



fresh tv

season three

Coming
Soon



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Fresh TV

Fresh TV is a lifestyle program with a focus on food and the next great opportunity for you and your business to reach an audience of more than 90,000 viewers.

From farming of local fresh produce to the latest five-star culinary crazes sweeping WA, Fresh TV adventures across the state to bring viewers the experience of a lifetime, great local names and brands the recognition they deserve.

Filmed on location around Western Australia, Fresh TV can produce stories in the warm tropical waters of WA's North West, along the natural wonders of the Coral Coast, the ever-changing and evolving metropolis of Perth, into WA's Golden Outback and the State's tourist haven, the South West.

Season 3 of Fresh TV will consist of 10 half-hour episodes which will be scripted in simple conversational language and presented in a laid back style by locals with a genuine passion in the topics they're exploring.

Special guests such as chefs, sporting stars, celebrities, wine makers and farmers will join regular presenters each week.

Presenters



Jasmine Homer

Jasmine is a young mum; she has three small children including twins. Jasmine lives in WA's South West and has plenty of experience in front of the camera. Jasmine has worked as a news reporter and producer on both sides of the country. After studying at University, Jasmine started her career at GWN7 News though was quickly snapped up by for the role as a news producer for Channel 7 in Queensland.

Jasmine later returned to Perth and worked as a reporter and producer on Today Tonight. Jasmine is an exceptional talent and brings a warm presentation style and very easy to watch and listen too. In 2013 she was awarded the Den Kerwin Media Award for her work with FIREY Productions and the Krikke Boy Shoutout.



Josh Catalano

After appearing on hit cooking show MasterChef (Season 1), Josh Catalano is now Perth's resident fishmonger with culinary skills. He was born and raised into Perth's leading seafood business Catalano Seafoods. The family business was started by Josh's grandfather in 1969.

Josh has been a familiar face on television and made regular appearances on Fresh TV Season 1, though in 2017 Josh took on a fulltime role with the crew from Fresh. Now Josh steps up to the season 3 as a fulltime presenter along side Fresh TV veteran Jasmine Homer.

NEW SEGMENT: Down South

“Down South ” is a dedicated segment that explores the tourism delights in Western Australia’s Margaret River region.

Down South will uncover the region’s hidden gems, tell the stories of the locals who are doing interesting things, share fabulous places to eat and the wineries producing worldclass drops that fly under the radar.

The presenter of Down South is acclaimed chef Tony Howell.

The segment will see Tony meeting with Margaret River locals, uncovering their story showcasing their passion for the region and what they produce. It could include artisan producers and farmers that concludes with Tony transforming their harvest into inspiring and delicious dishes cooked in various locations, be it restaurant kitchens, wineries, at spectacular outdoor setting or on his 44-acre property. Down South could also uncover indigenous / native ingredients that are becoming staples on menus in the region, but are still a mystery to many outside it.

Being wine country, Tony will also visit wine industry locals including award-winning wine makers and viniculturists, owners of tourism wineries as well as small producers who make outstanding and / or interesting wines.

Margaret River is renowned for producing outstanding wines, particularly Cabernet and Chardonnay.

Where’s there’s good wine, there’s good food and viewers are invited on a journey of discovery in Australia’s most unique wine region.



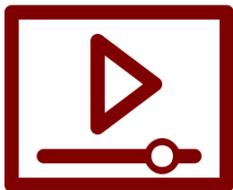
Snapshot



Location:
 Fresh TV: Western Australia
 Down South: Margaret River region



Host: Tony Howell aka Chef Tone
 Guests: producers, restaurateurs, wine makers, farmers, personalities, celebrities, chefs, tour operators, artisan producers



Content:
 Food, cooking, producers and farmers, wine and wine makers, travel, natural attractions and events



Fresh TV series consists of 10 x 30 minute episodes.
 The Down South segment is 5 minutes in total duration set in the Margaret River region.



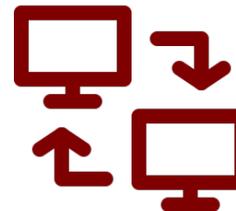
Audience:
 90,000 viewers and growing



5.30pm Saturdays – yes, before the news
 Channel 7 (metro)
 GWN7 (regional)
 7Two (national)



Catch Up / On Demand
 7Plus
 7 Networks online catch up
 Weekly upload to Fresh TV Facebook
 Online at freshtv.net.au



Content repurposed into short clips for your use on social media clips and online

Tony Howell

A regular on Fresh TV, Tony Howell is an acclaimed chef with 30 years experience working in some of the finest restaurants in the State.

