

TOP CHEF CANADA ANNOUNCES ITS SEASON 13 SPONSORS

Integrated Brand Partnerships Include SharkNinja, McCain® Foods, Peroni Nastro Azzurro, DoorDash, Furlani, and alive Magazine

Season 13 Premieres Tuesday, October 20 at 10 p.m. ET/PT on Flavour Network and Streaming Exclusively on [STACKTV](#)



*Top Chef Canada's Season 13 key cast. Image courtesy of Flavour Network.
L to R: Mijune Pak, Eden Grinshpan, Mark McEwan, and Janet Zuccarini*

Get a first look at Season 13 [here](#)

Additional photography can be downloaded [here](#)

For Immediate Release

TORONTO, October 6, 2026 – Today, **Top Chef Canada** announced Season 13 sponsors featuring six premium brand partners with custom in-show integrations, challenges, custom viewer experiences, branded prize packages, and select retail extensions. Season 13 of **Top Chef Canada**, last fall's #1 Lifestyle specialty program*, premieres **Tuesday, October 20 at 10 p.m. ET/PT** on **Flavour Network** and streaming exclusively on **STACKTV**.

As [previously announced](#), **Top Chef Canada** Season 13 sees 12 chefs battle for the opportunity to achieve the Canadian culinary dream and earn the title of Canada's Top Chef. In the end, only one chef will rise to the top and take home the grand prize package, which includes \$10,000 courtesy of **SharkNinja**, **McCain® French Fries**, and **Furlani** respectively, a culinary trip to Italy courtesy of **Peroni Nastro Azzurro**, **DoorDash** for a year, and a feature in **alive Magazine**.

SharkNinja joins the season as the series' small appliance partner, outfitting the **Top Chef Canada** kitchen with its latest generation of culinary innovations while also lending its name to the SharkNinja Locker Room. The brand sponsors a casino-inspired Quickfire Challenge that sees chefs create bold dishes using randomly selected ingredient pairings determined by cards and a culinary roulette wheel. Throughout the season, competitors will utilize SharkNinja products including the Ninja Slushi XL and Ninja Crispi Pro Air Fryer. SharkNinja will have an additional campaign element for consumers, to be revealed in-show. SharkNinja contributes a \$5,000 Quickfire prize and \$10,000 toward the season's grand prize.

McCain® French Fries joins Season 13 with a Quickfire Challenge celebrating one of Atlantic Canada's most beloved traditions: the East Coast Kitchen Party. Inspired by the traditional flavours and community spirit of Atlantic Canada, chefs will compete to create craveable, elevated bites using iconic McCain® French fries for the chance to win \$5,000. McCain® branding will also be integrated throughout the season, further showcasing the brand's connection to great food moments. As a grand prize contributor, McCain® will also contribute \$10,000 toward the season champion's winnings.

Peroni Nastro Azzurro joins as the exclusive beer sponsor for Season 13, bringing a taste of the Italian aperitivo lifestyle to the competition. The brand is featured in a special Elimination Challenge inspired by the beauty of Italian ingredients, traditions, and entertaining culture. Peroni also contributes a culinary trip to Italy for the winning chef, along with a \$5,000 challenge award.

In a competition where every second counts, **DoorDash** returns as the season's official countdown clock sponsor, helping keep chefs on track as they race against time. DoorDash also sponsors a heartfelt Quickfire Challenge inspired by the meals that bring people together. Joined by two Toronto-based food creators, the chefs are tasked with creating a dish inspired by a favourite delivery order they love to share with family and friends. Adding to the emotion of the challenge, each chef is surprised with the opportunity to cook alongside a loved one before presenting their creations to the judges. The winning chef receives a \$10,000 cash prize, while the eventual Season 13 champion will receive "DoorDash for a year" valued at \$10,000 as part of the grand prize package.

Furlani brings the flavours of a Canadian summer to the competition with its Cottage Cooking Quickfire Challenge. Inspired by the cottage traditions enjoyed from coast to coast, chefs must create elevated dishes that capture memorable cottage moments while incorporating Furlani Garlic Bread bringing the flavour pop to everyday moments, and Furlani products are also featured throughout the season. The partnership extends beyond broadcast with *Top Chef Canada* featured on product packaging, an integrated consumer contest where the lucky winner will receive a *Top Chef Canada* dinner experience for two curated by Chef Mark McEwan. Furlani, Canada's favourite garlic bread, also contributes a \$5,000 challenge prize and \$10,000 toward the grand prize package.

alive Magazine joins *Top Chef Canada* as the series' first-ever official magazine partner. As sponsor of the season's first challenge, alive Magazine lends its name to a high-stakes competition that awards the winning chef a \$10,000 cash prize. The partnership also includes branded placement within the Shark Ninja Locker Room and extends across multiple platforms through co-branded promotional content and custom broadcast integrations throughout the season. As part of the grand prize package, the Season 13 champion will also receive a featured profile in **alive Magazine**, further showcasing their culinary achievements to audiences across Canada.

Top Chef Canada is the homegrown version of the hit Emmy Award-winning NBCUniversal series *Top Chef* and is produced by Insight Productions (A Blue Ant Studios Company) in association with Flavour Network.

Source: Numeris PPM Data, Total Canada, FL'25 (9/1/2025 to 1/4/2026) - confirmed data, A25-54, Mo-Su 2a-2a, min 3+ airings, AMA(000), CDN SPECIALTY COM ENG, excludes sports networks.

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#TopChefCanada

Flavour Network is a Corus Entertainment Network.

About Corus Entertainment Inc.

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that develops, delivers and distributes high quality brands and content across platforms for audiences around the world. Engaging audiences since 1999, the company's portfolio of multimedia offerings encompass 25 specialty television services, 36 radio stations, 15 conventional television stations, digital and streaming platforms, and social digital agency and media services. Corus' roster of premium brands includes Global Television, W Network, Flavour Network, Home Network, The HISTORY® Channel, Showcase, Slice, Adult Swim, National Geographic and Global News, along with streaming platforms STACKTV, TELET00N+, Vivéo, and Curiouscast. For more information visit www.corusent.com.

About STACKTV

STACKTV is Corus Entertainment's premium multi-channel television streaming service that offers thousands of hours of exclusive hit content from Canada's top TV networks, all on one platform. Stream series, movies and specials from Global Television, Flavour Network, Home Network, W Network, The HISTORY® Channel, Adult Swim, Slice, Showcase, National Geographic, DTOUR, Lifetime, Cartoon Network, Treehouse, YTV, and Disney Channel, with new content added daily. STACKTV is available via Amazon Prime Video Channels, Bell Fibe TV app, Fubo, Rogers Xfinity TV and Rogers Xfinity Streaming. For more information, visit stacktv.ca.

About Insight Productions (A Blue Ant Studios Company)

Insight Productions, known for its award-winning ratings juggernauts, is Canada's most established content producer and an industry leader in the development, financing, and production of hit programming. Led by CEO & Chair John Brunton, the company has produced some of the most dynamic and top-rated programs including Top Chef Canada; The Amazing Race Canada (the most watched Canadian series on record); original formats Battle of the Blades and The Launch; Big Brother Canada; Canada Shore for Paramount+; The JUNO Awards; and The Tragically Hip: A National Celebration, a live concert special on CBC watched by one in three Canadians. Insight recently announced its partnership with Netflix on the Canadian iteration of Love is Blind. Insight Productions was founded in 1979 and has since created thousands of hours of ground-breaking content.

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