

## PRESS KIT

## Company Overview

Billy Parisi, LLC is a group of talented marketers, led by Chef Billy Parisi, who converge and collaborate to create a boutique agency specializing in food and beverage content creation that is proven through analytics and results. We take a direct marketing approach to digital, social and traditional media with the constant goal of generating new customers at the lowest acquisition cost possible for our clients.

We provide industry leaders the best and most cost effective content solutions possible for their brand, with an unrelenting focus on creative and analytics. We are constantly on the pulse of technology to improve effectiveness in the competitive digital and social landscape. We understand strategies and plans require fluidity and constant attention.

Chef Billy Parisi is uniquely qualified to lead his team as he is an accomplished chef, producer, marketer, strategist, and has proved his ability to grow his own sought-after brand. Parisi's talent to engage the consumer is confirmed by his social reach and loyal following of fans as well as attendance in events he headlines.



## Bio

# BILLY PARISI



At 32 years of age, Billy Parisi has the education and experience of a seasoned chef. By the time he enrolled at the University of Missouri-Columbia in 2002, Parisi had already graduated from Arizona's Scottsdale Culinary Institute—and logged several years as line cook, sous chef, and chef executive in some of the Midwest's finest restaurants.

Throughout his four years at Mizzou, Parisi continued to nurture his passion for food, bartending at local Columbia establishments and cooking alongside Executive Chef Daniel Pliska at the prestigious University Alumni Club. He and Pliska competed to win the title of "Iron Chef of Missouri" in 2004. This was the first of many competition titles secured by Parisi.

A Bachelors of Science in Communications / Video Production set the stage for Parisi's roles as the face of [fixmyrecipe.com](http://fixmyrecipe.com), Lowes Food Stores, Heinen's Grocery Stores and Sears Holdings Corporations. Parisi has been featured on several national and regional TV, radio and print mediums, including the Chicago Tribune, the Chicago Sun-Times, DIY, Time Warner Cable, ComCast, Fox News Rising Charlotte and many others.

Billy is also a college sports enthusiast, fashion buff, and resides in Chicago with his wife Lindsay and their daughter Olivia.



## Media Coverage/Newsworthy 2008 - 2013

### *Television*

WGN Chicago's Best  
WDAF TV  
KMOV  
WXMI  
WJBK  
WGN TV  
KCMO  
WSOC – TV  
WXII – TV  
WFMY-TV  
FOX Chicago, Detroit, St. Louis, Kansas City,  
Charlotte, Grand Rapids  
COX St. Louis  
Time Warner Cable Carolina Regional  
DIY Network  
Comcast on Demand – Chicago

### *Brand Ambassador*

Sears  
Kenmore  
Bosch Appliances  
Jenn-Air Appliances  
Lowe's Food Stores  
Heinen's Fine Foods  
Gallo Wines  
Starborough Sauvignon Blanc  
DaVinci Pinto Grigio  
Red Rock Pinot Noir  
Bodega Elena De Mendoza - Malbec  
Constellation Wines  
Nobilio Sauvignon Blanc  
Wild Horse Cabernet Sauvignon  
Simi Chardonnay  
Franciscan Cabernet Sauvignon  
Clos du Bois Chardonnay  
Robert Mondavi Cabernet Sauvignon Blanc  
MillerCoors  
Blue Moon  
Peroni Azzuro  
Leinenkugels  
Verlasso Salmon

### *Radio*

WKRR  
KCUR  
WLNK

### *Print*

Chicago Tribune  
Chicago Suntimes  
Wired Magazine  
Winston-Salem Business Journal  
The Chicagoist  
AOL blog  
Toasted Rav Magazine  
Fun Times Guide  
PR Newswire

### *Live Events*

Kenmore Live Studio  
Sears Chef Challenge  
The Knoxville Food Show  
Southern Women's Show  
Healthy Living Expo  
Salute Wine Festival

### *Affiliations*

Kitchen Daily - AOL  
Simple Dish  
Sauver NC  
Reynolds Kitchens  
My Pod  
Boss TV  
ICookBooks  
The Food Channel  
IFoodTV

## Social Media and Other Links

Website

[www.billyparisi.com](http://www.billyparisi.com)

Facebook

<https://www.facebook.com/chefbillyparisi>

Twitter

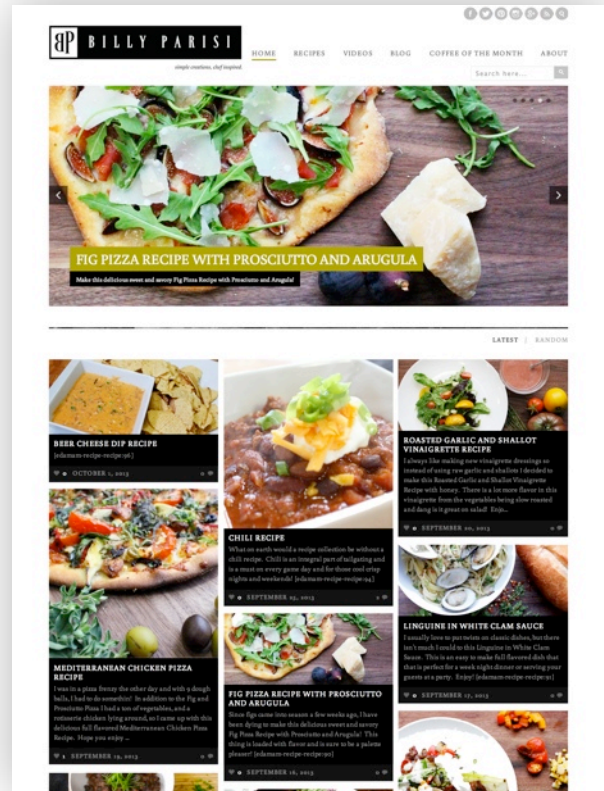
<https://twitter.com/ChefBillyParisiTwitter>

YouTube

<http://www.youtube.com/user/ChefBillyParisi>

Talent Reel Link

<http://www.billyparisi.com/on-camera/>



Screenshots above taken July-October 2013

## Contact Info



*simple creations, chef inspired.*

For more information contact:

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