODAY	MEDIAN COMMENTS	POSTS PER WEEK, LAST 26 WEEKS
Instagram @getgraza	226K	3.8	22 Oct 2026	39K plays · reels 919 likes · photos and carousels	50	
TikTok @getgraza	29K	1.2	21 Oct 2026	11K plays · videos	13	

Left out of the normal: 63 Instagram posts are owned by partners (PopUp Bagels, NY Liberty, Athletic Brewing, creators) with Graza as collaborator, 45 of them paid partnerships. The 11 unpaid partner reels reach a median 88.2K plays; Graza's own reels, 36.6K. TikToks marked as ads reach a median 195K.

EVERY POST AGAINST ITS OWN NORMAL

One own post in seven breaks out; *one in three falls flat*

Each dot is one of Graza's own posts against up to 30 before it of the same kind. 15% reach 3× their normal and 35% land at half or less: a feed of big swings. The spring reels are judged against the March mayo reels.



93 POSTS SCORED

3× OR MORE	14	15%
1.5-3×	12	13%
AROUND NORMAL	34	37%
HALF OR LESS	33	35%

Numbered dots are the four posts on the next slide. The 159× TikTok is near the top of the scale.

THE POSTS THAT BROKE OUT

Four of the biggest: *a desk-lunch trend, a flavor drop, a cinema bottle, a mock documentary*

Four of the 14 posts that reached 3× their normal, all posted by Graza itself, from both platforms and three formats.



1.6M plays · normal 10K · 10 Dec 2025

HELP!! Our whole office smells like sweet potato and cheese @Courtney Cook...

Rides a creator's food trend with the whole office eating it; a question on screen in the first second. 10 seconds.



18K likes · normal 1K · 13 May 2026

THEY'RE HERE!!!! 🍟 ✨ Our beloved Extra Virgin Olive Oil Potato Chips — now...

Four flavors in one all-caps shout, each bag shot with its ingredients. 489 comments.



360K plays · normal 39K · 21 Oct 2026

We did bring an extra spoon... Credit: @littyheem

A bottle costume in a cinema and one line on screen; the hummus is the punchline. No cuts.



254K plays · normal 39K · 13 Jul 2026

Don't let the streak end here!!!!

A mock Netflix documentary about the employee who keeps blowing up, set up by the line on screen. 11.6 seconds.

HOW THE WINNERS ARE MADE

The best videos *put words on screen in the first 2 seconds*, and a person with them

We watched the 10 videos that did best against their normal, 5 around normal and the 10 that did worst.

WE WATCHED	DID BEST 10 VIDEOS	AROUND NORMAL 5 VIDEOS	DID WORST 10 VIDEOS
Length	22 s	23 s	21 s
Cuts per minute	18	24	24
First cut lands	2.2 s	2.4 s	2.1 s
A person in the first second	80%	60%	50%
Words on screen in the first 2 s	90%	40%	40%
Someone speaks in the first 5 s	60%	20%	30%
Product in the first 3 s	70%	60%	70%
Most common opening	joke or skit setup	joke or skit setup	joke or skit setup
Most common format	skit or acted scene	skit or acted scene	skit or acted scene
Who carries it	brand team or founder	no person	brand team or founder

Words on screen in the first 2 seconds.

9 of the 10 best did it; 4 of the 10 worst and 2 of the 5 normal ones did. It is the clearest gap we measured.

A person, and a voice, early.

8 of the 10 best show a person in the first second; 5 of the 10 worst do. Someone speaks in the first 5 seconds in 6 of the best, 3 of the worst.

Jokes open every group alike.

The most common opening is a joke set-up in the best, the normal and the worst alike. What the best add is a line you can read in the first 2 seconds.

WHAT EARNS, BY KIND OF POST

Every kind of post is a gamble; *recipes, bottle bits and 15–30-second videos drag*

Each kind of Graza's own posts against its typical post this year, which runs at 0.84× of the normal the posts before it set.