He's a Margaret River local and his pedigree, energy, passion and knowledge of food and the Margaret River region make him the perfect Down South presenter.

Tony works as a consultant chef in some of the region's revered restaurants. He's won a legion of fans over the years as well as a swag of awards.

Tourism Australia and Tourism WA choose Tony as their ambassador chef and it's easy to see why. Tony is personable and likable - he loves a chat and his passion for all things Margaret River is never ending.

He is affectionately known as Chef Tone.



passionate inspiring credible likeable natural positive fun down-to-earth

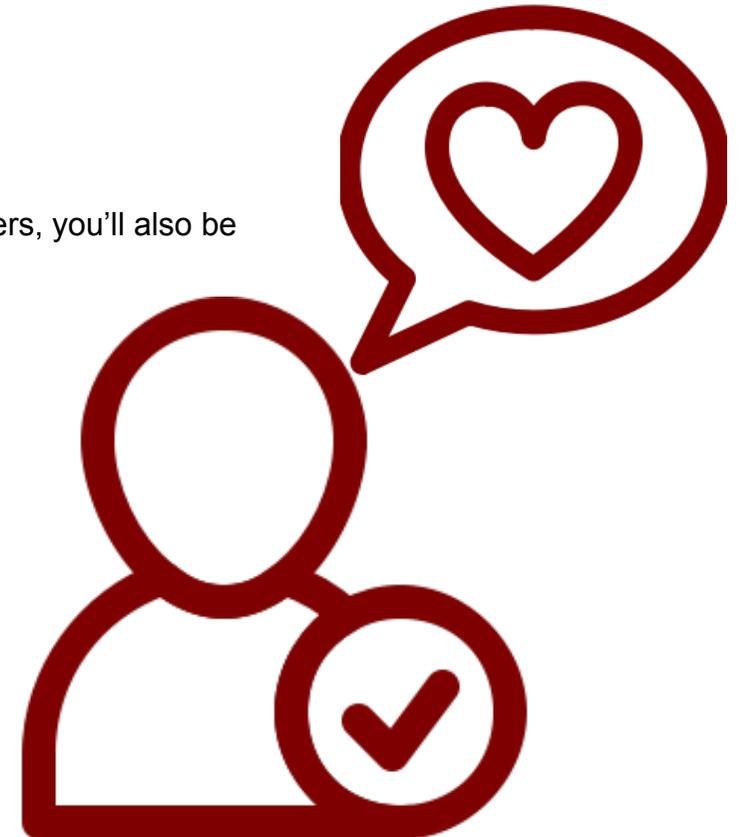
Where will you be seen?

Fresh TV will be broadcasted on Channel 7 (Metro), GWN7 (Regional) and 7Two (National) at 5:30pm Saturday's. That's right before the Saturday evening news.

Fresh TV is also uploaded to 7Plus, the 7 Networks online catch up service along with weekly uploads and extras on the Fresh TV Facebook Page and at freshtv.net.au.

Who will see you?

Not only will Fresh TV be broadcast to more than an average of 90,000 Channel 7 viewers, you'll also be showcased on Fresh TV social media, catch up TV and other online digital platforms



| | | |
|---|---|---|
| <p> Nicole Homeboy Jason Namour Alexa Marrero Rufus Homeboy watch 9:10-11:56, somewhere for us to go together for a couple of nights in Feb? xx</p> <p>39 w Like Reply   3</p> | <p> Joel McIvor Pelican Charters. Live Wire what a boat. Some good advertising there Peter McIvor.</p> <p>39 w Like Reply</p> | <p> Emmy Le Cornu Love your work, Tony Howell! Natural-authentic-STAR ✨</p> <p>1 y Like Reply  1</p> |
| <p> Karen Hickling Another great episode Tony Howell and loved the segment with Stephen Clarke! Thanks for the Starlight Children's Foundation Australia mention - looking forward to seeing what you both come up with at this year's event! (It's definitely 450 not 550 lol)</p> <p>1 y Like Reply  3</p> | <p> Robin Tucker Thanks, Sarah! Tony Howell is AWESOME as always - love his expressions & laughter - infectious! Hugs!!</p> <p>1 y Like Reply</p> | <p> Lori Ellen Neuzerling Absolutely love this Jas 💕</p> <p>33 w Like Reply  1</p> <p> Jasmine Homer Aaron O'Dwyer - awesome instructor! Loved it 👍</p> <p>33 w Like Reply  1</p> <p> Belinda Conry Sammy Conry Devan Conry want to give it a go?? 🤔👏</p> <p>33 w Like Reply</p> |
| <p> Natural Temptation Cafe Great video.Thanks Fresh for showing us off to tv world.</p> <p>1 y Like Reply  2</p> | <p> Maureen Harrison Tony... my door is open for whenever you feel like doing another surprise chef... bar stocked with plenty of bourbon..!</p> <p>1 y Like Reply  1</p> | <p> Lori Ellen Neuzerling And it was a fabulous show....as always!!!</p> <p>42 w Like Reply</p> |

