



Top Chef is Coming to Canada!

Yes, it's true. We'll be giving our unique Canuck twist to the insanely popular Top Chef series.

TOP CHEF
CANADA

Top Chef Canada will premiere Spring 2011.

Top Chef Canada offers a fascinating window into the competitive, pressure-filled environment of world-class cookery and the restaurant business at the highest level. The series features sixteen aspiring chefs who compete for their shot at culinary stardom. *Top Chef Canada* will not only challenge the competitors' skills in the kitchen, but also uncover if they have the customer service, management and teamwork abilities required of a top chef. The intensity builds each week as the competitors vie for their shot at stardom and avoid elimination. *Top Chef Canada* will have audiences tuning in to watch the drama unfold as Canadian culinary talent competes to determine who will win the title of *Canada's Top Chef*.

For Advertisers

Opportunities abound to showcase your brand in this audience favourite.

Grand Prize Sponsor.

Grocery store integration.

On-set product placement.

Product integration into elimination challenges.

Episodic Prizing Sponsors.

Automotive integration.

Product Integration into quickfire challenges.

Broadcast sponsorships.

Production of *Top Chef Canada* will take place August 2010.

Toronto - T 416.967.1174 F 416.593.1551 Montréal - T 514.525.1133 F 514.525.1355 Vancouver - T 604.422.6422 F 604.422.6521