



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 on average reaches 976,000 different people each week

Lifestyle Food viewers are twice as likely to love to cook

61% of Lifestyle Food viewers are People 25-54

53% of Lifestyle Food viewers are Grocery Buyers

71% more likely to see meals as bringing the family together

Source: OzTAM, National STV Homes, Wks 1-52 2009, 0600-2400. NMR Panorama, Nov 08 - Oct 09.

Online statistics

Page impressions: 1,250,025
Average Session Duration: 3m 38s

Unique browsers: 272,505
E-newsletter: 79,500

Source: Nielsen Site Census October 2009



Key programs

Celebrity Masterchef S4

PREMIERE: Weeknights 1930-2000 from January 4th

The temperature is rising once more in the MasterChef kitchen, as 24 UK celebrities will battle it out to see who is crowned Celebrity MasterChef 2008. Top chef John Torode and ingredients expert Gregg Wallace are once again on the search for talent in the kitchen, sampling and tasting their way through all that the famous faces have to offer. During the first-round heats, the celebrities must create two courses from a selection of surprise ingredients; perform to the best of their ability during a busy service in a professional kitchen; before producing two exceptional dishes to please the palates of Gregg and John. As the celebrities advance to the semi-finals and eventually the finals, the tasks become even more challenging. As the pressure increases, only one celebrity will prove that they have the skill, talent, commitment, originality and drive to become Celebrity MasterChef.



Nigel Slater: Nigel Slater's Simple Suppers

PREMIERE: 25 February Thursdays 2030-2100

FOOD fanatic Nigel Slater shares his passion for easy-to-make, delicious food in a series crammed full of practical and scrumptious ideas. Most people don't have time to cook complex recipes so Nigel unveils a week's worth of delicious, uncomplicated meals. He raids his cupboards, fridge and vegetable patch to show how, with a little imagination, everyday ingredients can produce spectacular results. There's no need to write down complicated recipes as Nigel's unflustered style makes these feasts easy to remember.



March is Jamie Oliver Month!

LifeStyle Food Presents Jamie Oliver programming throughout March

Expect all the usual Jamie Oliver madness as LifeStyle Food becomes the home for programs featuring everyone's favourite foodie Jamie Oliver. LifeStyle Food has searched through the pantry to bring you the very best dishes Jamie Oliver has to offer! From Jamie's Ministry of Food to Jamie's Fowl Dinners, LifeStyle Food has Jamie Oliver Month ready to serve!