KIND OF POST	POSTS	TYPICAL POST VS NORMAL (1×)	MEDIAN	3× OR MORE	READ
All posts	93		0.84×	14	THE YARDSTICK
Office Skits & Lore	13		0.91×	3	ABOUT NORMAL
Product Drops & Retail	28		0.80×	5	ABOUT NORMAL
Launch or new product	26		0.97×	7	ABOUT NORMAL
Brand Collabs & Sandos	11		0.95×	2	ABOUT NORMAL
Events & Roadshows	13		0.84×	1	ABOUT NORMAL
Mascot & Bottle Humor	18		0.46×	3	DRAGS
Recipe Creations	10		0.27×	0	DRAGS
Video under 15 s	11		0.86×	4	LONG SHOT
Video 15–30 s	11		0.23×	0	DRAGS
Instagram reel	20		0.33×	4	DRAGS

WHAT'S HOLDING THE ACCOUNT BACK

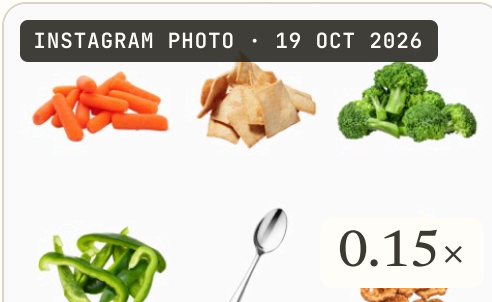
Recipes, silent openings and bottle bits *pull the feed down*



INSTAGRAM REEL · 29 JUL 2026

13K plays · normal 82K · 29 Jul 2026

A creator's snack-plate recipe on Graza's own feed: 17 seconds of assembly with no one talking and no line to read.



INSTAGRAM PHOTO · 19 OCT 2026

136 likes · normal 919 · 19 Oct 2026

A meme still, "You can only dip one...": just a question, left for the reader. 136 likes.



INSTAGRAM PHOTO · 25 SEP 2026

167 likes · normal 978 · 25 Sep 2026

A teammate with a can at a desk; the joke is only in the caption, no line on the image. 167 likes.

01 Recipes on the brand feed.

10 recipe posts at 0.27x, none broke out; only 3 ran in the last 90 days. Reels on partners' feeds do better than Graza's own: the 11 unpaid ones reach a median 88.2K plays, against 36.6K.

02 6 of the 10 worst open with no words.

In the 10 worst videos, 6 had no words on screen in the first 2 seconds; in the 10 best, 1.

