



Media Release

22 October 2015

SBS to serve up a tasty mix of food, cooking, culture & culinary adventure with *Food Network*

SBS will dish up a 24/7 menu of everyday food inspiration when it launches its new television channel dedicated to the world of food on Tuesday 17 November 2015. The new channel, *Food Network*, will be available to all Australians across the country for free when it goes live from 1pm AEDT.

Serving up an appetising selection of food programs handpicked from around the world, *Food Network* is set to entertain and inspire Australia's many everyday food lovers. Cooking programs featuring some of the world's most popular food personalities will get people around the country slicing, dicing, stirring and sizzling, and tastebuds will tingle as audiences are taken on culinary adventures across the globe.

Announcing the details of the channel earlier today, SBS Managing Director Michael Ebeid said: "SBS has a proud reputation for delivering distinctive food programming that allows Australians to delve into different cultures, and today we're excited to reveal the next course in our food menu. *Food Network* will offer a taste of something more, with a focus on simple, authentic and accessible everyday food inspiration from around the world, available all day, every day, across platforms, and for free."

Australia's own Curtis Stone will be a star ingredient in *Food Network's* programming mix with several of his shows to be featured on the channel. The popular and passionate Aussie chef is set to get mouths watering and adrenalin pumping across the country with his sun-and-surf-inspired series *Beach Eats USA*, along with his hit, high risk cooking competition series *Kitchen Inferno*, and his much-loved Australian series, *Surfing the Menu*.

Other program highlights include home cooking inspiration with *Rachael Ray's 30 Minute Meals* and *Giada at Home*; food-inspired travel and culinary adventure programs *Reza: Spice Prince of Vietnam*, *Bizarre Foods* with *Andrew Zimmern* and *Diners, Drive Ins & Dives*; and gastronomic food entertainment including the hugely successful *Chopped* hosted by Ted Allen, sourced through an output deal and licensing agreement with Scripps Networks Interactive, the world's leading producer of high quality engaging lifestyle content. Scripps Networks' global lifestyle media portfolio includes popular brands Food Network, Cooking Channel, Asian Food Channel, Fine Living Network, Travel Channel, HGTV and DIY. Scripps Networks are supplying programming from across the food category including food-inspired entertainment and travel, and home cooking from all around the world.

Alongside this enticing mix of global content, *Food Network* will also feature some of SBS's much-loved locally made programs starring some of Australia's favourite foodie faces.

Special Broadcasting Service

Locked Bag 028 Crows Nest NSW 1585 • 14 Herbert Street Artarmon NSW 2064 • +61 2 9430 2828 • sbs.com.au

  #sbsaustralia



SBS Chief Content Officer, Helen Kellie, said: “We know how much Australians love our food - preparing and sharing meals with family and friends is at the heart of modern Australian culture. Our audiences tell us there’s an appetite for something fresh and different on TV. *Food Network* will offer everyday food inspiration for all Australians, with accessible cooking using simple ingredients, and food-inspired entertainment and travel for all of the family.”

Food Network Channel Manager, Chris Keely, added: “Whether it’s learning tips and tricks from trusted kitchen masters like Curtis Stone and Rachael Ray, exploring all that’s weird and wonderful as we explore the world’s cuisine with personalities like Reza Mahammad, Andrew Zimmern and Guy Fieri, or getting your thrills with the likes of Ted Allen, Alton Brown and Bobby Flay as they put aspiring cooks to the test, *Food Network* will be home to some of the most popular programs in this genre.”

Food Network is also inviting Australian audiences to share their own food adventures and endeavours on social media. Whether it’s a fantastic feast created for family, a delectable dessert whipped up for friends, or just a sensational spaghetti bolognese, share a photo on Facebook, Twitter or Instagram using the hashtag #MyFoodonTV and it could appear on the channel. *Food Network* will share its favourite everyday food photos on Facebook, and also put some on air for all Australians to enjoy.

Food Network will broadcast 24 hours a day, seven days a week, and will be available on free-to-air channel 33. All programs will also be available online on SBS On Demand.

ENDS

NOTES TO EDITORS:

About Food Network:

Food Network is your free foodie channel, launching from 1pm AEDT on 17 November 2015, served up by SBS and Food Network. Join the conversation with #FoodNetworkAU.

About SBS:

With a background as Australia’s multicultural broadcaster, SBS holds a unique place in the Australian media landscape. As described in the SBS Charter, SBS’s principal function is to provide multilingual, multicultural and Indigenous radio, television and digital media services that inform, educate and entertain all Australians, reflecting Australia’s diverse society. SBS carries out this function through an ever-increasing number of distribution platforms including free-to-air television channels, subscription television, analogue and digital radio, online, and via mobile devices and apps. SBS inspires all Australians to explore, appreciate and celebrate our diverse world, and in doing so contributes to a cohesive society. For more information, please visit www.sbs.com.au.

About Scripps Network Interactive:

[Scripps Networks Interactive](#) (NYSE: SNI) is one of the leading developers of engaging lifestyle content in the home, food and travel categories for television, the Internet and emerging platforms. The company's lifestyle media portfolio comprises popular television and Internet brands HGTV, DIY Network, Food Network, Cooking Channel, Travel Channel and Great American Country, which collectively engage more than 190 million U.S. consumers each month. International operations also include [TVN](#), Poland’s premier multi-platform media company; [UKTV](#), an independent commercial joint venture with BBC Worldwide; [Asian Food Channel](#), the first pan-regional TV food network in Asia; and lifestyle channel [Fine Living Network](#). The company’s global networks and websites reach millions of consumers across North and South America, Asia-Pacific, Europe, the Middle East and Africa. Scripps Networks Interactive is



headquartered in Knoxville, Tennessee. For more information, please visit www.scrippsnetworksinteractive.com.