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FOOD NETWORK CANADA AND TWITTER DEBUTS FIRST SHORT FORM CONTENT SERIES #ONEDIRTYDISH

Series Launches with Two Live Episodes Starting Thursday, November 15 at 9:30 p.m. ET on @FoodNetworkCA's Twitter

Chef Stefano Faita to be Featured Creating Delicious One-Pot Meals Using Knorr® Bouillon Products



Chef Stefano Faita for #OneDirtyDish. Photo courtesy of Food Network Canada.

Watch the promo for #OneDirtyDish, [here](#).

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November 15, 2018 – Committed to bringing premium social content to Canadian audiences, **Corus Entertainment's Food Network Canada** and **Twitter** announce the premiere of the new live Twitter series **#OneDirtyDish**.

Produced by **so.da**, Corus' leading in-house social content studio, the first installment of #OneDirtyDish will stream on **Thursday, November 15** and **Thursday, November 29** at **9:30 p.m. ET**.

Hosted on **@FoodNetworkCA's** Twitter page, Chef **Stefano Faita** creates deliciously easy weeknight meals all in one pot, integrating Knorr® Bouillon Products. Audiences can influence elements of the recipe by voting via Twitter polls. Final recipes will be available after each stream at foodnetwork.ca.

"We are thrilled to debut our first, delectable short-form series for Twitter," said Dervla Kelly, Senior Vice President of Marketing and Social Digital Agency, Corus Entertainment. "The power of Corus' premium brands and content have created incredibly engaged audiences on social and we know that Food Network Canada's audiences have an appetite to learn and be creative. #OneDirtyDish delivers on just that and we're excited to see how these delicious and easy meals will be curated by viewers' tastes."

"The debut of #OneDirtyDish is proof that Canadian brands are developing a taste for original video content on Twitter," said Michael Palombo, Head of Entertainment, Twitter Canada. "By pairing engaging cooking content with seamless brand integrations and real-time Twitter conversation, #OneDirtyDish has found the recipe for a great viewing experience for Canadian foodies."

Amplifying the flavour in the first installment of #OneDirtyDish is Knorr® Bouillon Products. Throughout the two live-streamed episodes, Knorr® Bouillon Products will be integrated in both episodes' recipes as well as featured in Knorr® branded pre-roll, promoted tags and three pieces of extended video content that will be posted on @FoodNetworkCA's Twitter page.

Food Network Canada is a Corus Entertainment Network.

SOCIAL MEDIA LINKS:

Join the conversation: #OneDirtyDish

Follow Food Network Canada on Twitter [@FoodNetworkCA](https://twitter.com/FoodNetworkCA), Facebook [Food Network Canada](https://www.facebook.com/FoodNetworkCanada) and Instagram [@FoodNetworkCa](https://www.instagram.com/FoodNetworkCa)

Follow Corus PR on Twitter: [@CorusPR](https://twitter.com/CorusPR)

About so.da

so.da is a full-service, specialized social digital agency offering strategy, community management, content production, analytics and social listening, talent and influencer integration. In addition to managing Corus' vast portfolio of brands in the social space, including Food Network Canada, HGTV, Global TV, Slice and W Network, so.da works with many of Canada's leading brands to support their social strategy and content production. The agency's deep understanding of the space has led to above average engagement rates, watch times and lower CPEs. Last year alone, so.da content was viewed over four billion times.

For more information about so.da and its services, visit: soda.corusent.com

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 44 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.

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