03 Bottle bits, every other week.

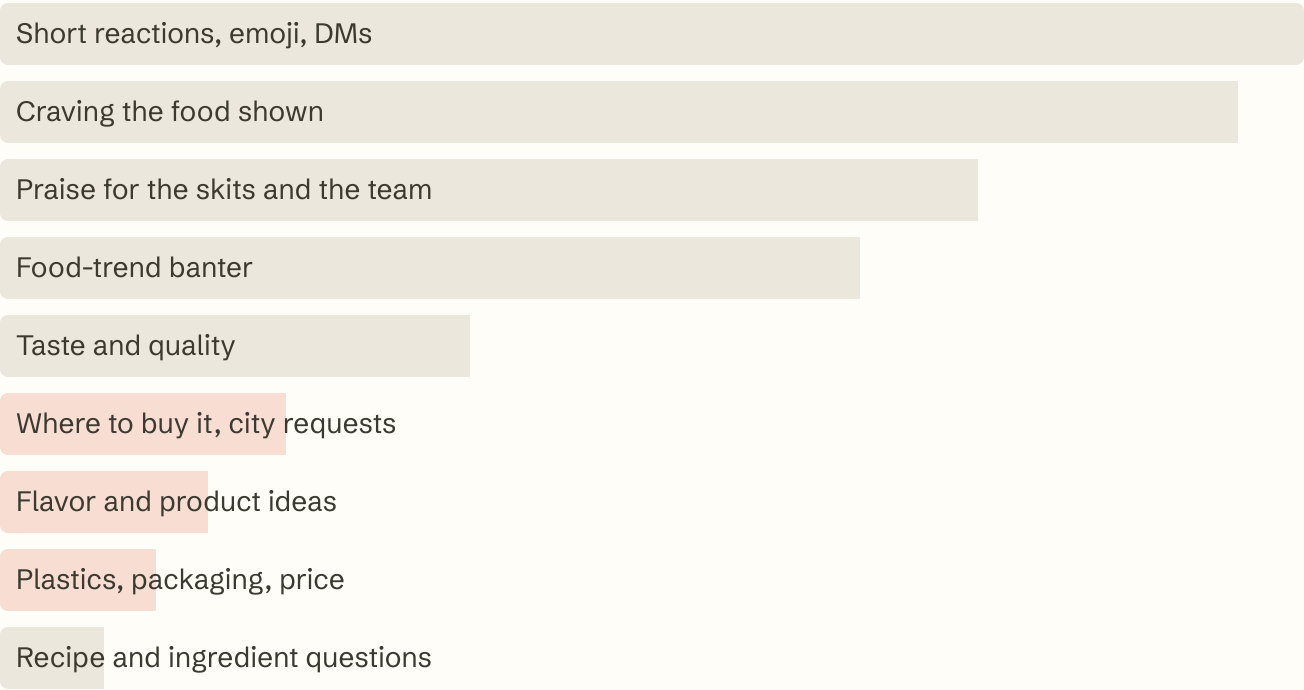
18 mascot and bottle posts at 0.46x; the 8 from the last 90 days run 0.34x. The cinema bottle (9.2x) shows the bit can work.

WHAT THE AUDIENCE SAYS

The comments want *the product where they live*, and new flavors

638 comments on 42 posts. 138 are about craving the food and 109 about the skits and the team; 32 are about where to buy it and bringing it to their city; 23 about flavor ideas; 18 about plastics, packaging and price.

638 COMMENTS, GROUPED BY WHAT THEY SAY



IN THEIR WORDS

Instagram · @happymunchlax · on Instagram carousel, 13 May 2026 (17.9×)

Where can I find these? Target had all 3 flavors BUT this one

Instagram · @bowhunter_eric · on Instagram carousel, 13 May 2026 (17.9×)

These are the best dam chips i have ever had! Please make a BBQ... 🙏

Instagram · @completelytogether · on Instagram reel, 24 May 2026 (0.11×)

How many microplastics did you know were in the olive oil

THREE POSTS TO MAKE FIRST

Three posts to make first, *built from the ones that already broke out*

A SERIES

The office is obsessed

THE FIRST TWO SECONDS

A teammate taking a bite of this week's food trend at her desk, with Graza on top.

"[This week's trend] has a chokehold on my office"

1. The whole office eats it, desk to desk, under 12 seconds.
2. Silent cast: the line on screen carries it.
3. Pick next week's trend from the replies.

Built from TikTok video, 10 Dec 2025 (159×);
Instagram carousel, 15 Sep 2026 (6.4×)

Their words "I work from home and Courtney Cook has a chokehold on my office lol"

Their words "Courtney HAS to be working for Big Yam, I just know it"

A LAUNCH FORMAT

Drop day, shouted

THE FIRST TWO SECONDS

Slide 1 shouts the news in capitals, like THEY'RE HERE!!!!; then each bag or tub with what's in it.

"Where can I find these? Here."

1. Slide 1 is the shout; one slide per flavor.
2. The last slide says where it's sold, store by store.
3. Same day on TikTok as a slideshow.

Built from Instagram carousel, 13 May 2026 (17.9×);
Instagram carousel, 15 Oct 2026 (6.8×)

Their words "Where can I find these? Target had all 3 flavors BUT this one"

Their words "On you have these at Costco?"

THE BOTTLE BIT TO KEEP

Caught eating it

THE FIRST TWO SECONDS

A bottle costume in a public place, mid-spoonful, one take.

"Eating hummus like it's peanut butter."