More information

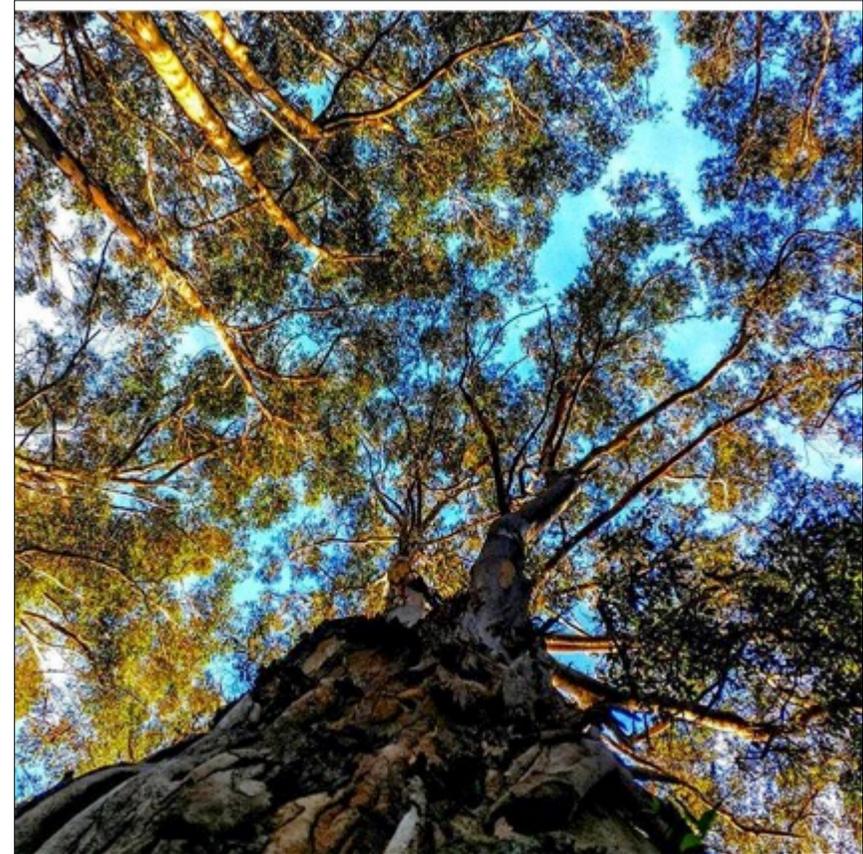
Produced by Firey Productions, each episode will be scripted and shot with local and national audiences in mind.

The program will appeal to men and women of all ages who like food, wine, farming, country life, travel, adventure and entertainment.

Viewers have a fascination with Margaret River's pristine environment, it's fresh farmed produce, outstanding wine, as well as a curiosity about the country-coastal lifestyle. There's growing interest and a trend towards natural living, which will be showcased on Down South drawing audiences in.

Western Australia is the closest wine producing state to China and Down South will be uniquely positioned to tell the Margaret River wine stories that can be used to lure the maturing Chinese wine palate.

Down South is an authentic, visual and entertaining segment that promotes Margaret River with the added bonus of reaching a wide audience on Channel 7, but more importantly, you will receive a professional video containing third party endorsements that you can use for your own marketing purposes.



Next step

Call Dianne Bortoletto today

Dianne Bortoletto
dianne@prontopr.com.au
0439 997 975

PRONTO
Public Relations • Events • Media • Writer

