



CHEF  MICHAEL SMITH  
CULINART LIMITED

Bookings for Private Corporate Events:  
K&M Productions - 905.831.0404 - [info@kmprod.com](mailto:info@kmprod.com)  
[www.kmprod.com](http://www.kmprod.com) / [www.kmprod.com/chef-michael-smith](http://www.kmprod.com/chef-michael-smith)

# THINK OPPORTUNITY...

We create value for partners who share our passion for tasty entertainment, creative excellence, and understand our belief in unlimited opportunities for Canadian families.

With Chef Michael Smith on your team you'll enjoy his instant foodie credibility, cutting edge social media skills and personal passion for all that he does.

Proven results that exceed expectations. That's what we do!



# THINK PARTNERSHIP...

## ✧ **Endorsements**

Michael's personal endorsement of your food related product or organization carries serious weight in the marketplace

## ✧ **Social Media Mobilization**

Target *your* message to *your* audience with Canada's most trusted voice in the Food Social Media sphere. Leverage Chef Michael's 100,000+ avid followers and engage them in *your* conversation

## ✧ **Recipe & Product Development**

Chef Michael's test kitchen is on the cutting edge of today's food and nobody knows how to write more engaging recipes

## ✧ **Media & Publishing**

Michael's fully integrated team produce award-winning television, web video, and content for newspaper, magazine, online, radio and TV appearances

## ✧ **Personal Appearances**

Interactive programming, cooking demonstrations, contest judging, educational and motivational speaking engagements, publicity tours, and related opportunities

# THINK ENTERTAINMENT...



Chef Michael speaks and shares his message at numerous special events every year. His signature high-energy style, dynamic stage presence and non-stop story telling captivate audiences everywhere. He interacts with his guests, engaging and entertaining them every step of the way.



We carefully align with partners, ensuring that they share the same core values we do.



Chef Michael will customize his presentation to suit your event. His passion for simple, sustainable home cooking is an effective platform for your messaging.

# THINK SPECTACULAR...

Anyone can put chicken on a plate... but for us, it's about entertainment, and we do it with style!

We'll collaborate with you to develop an interactive dining experience well beyond just amazing food...

We'll bring an A-list team of top chefs from across Canada, a SWAT team of hospitality professionals and logistics experts...

We imagine... We collaborate... then together, we knock it out of the park!



# THINK INTERACTIVE...

- ✧ **MARCH OF THE CHICKENS** – Watch as your guests march into the room with a parade of roast chickens then carve their own, tableside!
- ✧ **SHUCK YOUR OWN!** - Chef Michael doesn't just share oysters, he teaches you how to shuck your own!
- ✧ **BUTTER RACE** – Want to see your guests rolling in the aisles laughing? Michael fills a stage with men and puts a mason jar full of cream in their hands. Watch as they suggestively shake the works into butter!
- ✧ **INTERVIEW THE CHEF** – A crowd favorite! Each table collaborates and asks a question. Lets just say they're not all G-rated!
- ✧ **ALL HANDS ON DECK**– Chef Michael gets your guests out of their seats and engaged with each other. Each table nominates their best cook, worst cook, dishwasher and bartender. During the event, each appointee plays a starring role!

# THINK FUN...



SHUCK YOUR  
OWN!



THE OYSTER  
VIRGIN RACE



THE SPARKLING  
SABER

- ✧ **COOK THE BOOK** - This is a favorite for large groups. Chef Michael gives a cookbook to every guest, then cooks and serves the entire book to the crowd!
- ✧ **OYSTER VIRGIN RACE** - What happens when you team an experienced male shucker and a female oyster virgin? The men shuck for the ladies and the winner is the first team to down 2 oysters!
- ✧ **HOUSE DRESSING CHALLENGE** - Can a novice cook, create, and craft their own salad dressing? Of course they can! They can dress their table's salad too...
- ✧ **SPARKLING SABER** - Always a great start to an event! Watch as Chef Michael teaches your VIPs the fine art of opening a bottle of sparkling wine with a saber.

# THINK EDUCATION...

Chef Michael is a teacher. His uncanny ability to transform the arcane details of the unfamiliar into the intuitive understanding of the familiar is empowering and entertaining.

Michael is a passionate educator. He'll mesmerize your audience with the tale of his professional path, his own food awakening and its connection to today's food lifestyle. He's not afraid to 'tell it like it is' and knows how to temper the hard edges of a message with a soft touch.

Michael's specialty is empowering your guests. His passion transforms even the hard-core non-believer into a can-do advocate.