1. Under 15 seconds, one take.
2. The product is the punchline: tubs, spoon, bottle.
3. Ask in the caption where the bottle turns up next.

Built from Instagram reel, 21 Oct 2026 (9.2×);
Instagram reel, 13 Jul 2026 (6.5×)

Their words "Eating hummus like it's peanut butter"

Their words "Is that the hummus the CIA uses"

THE NEXT FOUR WEEKS

Four weeks: *turn bottle bits into office skits*, keep 3.8 posts a week

WEEK 1

A skit in the bottle slot

- Make the next bottle bit an office-trend video instead, line on screen in the first second.
- Post it to TikTok and Reels the same day.

Bottle bits: the 8 from the last 90 days run 0.34×. 9 of the 10 best videos had words on screen in the first 2 s.

WEEK 2

Say where to buy it

- Each launch post ends on where it's sold.
- Keep videos under 15 seconds or over 30; skip the 15-30 s middle.

32 comments are about where to buy it; 15-30 s videos sit at 0.23×.

WEEK 3

One bottle bit, done right

- One Caught eating it bit, in place of the week's other bottle posts.
- One office skit with a person and a line on screen.

Bottle bits run 0.46× but hold 3 breakouts; office skits hold 3 of 13.

WEEK 4

Keep what cleared 2×

- Repeat the best format of weeks 1-3 twice.
- Ask which flavor should come next, naming the ones people asked for.

23 comments are about flavor ideas, pesto and truffle among them.

The number to read on day 28: the median of the new own reels against their normal (39.3K plays today); the last 90 days ran at 0.28×. Above 1× means the plan worked.

What would change this plan: if the office videos land at half their normal or less four times running, the jokes are wearing out: go back to drop days and try a new kind of joke.

HOW WE MEASURED

What we read, how we judged it, and what we cannot see

The accounts. @getgraza on Instagram (226K followers). @getgraza on TikTok (29K followers). We found Instagram from the links on graza.co; TikTok from the links on graza.co.

The posts. The newest 300 posts across the accounts, read October 27, 2026; 93 are scored: 71 on Instagram, posted 11 Mar 2026 to 21 Oct 2026, and 22 on TikTok, posted 27 Oct 2025 to 21 Oct 2026. Instagram's newest 150 posts reach back only to 6 Feb 2026, and a post needs 8 earlier ones of its kind to have a normal, so its window starts later than a year ago. Older posts serve only to set the normal.

Against its own normal. Each post is compared with the median of up to 30 posts before it of the same kind on the same account (a post needs at least 8 before it to be scored) (Instagram reels by plays; Instagram photos and carousels by likes, since they have no plays; TikTok by plays). It is not compared with other brands. 3× or more = outsized; half or less = fell flat. Posts younger than 7 days are never counted as flat.

Paid posts. TikTok: 33 of the 150 posts we read TikTok marks as ads; their reach is partly bought (a median 195K plays against 8.3K for the rest), so they are judged only against each other and left out of every finding. 1 more post reached far past its normal without the likes to match (a fifth of the account's usual likes per play or less): bought plays, judged the same way. Instagram: 63 posts in Graza's grid belong to other accounts (@nyliberty, @popupbagels, @athleticbrewing...) with Graza added as a collaborator, 45 of them paid partnerships. Their reach includes the partner's followers, so they sit in a group of their own, outside the normal and the findings.

The videos we watched. 25 videos, taken in turn from each platform: the best against their own normal, a few normal ones, and the flattest. Length, cuts and the first cut are measured from the files; the opening, what is said and shown, and who is on screen were read by an AI model from each video and spot-checked.

The comments. 638 public comments on 42 posts: the top posts, the flat ones and a random slice of the rest, so the read is not only what winners attract.

What we cannot see. Reach, impressions, saves on Instagram, watch time, follows from a post and who your followers are live only in the account owner's dashboard. Plays are not people. Paid boosts we can see only where the platform marks them.

The evidence. The HTML version of this report lists every scored post with its number, its normal and a link.