Influencer launches range of merchandise

Following on from her success with her cookbooks, Michelle Coughran has now created a range of merchandise



Michelle with some of her new merchandise

UNITED KINGDOM, September 16, 2026 /EINPresswire.com/ -- AN AMERICAN home cook who has become an internet sensation - thanks to sharing her no-nonsense food creations -is offering fans the chance to share even more of her life, with the launch of a range of merchandise.
Michelle Coughran has built a huge following for her traveling.wife.life social media channels where she shares her home cooked recipes and her stories of living in an RV with her family.

Those recipes were released last year in her first cookery book -In The Bowl – which sold more than 20,000 copies in a matter of months and led to her second book being published – Trust The Process – which is one Michelle's favourite sayings.

> I've been asked for quite a while by people about merchandise and so it's fantastic to finally be able to have this great range of items."
>
> *Michelle Coughran*

Now with two best-sellers under her belt Michelle has released a host of merchandise, featuring some of her most popular catchphrases.
The new range includes mugs, tumblers, notepads and pens, aprons for both adults and children and a variety of T-shirts and hoodies.

"I am so excited to be have launched this new range," said Michelle.
"I've been asked for quite a while by people about merchandise and so it's fantastic to finally be able to have this great range of items.

"I've deliberately picked things that are really useful every day – and hopefully people will also use their aprons when they're cooking the recipes from the books!"
Michelle's popularity has grown thanks to the fact that she creates homely meals using

ingredients that most people have or that aren't too expensive to buy.

As she and her family are constantly on the move, people were fascinated by her ability to create delicious meals in the confined space of her RV.

She has now racked up more than 8.5m likes on TikTok, with more than 400,000 followers.
Michelle teamed up with unique publishing company, Found, which takes the content produced by top online creators and turns it into books and merchandise.

She has become one of their best-selling authors of all time, with her two books both continuing to be a real hit.
"It has been a fantastic year for me since the first book was published," said Michelle.

"I am so grateful to all my followers who have bought both books and hopefully they'll enjoy the merchandise as well."
The books and merch can be bought at
https://found.us/creators/jcough1234

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In The Bowl - hearty, homely recipes



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