



MEDIA ADVISORY

Home cooks battle for the opportunity of a lifetime on *Pressure Cooker*, premiering Tuesday, October 7 at 9 p.m. ET/PT on W Network

Winner of season finale to be declared Canada's Best Home Cook and win grand prize of one year's worth of groceries, plus apprenticeship with executive chef Rob Gentile

(October 2, 2014 - Toronto, ON) – The new primetime culinary competition show *Pressure Cooker* premieres Tuesday, October 7 at 9 p.m. ET/PT on W Network. Based on an original concept created by Jamie Oliver's Fresh One Productions and produced by Bristow Global Media (BGM) in association with W Network, *Pressure Cooker* tackles the perpetual question facing home cooks: "What's for dinner?"

"Cooking delicious food from scratch is one of life's greatest joys and so I'm really looking forward to seeing what these home cooks whip up under pressure," said **Jamie Oliver**. "I'm thrilled to see the *Pressure Cooker* concept brought to life by our partners at BGM and it's also brilliant to have two extraordinary talents - DJ BBQ from Food Tube, and one of Canada's most exciting chefs, Rob Gentile - involved with the show."

Pressure Cooker illustrates the real life pressures of cooking at home when time is tight and ingredients are scarce, pitting exceptional home cooks from across Canada against the clock – and each other. In each episode of this high stakes competition, competitors vie to be named **Canada's Best Home Cook** and win a grand prize of one year's worth of groceries. The winner will also earn the opportunity of a lifetime – an apprenticeship with acclaimed Toronto chef Rob Gentile. The executive chef of Buca and Bar Buca, Gentile is also a managing partner at King Street Food Co.; the restaurant group recently announced they are collaborating with Oliver to open the first North American outpost of **Jamie's Italian**. Working together to oversee operations, Gentile and Oliver will charm Canadian diners with Jamie's Italian's simple, fresh and authentic menu.

Hosted by **Anne-Marie Withensaw**, each of *Pressure Cooker's* one-hour episodes sees tasting expert and renowned food critic **Giles Coren** pair the two best home cooks with a celebrity guest chef for a high pressure, culinary battle. These celebrity chefs act as coaches to competitors, who must select ingredients off a fast-moving conveyer belt, and are especially helpful when the home cooks are forced to incorporate last minute components into their dishes. Season One guest chefs include: **Duff Goldman** (*Ace of Cakes, Iron Chef America*), **Hugh Acheson** (*Top Chef*), **Rocco DiSpirito** (*Top Chef*), **Stefano Faita** (*In The Kitchen With Stefano Faita*), **Alex Guarnaschelli** (*Chopped, Iron Chef America*), **Rodney Bowers** (chef and owner, Hey Meatball!), **Graham Elliot** (*Masterchef* judge), **Nadia Giosia** (*Nadia G's Bitchin'*

Kitchen), **Anne Burrell** (*Secrets of a Restaurant Chef, Iron Chef America*), **Eric Greenspan** (*The Next Iron Chef*) and **DJ BBQ** (YouTube star on Jamie Oliver's *Food Tube*).

For more information on Pressure Cooker, please visit wnetwork.com/shows/pressure-cooker.

Social Media Links:

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About Bristow Global Media Inc. (BGM)

Bristow Global Media Inc. (BGM) is a Toronto based content creation company, specializing in creating multi-platform content across all genres including scripted, lifestyle, reality, documentary and sports. The company was launched in 2013 by leading broadcast executive and producer Julie Bristow, whose 20 year career at the CBC included the creation of award-winning entertainment divisions, the launch of national digital media platforms and the stewardship of iconic sports brands. BGM is partnered with media companies GroupM Entertainment and Jamie Oliver's Fresh One Productions in the UK for content development.

About Fresh One

Jamie set up Fresh One in 2000 determined to make popular television of the highest quality that was honest, intelligent and wherever possible, fun. Since then we have continued to build on our creative strengths to establish an international brand delivering amazing, award winning content. Food and campaign programming is still at the heart of our output, but we now also have a portfolio of documentary, popular factual and entertainment programmes which are sold in 204 territories across all platforms. We pride ourselves on being cutting edge and in 2011 launched Fresh Digital. This new media arm integrates award-winning multiplatform expertise with the Fresh One development team to create innovative new formats and produces standalone digital products. Jamie's massively popular YouTube channel – 'Food Tube' is spearheading this drive to achieve a global digital reach and has recently relaunched as a multichannel network.

Fresh One is part of a unique group - the JO Group. We are a media company at the heart of a dynamic, unique global brand with a set of skills nobody else has. We work on all platforms, and that includes live events and in the high street. Fresh is a talent led business and we work with the very best talent – in front of and behind the camera – and are determined to continue to offer some the world's greatest storytellers the opportunity to communicate in original and impactful ways.

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