

eitan  
productions

CONTENT STUDIO

# White-Label **Recipe Development**



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# Table of Contents

INTRODUCTION	4
WHAT WE DO	10
WHO WE ARE	14
RATE SHEET (JUNE 2022)	18





## INTRODUCTION



# Welcome to your **new test kitchen.**

Leveraging decades of experience, our editorial team is your outlet for original culinary content that is strategically tailored, exhaustively researched, and expertly developed to drive meaningful audience engagement for your brand.

# Brands **we work with**



# Outlets **who cover our work**

## Our work **in the press**

*The Washington Post*

This triple pea salad recipe gets extra crunch from fried farro [↗](#)

May 29, 2022



**delish**

Eitan Bernath's Cookies 'N' Cream Ice Cream Pie Is A Summer Game-Changer [↗](#)

May 18, 2022



**USA TODAY**

Almost too pretty to eat: Eitan Bernath's Israeli-style sesame schnitzel [↗](#)

May 31, 2022





## Our work **in the press**

### Parade

Get the Secrets to TikTok Chef Eitan Bernath's Killer Chocolate Chip Cookie [↗](#)

May 7, 2022



### © kitchn

Eitan Bernath's PB&J Pancakes Taste as Good as They Sound [↗](#)

May 18, 2022



### GMA

Make chef Eitan Bernath's guacamole burger and cucumber salad [↗](#)

April 29, 2022





# Eitan Eats the World

## New Comfort Classics to Cook Right Now



Penguin  
Random  
House

Irresistible recipes and foolproof techniques from the cooking prodigy beloved everywhere from TikTok to *The Drew Barrymore Show*.



"Eitan has set the bar when it comes to his cooking style. I love his pace and energy and I believe he inspires a whole new generation to approach food with curiosity and passion. His skillset and joy make a perfect combination!"

—**Drew Barrymore**, actor, TV host, and cookbook author



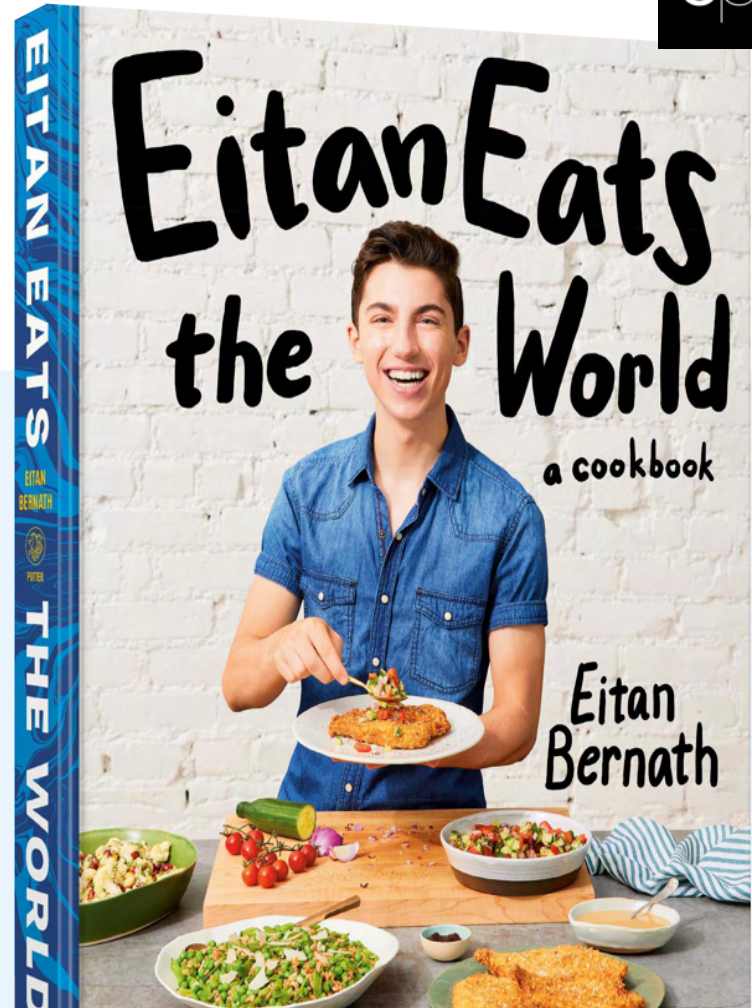
"Eitan's passion for cooking is so irresistible, it's impossible not to get excited about food with this book! The recipes in *Eitan Eats the World* strike such a delicious balance of creativity and comfort, and all of them are totally crave-able. Also: there's tahini puppy chow! YES PLEASE!!!"

