



Lifestyle Food www.lifestylefood.com.au

Australia's only television channel totally dedicated to food, LifeStyle FOOD Channel presents some of the hottest programs from here and around the world, all in one place, 24-hours a day, every day of the week. LifeStyle FOOD is a channel that not only shows how to cook – it serves up entertainment by the mouthful. From fast food to fun food, experience the drama of the kitchen, go behind the scenes with chefs at work and play. It's all you can eat... guilt free! see what's cooking on FOOD

Profile

Lifestyle Food reaches 1.5 million different people on average each week

Lifestyle Food fans spend 12% more on groceries than the general population

58% of Lifestyle Food viewers are people 25-54

17% of Lifestyle Food viewers are OG1s

Source: OzTAM, National STV Homes, Wks 1-13 2010, 0600-2400, Reach, Profile. NMR, Panorama, Jan-Dec 2009.

Online statistics

Page impressions: 1,698,947
Average Session Duration: 2m 47s

Unique browsers: 393,920
E-newsletter: 92,831

Source: Nielsen Site Census April 2010



Key programs

The Cook and The Chef S4

Premieres Monday 4th December at 6:30pm

Self-taught, instinctive cook and successful restaurateur Maggie Beer joins Simon Bryant, a highly trained professional chef, for the fourth and final series of The Cook and The Chef. This program celebrates the best of Australian produce and how to use these ingredients to create beautiful dishes in your own home. Maggie shows you how to deliver the wow factor from the simplest of dishes and Simon brings his fantastic technique, broad knowledge and a very cheeky attitude to the table.



Junior Masterchef

Premieres Monday 3rd January at 7:30pm

Aspirational and fun, Junior MasterChef gives children who love cooking their own chance to become a MasterChef champion. Amateur cooks aged between 9 and 12 years-old are challenged to create a two-course meal in an hour, showcasing their skills and impressing the judges with their enthusiasm and culinary potential. Presented and judged by chef John Torode and former Celebrity MasterChef winner Nadia Sawalha, the series pits contestants against each other through elimination heats to find the ultimate Junior MasterChef champion.



Cake Boss S4

Premieres Friday 14th January at 7:30pm

Buddy and the team at Carlo's Bake Shop in New Jersey are back with a brand new series of Cake Boss. Overseeing a close-knit team that includes his mother, four older sisters and three brothers-in-law, Buddy has an over-arching desire to achieve his late father's dream of making Carlo's Bake Shop a household name. Along with his team, Buddy is determined to take on every cake request no matter how challenging or over-the-top it may be. When you're working with family on a daily basis, there is bound to be lots of drama but between family arguments, producing 300-plus cakes a week and running out of sugar, Buddy and his family are determined to push boundaries and turn their dream into a reality.

