

## FOOD NETWORK ORDERS NEW BRACKET-STYLE COMPETITION SERIES TOURNAMENT OF CHAMPIONS WITH HOST GUY FIERI

## Fans Can Nominate Their Favorite Chefs as Potential Challengers and Influence the Bracket Lineups Using #TournamentOfChampions Across Social Platforms

**NEW YORK – October 17, 2019** - Food Network has teamed up with **Guy Fieri** on a new bracket-style culinary competition, *Tournament of Champions*, it was announced today by Courtney White, President, Food Network. The five-episode series will feature 16 talented chefs going head-to-head as Guy puts their cooking skills to the test in a series of challenges using ingredients and special cooking tools and equipment all while racing against the clock. The difficulty of the challenges increases with each round of the tournament, while the coveted spots decrease to eight in the second round, then to four, until there are only two chefs in the final round. A call for challenger nominations issued last week to fans by Fieri and the network on social has already racked up over 1 million views and more than 70,000 engagements. Fans will also have the chance to influence the bracket lineups once the final competitors are announced by voting on social for which chef they think should be ranked number one. Then, timed to the series premiere, viewers will be able to fill out their own brackets as they track the action week to see how their picks stand up. This edge-of-your-seat competition will begin production this December and will have a timely launch in March.

"Guy's call to action for fans to nominate the chefs that they think are the best of the best and should earn one of the coveted tournament spots instantly became the most viewed videos on Food Network's social platforms within the past 90 days, with over a million views and counting," said White. "With so much fan engagement and enthusiasm already happening before the show even begins production, we cannot wait to launch this exciting new tournament in March!"

"Cooking and sports are two of my greatest passions," said Guy Fieri. "What people don't realize is that the competitive fire that drives professional athletes also drives the best chefs in the world. So, with Tournament of Champions, I'm having the greatest culinary athletes in the world go head-to-head in a knock-down, drag-out bracket style competition that's going to be off the hook. Let the games begin!"

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**FOOD NETWORK** (<u>www.foodnetwork.com</u>) is a unique lifestyle network, website and magazine that connects viewers to the power and joy of food. The network strives to be viewers' best friend in food and is committed to leading by teaching, inspiring, empowering and entertaining through its talent and expertise. Food Network is distributed to nearly 100 million U.S. households and draws over 46 million unique web users monthly. Since launching in 2009, Food Network Magazine's rate base has grown 13 times and is the No. 2 best-selling monthly magazine on the newsstand, with 13.5 million readers. Food Network is owned by Discovery, Inc., a global leader in real life entertainment spanning 220 countries and territories; the portfolio also includes Discovery Channel, HGTV, TLC, Investigation Discovery, and OWN: Oprah Winfrey Network.