—**Molly Yeh**, cookbook author and Food Network host



"Forget what you think you know about cookbooks, *Eitan Eats the World* makes you feel like you're cooking alongside your best friend, not just reading off a page. Eitan has created a book that's as much fun as he is!"

—**Lilly Singh**, actress, producer, author and creator





WHAT WE DO

Imaginative and  
**interdisciplinary.**

We develop original recipes that captivate audiences and drive engagement on every platform and format. Our team delivers content that can be tailored to any audience, from a cookbook to an editorial outlet to TikTok.



## Recipe Curation

Elevating the *focus*.

Our team concepts original/custom recipes that align with your brand's specific editorial needs and style specifications.

- ✓ Concepts curated by our expert in-house chefs & recipe developers
- ✓ Expertise across a variety of cuisines, flavors, and cooking techniques
- ✓ Can be tailored seasonally, to a campaign, or specific initiative





## Recipe Development

Elevating the *product*.

Our culinary experts leverage vast knowledge and experience in the development of easy-to-follow original recipes tailored to your target audience.

- ✓ Recipes extensively tested in the Eitan Productions Tech Kitchen
- ✓ Ability to incorporate brand products
- ✓ Edited & styled ingredient list and preparation guide



## Food Photography

Elevating the *visuals*.

Our digital media team can capture elevated food photography, which integrates food styling, prop styling, and post-production.

- ✓ Integrated product with photography, food styling, and prop styling
- ✓ Visual appeal to entice consumers
- ✓ Can be combined with other dishes for photography of larger spreads





## WHO WE ARE

Meet your new test  
kitchen **dream team.**

Our team of chefs and media experts are obsessed with the intersection of food, lifestyle, and entertainment — and creating elevated content to inspire, inform, and influence your audience.

## Olivia Anderson

### Senior Culinary Producer

Olivia Anderson is a Senior Culinary Producer at Eitan Productions. In her role, Anderson produces content across the company's collection of influential media properties and brand partnerships. Leveraging over five years of culinary experience in both North Carolina and New York City, Olivia specializes in baking and pastries. She is a graduate of the Institute of Culinary Education in Lower Manhattan.

Olivia leverages nearly a decade of industry experience at America's largest media companies where she has focused on growth strategy, team innovation, and talent acquisition. Before joining Eitan Productions, Anderson was responsible for editorial recruitment for New York Magazine at Vox Media, including brands such as Eater and Grub Street.

Originally from North Carolina, Anderson earned her Bachelor of Arts at Elon University.



VOXMEDIA

*The Atlantic*

ep



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## Eitan Bernath

### Chief Executive Officer

Eitan Bernath is a 20 year-old chef, entertainer, author, TV personality, entrepreneur, and activist, best known for his viral videos on social media showcasing his cooking expertise and captivating personality.

With a magnetic charisma that garners three billion views annually from over 350 million consumers in more than 150 countries, Bernath has seamlessly evolved from viral stardom to mainstream ubiquity. Since his love affair with food began at the age of 7, he has amassed over seven million followers across his social media empire, with hundreds of millions more consumers enveloped in Eitan's world spanning his slate of television, literary, audio, philanthropy, live event, merchandising, and brand partnership endeavors.

A pioneer in digital media and content development, he is the Chief Executive Officer of Eitan Productions, the eponymous entertainment studio responsible for overseeing his media ventures. Since late 2020, Bernath has been the Principal Culinary Contributor for "The Drew Barrymore Show" on CBS, making him the first TikTok star to expand into a recurring role on daytime television.





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