



TOP CHEF CANADA: ALL-STARS STOCKS ITS PANTRY WITH BIG BRAND INTEGRATIONS

**Monogram Returns for Fifth Consecutive Season as
Series Sponsor**

Sensodyne on Board as Series and Show Site Sponsor

**Interac Flash, Beringer, Krave Jerky and Braun Pair Perfectly for
In-Show Integrations**

**#TopChefCanada Premieres April 2 at 10 p.m. ET/PT on Food
Network Canada**

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For Immediate Release

TORONTO, March 13, 2017 – Corus Entertainment announced today its full menu of brand partnerships for the epic return of [Top Chef Canada](#) in its All-Stars season. Canada's most prestigious culinary competition seamlessly integrates new and returning series sponsors and partners this season including Monogram, *Interac Flash*, Sensodyne, Beringer, Krave Jerky and Braun Household Appliances. *Top Chef Canada: All-Stars* premieres **Sunday, April 2 at 10 p.m. ET/PT** on [Food Network Canada](#).

"The much-anticipated return of hit series *Top Chef Canada* provides the ultimate opportunity for brands," said Barb McKergow, Vice President, Client Marketing, Corus Entertainment. "Through seamless integrations that become part of the fabric of the series, it delivers an unrivalled client experience for brand partners to connect with a wide and engaged audience."

The stakes – and prizes – are high for chefs in this cutthroat competition. *Top Chef Canada: All-Stars* welcomes back Monogram for their fifth consecutive season as the exclusive large appliance supplier and a grand prize sponsor. Prominently featured within the series, Monogram outfits the set kitchen with finely crafted appliances, provides cash prizes for two episodic challenges and awards the grand prize winner with a brand-new Monogram kitchen valued at \$25,000. First time sponsor of *Top Chef Canada*, Interac Association joins as a grand prize sponsor, providing \$100,000 to Canada's all-star Top Chef. Integrated throughout the series, *Interac Flash* acts as the perfect companion for the chefs to shop for every ingredient they need to masterfully create exquisite dishes.

Sensodyne jumps on board this season as the series' exclusive sponsor of the show site, home to behind-the-scenes videos and articles, original chef audition tapes, full episodes and recaps, photo galleries, prize giveaways and more. The brand is also providing a unique twist in an episode-specific challenge, connecting tooth sensitivity to the culinary world in a creative way.

Official wine provider Beringer is not only stocked in the *Top Chef Canada* kitchen pantry and locker room but also readily available to the chefs and guests at offsite events this season. Featured in an episodic challenge, Beringer has also teamed up with *Top Chef Canada: All-Stars* for a co-branded consumer contest, which will give viewers the opportunity to win a trip for two to Beringer Vineyards in Napa Valley. Promotion for the contest will run on-air and in liquor stores across Canada (excluding Quebec) beginning April 24, 2017.

Also upping the ante in episodic challenges this season are Krave Jerky, with a variety of flavours readily stocked in the pantry and locker room, and the series' key small appliance provider, Braun, offering the chefs a wide range of innovative household appliances to create their most inspired meals.

Top Chef Canada: All-Stars debuts Sunday, April 2 at 10 p.m. ET/PT on Food Network Canada with an [all-star roster of talent at the judges' table](#). For the first time in *Top Chef Canada* history, chefs from past seasons return to face cutthroat challenges and bold critiques from Canada's most refined palates as they battle for the title that has eluded them all. *Top Chef Canada* is the homegrown version of the hit Emmy Award-winning NBCUniversal Series *Top Chef* and is produced by Insight Production Company Ltd. in association with Food Network Canada.

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Watch full episodes and see exclusive content at foodnetwork.ca/shows/top-chef-canada/

Food Network Canada is a Corus Entertainment Network.

About Corus Entertainment Inc.

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that creates and delivers high quality brands and content across platforms for audiences around the world. The company's portfolio of multimedia offerings encompasses 45 specialty television services, 39 radio stations, 15 conventional television stations, a global content business, digital assets, live events, children's book publishing, animation software, technology and media services. Corus' roster of premium brands includes Global Television, W Network, OWN: Oprah Winfrey Network Canada, HGTV Canada, Food Network Canada, HISTORY®, Showcase, National Geographic Channel, Q107, CKNW, Fresh Radio, Disney Channel Canada, YTV and Nickelodeon Canada. Visit Corus at www.corusent.com.

About Insight Productions

Insight Productions, known for its award-winning ratings juggernauts, is Canada's most established content producer. Headed by John Brunton & Barbara Bowlby, Insight is an industry leader in the development, financing, and production of hit programming, both scripted and unscripted. Big Brother Canada, The Amazing Race Canada, The Tragically Hip: A National Celebration; The JUNO Awards 2016, Canada's Walk of Fame 2015, and How To Change The World were collectively nominated for 29 Canadian Screen Awards in 2017 and so far winning 12. Past productions include Intervention Canada,

Project Runway Canada, Battle of the Blades, Ready Or Not, Falcon Beach, The Truth About Alex, and Canadian Idol. Insight Productions was founded in 1979 and has since created thousands of hours of groundbreaking content. In 2015, Insight received the Academy of Canadian Cinema and Television's inaugural Icon Award in recognition of its 35th anniversary.

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