# THINK POSSIBILITIES...

- ✧ Guest Chef
- ✧ Charity Fundraisers
- ✧ Cooking Demos
- ✧ Food & Wine Festivals
- ✧ Keynote Speaker
- ✧ Pop-Up Foodie Events
- ✧ Intimate Dinner Parties
- ✧ Interactive Special Events
- ✧ Food Media Fam-Tour Host
- ✧ Product Demonstrations
- ✧ Corporate Team Building
- ✧ Motivational Speaker
- ✧ Weekend Foodie Events
- ✧ Web Video Production

# THINK WEB VIDEO...

For more than 15 years Chef Michael has been inspiring, teaching and engaging home cooks through the medium of video production. Michael and his team are now leveraging their award-winning production experience to produce entertaining web video programming for a wide variety of partners.

Today's cooks crave speedy, relevant recipes and the internet is where they find them. Increasingly, they expect an instructional video to accompany the words. They place a premium on trust and must believe in their source which is why Michael is Canada's leading voice for real world kitchen solutions.

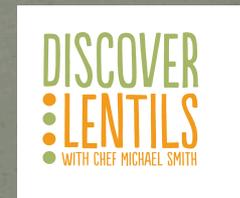
Chef Michael and his team can create, design and nimbly produce cost-effective cutting edge video content for you that tells your story.



© 2016 Canadian Produce Marketing Association  
[www.halfyourplate.ca](http://www.halfyourplate.ca)



© 2014 Saskatchewan Pulse Growers  
[www.lentils.ca/lentilhunter/](http://www.lentils.ca/lentilhunter/)

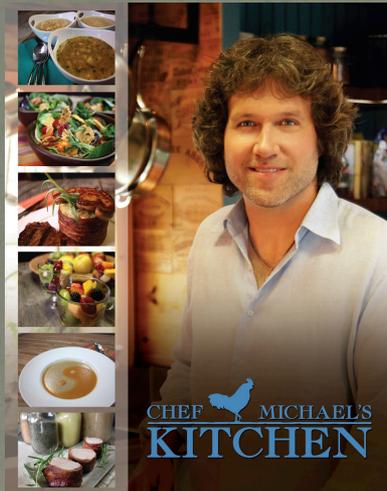


© 2011 Saskatchewan Pulse Growers  
[www.lentils.ca](http://www.lentils.ca)



© 2011 PEI Flavours  
[www.chefmichaelsmith.com/food-country](http://www.chefmichaelsmith.com/food-country)

# TELEVISION... our shows air in over 100 countries...



TV: 26 x 30 min  
Web: 24 x 5 - 6 min

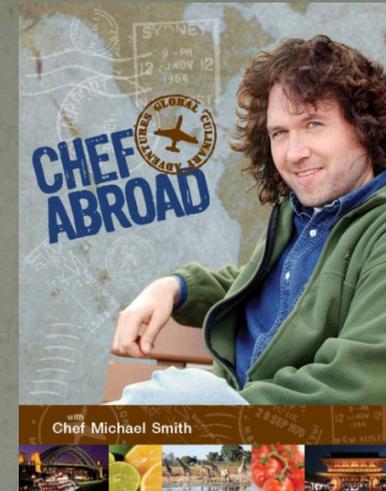
**A community and a kitchen can make all the difference in the world...**

Chef Michael knows all about making a difference through food! Four (4) years ago, Chef Michael and his community created a fundraiser The Village Feast. Its goal was to raise \$30,000 to build one school cookhouse in rural Kenya.

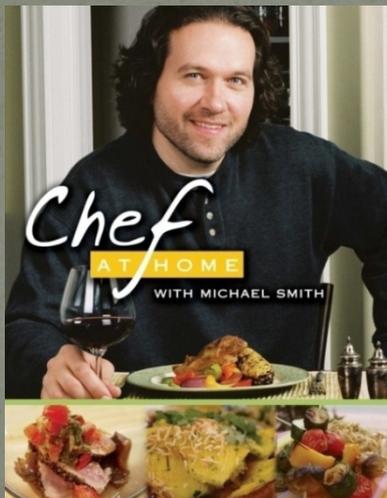
Four years later, The Village Feast has become an annual event, building four (4) school cookhouses and changing the lives of 1200 Kenyan children a day with a feeding program that has 90% of children attending and staying in school.

