MAKE MONEY ONLINE

Affiliate Marketing for Food Bloggers: Where Links Fit a Recipe

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Affiliate marketing for food bloggers puts links on the equipment and ingredients a recipe already uses, through programs such as Amazon Associates, the Etsy Affiliates Program or kitchen and grocery brands on an affiliate network. Disclose the links before the first one, follow the program's rules on prices, and show your own use of each product, as Google's reviews page asks.

Key takeaways

- A recipe post already names the tools and ingredients it needs, which are the natural places for an affiliate link.
- Amazon says millions of products and programs are available to Amazon Associates, and that commission income differs by product category.
- Amazon's program policies say you may only show Amazon prices when Amazon serves them in its link or you get them through its API, so a price typed by hand fits neither case.
- Google's spam policies give the example of a cooking section with affiliate links to grocery stores and cookware that it is unlikely to act on, because the content is original and its links are clearly marked.
- Google's reviews page asks for evidence of your own experience and suggests links to multiple sellers.

A recipe post already tells the reader what to buy: the pan, the thermometer, the flour. That gives affiliate links a natural place in a recipe post, as long as the links serve the recipe. This guide shows where they fit, which programs suit food content and which rules apply, from the official pages read on 18 November 2026. The general rules for every niche are in our affiliate marketing guide for bloggers, and the Pinterest side sits in our guide to Pinterest income routes for bloggers.

Where affiliate links fit in a recipe post

A recipe post has natural places for a link, because each one answers a question the reader has while cooking:

Place in the post	What to link	Why it helps the reader
Equipment section	The tools the recipe needs	The reader sees what to have ready
Ingredient notes	A specific product the recipe depends on	The reader finds the exact item
Tools you used	The items you cooked with for this recipe	The reader can match your result

Link only what the recipe really uses. A list of twenty gadgets under a recipe that needs a bowl and a whisk reads as an ad, and Google's spam policies describe pages whose product descriptions are copied from the merchant "without any original content or added value" as thin affiliation.

Programs that suit food content

You can start with one general store and add brands later. The programs below come from the pages read for this guide; our guide to entry rules of affiliate programs for bloggers compares their entry rules in full.

- Amazon Associates: Amazon says millions of products and programs are available on Amazon. It says commission income for qualifying purchases differs by product category, and it reviews an application once you have driven at least three qualified sales within the first 180 days. Our Amazon affiliate guide for Pinterest covers the Pin side of the same program.
- The Etsy Affiliates Program: handmade items your recipes call for, if Etsy sellers offer them. Etsy says the program is designed for bloggers, media and editorial publications, with a 30-day cookie period for affiliates.
- Brands on an affiliate network: kitchenware, grocery or meal brands that run their program on a network. Awin's page offers an advertiser directory to "Search and connect with brands across every industry," and says individual brands may have their own requirements.

Adding links to a recipe post, step by step

1. Write the recipe first. The ingredients, the method and the photos are the content; the links come after.

2. Mark the tools you used. Note each item you cooked with for this recipe, and say what it does for the result.
3. Link each item once. Put the link where the reader meets the item, in the equipment section or the ingredient notes.
4. Add the disclosure at the top. Place it before the first affiliate link, in plain words.

The disclosure in a food post

The FTC's endorsement guides (16 CFR Part 255) give the example of a blog that reviews coffee makers with affiliate links, and say "the reviews should clearly and conspicuously disclose the compensation." They define clear and conspicuous as difficult to miss and easily understandable by ordinary consumers. A recipe post with links to the tools you used is close to that example, so put a short line above the recipe, before the first link.

Amazon adds its own line: its Operating Agreement says you must clearly and prominently state "As an Amazon Associate I earn from qualifying purchases" on your site. This is general information, not legal advice: the disclosure rules of your own country apply as well.



Based on the FTC endorsement guides, Amazon, Etsy, Awin, Google and Pinterest pages read on 18 November 2026.

Prices, recipe cards and rich Pins

If a kitchen tool roundup shows prices, Amazon's rules apply. Its program policies say your site may only show prices and availability if Amazon serves the link in which that data is displayed, or if you get the data through its Creators API or PA API and follow their requirements. A price you type by hand from the product page fits neither case, and it goes out of date as the price changes.

The recipe card has a job of its own. Google's recipe structured data page lists `recipeIngredient` among the recipe properties, and Pinterest's rich Pins page says recipe rich Pins add a title, serving size, cook time, ratings, diet preference and a list of ingredients to recipes you save from your site. Keep each ingredient line accurate, as the recipe needs it, and put the affiliate links in the notes and the equipment list around the card. Our guide to rich Pins explains how recipe rich Pins pull that data from your page.

Write about the tools as a cook

Google's page on writing high quality reviews asks reviewers to provide evidence of their own experience, such as visuals, audio or other links, and to discuss benefits and drawbacks based on their own original research. For a food blogger that evidence comes easily: process photos with the pan you recommend, a note on why the thermometer matters for this recipe, and the drawback you found.

The same page suggests links to multiple sellers, so the reader can buy from the merchant of their choice. Google's spam policies also describe a case close to food blogging: a news site's cooking section with affiliate links to grocery stores and cookware, written by an identified author. Google says that because the content is primarily unique and "affiliate links are clearly marked," it is unlikely it would take action.

Prompts for food affiliate posts

These prompts work in ChatGPT, Claude, Gemini or any AI assistant. Use them for the structure, then add your own notes from cooking the recipe.

```
Here is my recipe for [recipe name]: [paste ingredients and method]. List the
equipment the method really needs, in the order the reader uses it. For each item,
write one sentence on what it does in this recipe. Do not add any item the method
does not use.
```

```
Write a 1 or 2 sentence affiliate disclosure for the top of my recipe post about [recipe name] on my [your niche] food blog. The post links to the kitchen tools I used through [program]. Plain, friendly wording, no promises about prices.
```

Right after

- Set up your disclosure and the rel="sponsored" attribute with our guide to disclosing and marking affiliate links.
- Turn on recipe rich Pins for your recipes with our Pinterest rich Pins guide.
- Bring more cooks to your recipes with our guide to bringing more readers to a blog.

Frequently asked questions

Where should affiliate links go in a recipe post?

Put them where the reader meets the item: the equipment section, the ingredient notes or a short list of the tools you used, each named the way the recipe uses it. Add the disclosure near the top, before the first link, as the FTC guides ask for a disclosure that is difficult to miss.

Can I show Amazon prices next to my kitchen tool links?

Only in the ways Amazon allows. Its program policies say your site may show prices and availability only when Amazon serves the link in which that data is displayed, or when you get the data through its Creators API or PA API and follow their requirements.

Should affiliate links go in the recipe card?

The pages read for this guide give no rule on links inside a recipe card. Google's recipe structured data page lists recipeIngredient among the recipe properties, and Pinterest's recipe rich Pins show a list of ingredients from your site, so keep each ingredient line accurate and put the affiliate links in the text around it.

Which affiliate program pays the most for food blogs?

The pages read for this guide give no comparison of rates for food products. Amazon says commissions differ by product category, so check the current rate for kitchen and grocery items on each program's page.

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Sources last checked on Nov 18, 2026.

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