

BP BILLY PARISI

simple creations, chef inspired.



Overview

Chef Billy has worked within the food industry for companies such as Gallo Family Vineyards, Jenn Air, Kenmore, Food Network, Cooking Channel and has been the headliner for cooking competitions and events.

Content provided by CBP is a turnkey solution to reach your audience. His recipes take simple food to the next level and remove the perceived complexity of cooking delicious and unique meals.



Audience

According to a new survey of over 1500 users of a popular recipe website, Millennial moms, are leveraging their smartphones and tablets throughout the meal planning, food shopping and the cooking cycle.

Younger moms ages 18 to 34 are 44% more likely to own a smartphone than older moms, and almost a third of them are using their phones to plan meals and make shopping lists.

The Millennials are following through with their devotion to devices in the kitchen as well. Almost 75% of this group that owns a tablet will use them while cooking.

Almost half of these tablet-owning Millennials have shared a recipe through a social site while on the tablet.



Links

Food Video Example

<http://www.billyparisi.com/chicken-pasta-carbonara/>

Wine Pairing Video example

<http://www.billyparisi.com/smoked-salmon-pasta-paired-with-nobilo-sauvignon-blanc/>

Talent Reel Link

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



Programming Available

- Cooking videos, with downloadable recipe
\$500 per year per video
- Customized cooking video, with downloadable recipe. Includes licensee logo and/or social url
\$600 per year per video
- Customized cooking video, with downloadable recipe. Includes licensee logo and/or social url, voice over
\$700 per year per video
- Finished Recipe image, with downloadable recipes
\$250 per recipe per year

Contact Info

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