*the Village Feast*

1 x 60 min



26 x 30 min



157 x 30 min

**chef at home**

\* Michael Smith is a man of eclectic culinary tastes and talents. \*  
TV Guide

CULINARY ADVENTURES WITH CHEF MICHAEL SMITH

65 x 30 min

*A cooking show that journeys beyond the sauce pan into the vast world of cuisine and culture. Food is everywhere and defines our lives in more ways than there are recipes. Host and chef Michael Smith, demonstrates with flair, charm, zeal and wit, how we can impress ourselves in our own kitchens. A bit of this, a bit of that and a lot of life...*

**THE INN CHEF**  
with Host & Chef Michael Smith

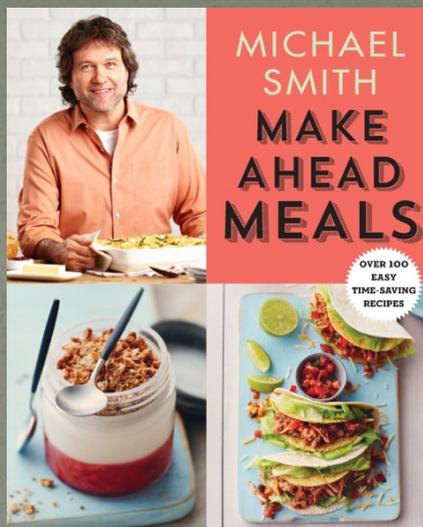
OCEAN POINT

65 x 30 min

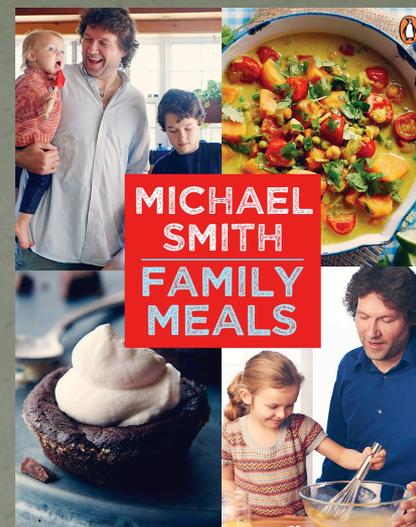
# COOKBOOKS...



