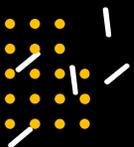


Chefjonathans.com

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BIOGRAPHY

Jonathan Scinto is a Food Artist, TV Host, Content Creator from St. James, N.Y. He's influenced by Emeril Lagasse, Gordon Ramsay and Iron Chef Showdown Japan. His mother Alison allowed him as a toddler to experiment in the kitchen making crazy concoctions and even practicing his knife technique on his parent's new vinyl chairs. He invented the cooking style "Itasian", which has been featured on the Food Network and several other national media outlets. Itasian is a fusion of Italian and Asian flavors with a comfort food approach.

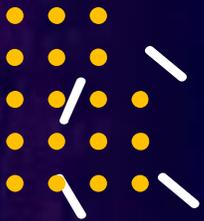
He graduated New York Institute of Technology with a BFA degree in graphic design and was hired by Post Perfect as the Client Services Manager. Jonathan was responsible for taking care of A-List clients like the Sopranos, Back Street Boys, Mariah Carey and Linkin Park among others. In 2003, Jonathan opened up Home Cookin Café with his father inside a well-known health club. Their focus was to make the menu from scratch using local ingredients. .

After many years as restaurateur, Jonathan sold his café and started working at a local culinary school as the Director of Recreational Cooking classes. Jonathan's wife Annmarie felt it was time for him to get his food talents in front of a national TV audience. "Of course, people would love my husband, he's a natural in front of the camera and people can relate to him; he brings an authentic freshness to TV that is missing on all the shows today".

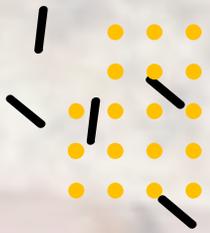
Jonathan is the creator and host of the hit TV series, "Family Kitchen Revival", available now by downloading Discovered TV on your phones, tablets, computers and on 168 million Samsung TVs throughout the world. He's been featured on the Food Network "Chopped", MasterChef 6, Prime Video, Forbes, HuffPost, Good Housekeeping, Newsday, Spotify and Disrupt to name a few. The Food Network Hand-picked Chef Jonathan to compete in "Iron Chef Showdown" live hosted by Alton Brown.

Giving back is extremely important to him. Over the last several years Jonathan has helped raise hundreds of thousands of dollars for many local and national charities. In 2018, he was honored by Schneps News Group with the prestigious award called the "Vicki" for "Kings of Long Island" as a top businessman. Jonathan competes yearly in food competitions and his personal favorite is the Olympics of food sport, the World Food Championships, where he finished 3rd in the world in the Chef Category in 2019.

Jonathan owns JS Entertainment, which creates original content for social media, streaming platforms and they produce his live interactive food & beverage experiences.



REACH



Jonathan is always evolving and can be found in a variety of media out at all times. Whether on TV, running JS Entertainment, giving live interactive demos, creating content for numerous brands or his virtual cooking classes, his presence is always felt.

His magnetic vibe and larger than life personality lights up every room he walks into. It's not just all about his Spiked UP Hair, With Italian and Asian influences he brings you on a culinary journey through comfort food. As a partner with your brand, he will give you a credible industry voice with a trusted celebrity presence to deliver as well as deliver on your ideas and objectives.

International, East Coast & West Coast
Magnetic Personality on Television & In Person
Family Oriented
Versatile & Entertaining

Audience Demographic

50/50 Male & Female

Age Range

30% 25-34
30% 35-44

Locations

57% US

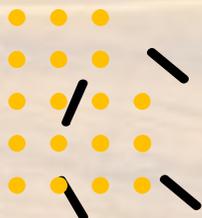
Other Top Countries:

Brazil, Canada, Italy, UK

2.2 Million total Instagram Reach in 2021

1.3 Million total Facebook Reach in 2021

Over 3 million people watched "Family Kitchen Revival"



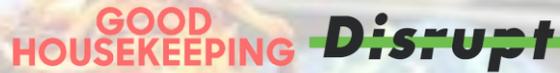
TV LINKS



EVENTS/COMPETITIONS



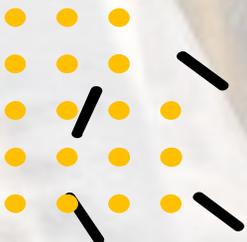
PRESS & MEDIA



PARTNERSHIPS/COLLABORATIONS



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CONTACT/SOCIAL MEDIA



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