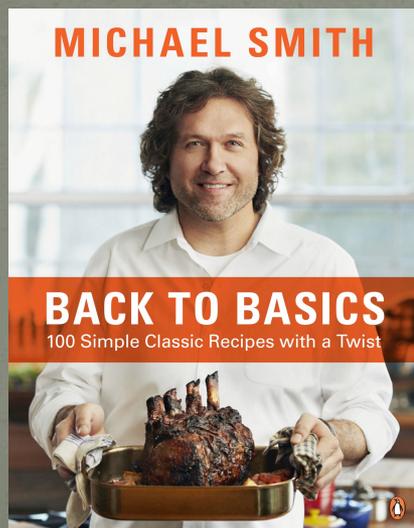
© 2016



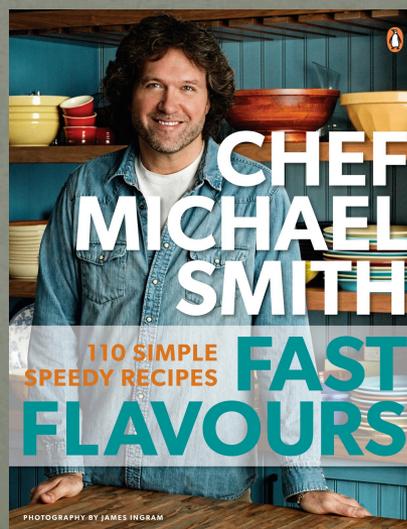
© 2015



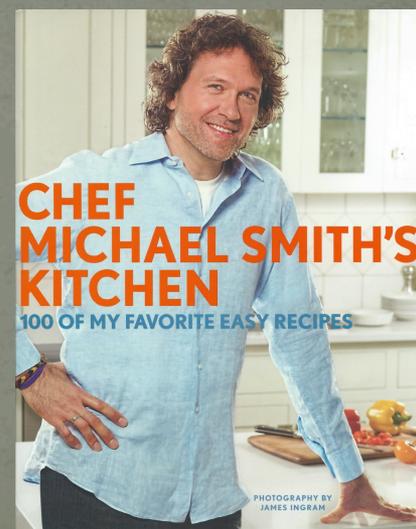
© 2014



© 2013

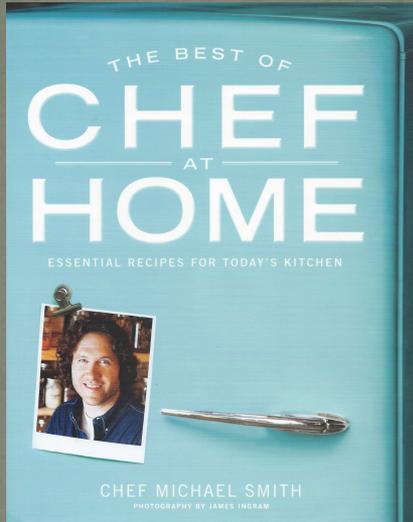


© 2012

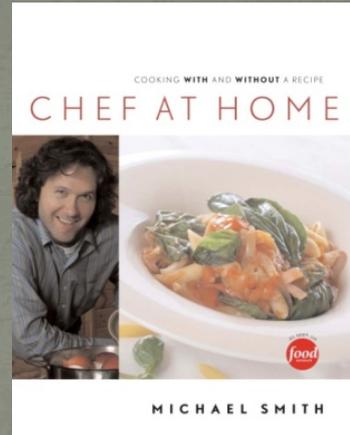


© 2011

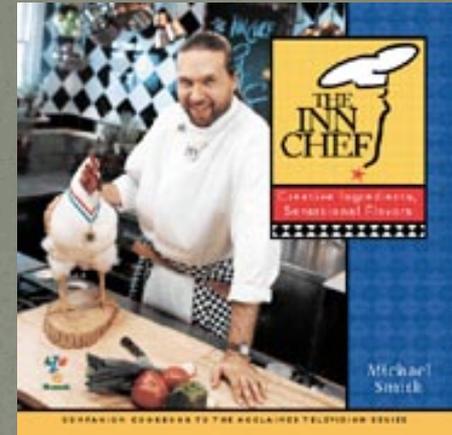
# COOKBOOKS...



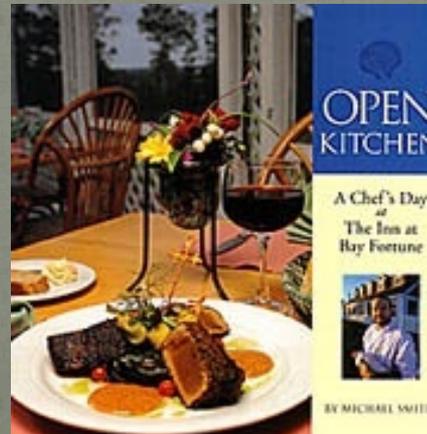
© 2009



© 2005



© 1999



© 1998

# SOCIAL MEDIA...



Chef Michael Smith is Canada's trusted social media voice for foodie fun and nutritional advice. He enjoys a uniquely influential place in the daily food discourse with his huge and growing audience watching every move he makes. His food media production company's daily focus and strategic attention continues to drive phenomenal audience growth across all platforms. Just one measure of Michael's social media impact is his high score from *Klout*, the web's leading influence-scoring system, which is currently 72/100, compared to Food Network Canada which is 66/100.

Chef Michael has substantial followers on his social media, with numbers rising consistently each week:

Facebook> 128,000+ likes

Instagram> 38,000+ followers

Twitter> 60,000+ followers

Pinterest> 48,000+ followers

Newsletter> 29,000+ subscribers

Website> More than 6 million visits in total, with over 4.1 million unique visitors in 2014.

# ABOUT Chef Michael Smith

Food Network Host, Nutritional Activist, Food Media Producer,  
Innkeeper

Chef Michael Smith, one of Canada's best-known chefs, is a passionate advocate for simple, sustainable home cooking and an inspiration for families creating their own healthy food lifestyle. He's the host of *Chef Michael's Kitchen*, *Chef at Home* and *Chef Abroad* seen on Food Network Canada, Global and in more than 100 other countries. He's a judge on *Chopped Canada* and traveled the world for his innovative web series *Lentil Hunter*.

Chef Michael and his wife Chastity have recently realized a dream and purchased The Inn at Bay Fortune in Prince Edward Island. In the summer of 2015, they re-launched the property where Michael gained international fame, with a new spirit of hospitality and an innovative dining experience, the *FireWorks*.

Michael is Prince Edward Island's food ambassador, Canada's best selling cookbook author, innkeeper, educator, professional chef and home cook. He led the team of Sodexo chefs that cooked for the world's Olympians in the Whistler Athletes' Village in 2010. His tenth award winning cookbook, *Real Food, Real Good*, launched in September 2016 and immediately landed on the *Globe and Mail* bestsellers list. His food media production company and test kitchen, *Culinart Limited*, is breaking new ground and his social media platforms are Canada's top choice for foodie fun.

Although Michael is a true chef at large his favourite role is Dad, at home on Prince Edward Island with his wife Chastity and his children: Gabe, Ariella and Camille! Michael is an avid map collector, long-time windsurfer and novice kite sailor.





Play Dough Food Sculpture Judging