



Contact: Julie Chudow  
Email: [julie.chudow@wbd.com](mailto:julie.chudow@wbd.com)

## FOOD NETWORK UNWRAPS HOLIDAY MAGIC WITH NEW SERIES *THE ELF ON THE SHELF: SWEET SHOWDOWN*

**Duff Goldman Hosts New Series Premiering Sunday, November 19<sup>th</sup> at 8pm ET/PT**

**NEW YORK – October 3, 2023** – For the first time ever, Food Network brings the tradition of The Elf on the Shelf® to a holiday competition series, *The Elf on the Shelf: Sweet Showdown*, premiering on Sunday, November 19<sup>th</sup> at 8pm ET/PT. Santa and his loyal Scout Elves, along with the help of legendary cake master **Duff Goldman**, will challenge six teams of Sweetmakers in a competition full of surprises. Each week, the teams must create edible showpieces that bring the holiday season to life. Only one team will win over judges **Kardea Brown** and **Ashley Holt** to earn the ultimate Christmas gift of \$25,000 and the title of *The Ambassadors of Confectionery Concoctions*.

*"The Elf on the Shelf: Sweet Showdown* is unlike anything you've seen before! Every episode is full of top-notch desserts, each telling a story about the Scout Elves, and, in order to win, the teams must go bold, take risks, show off their holiday spirit, and be imaginative with surprises in every dessert they make," said Goldman.

On the premiere, the teams of sweetmakers enter the Enchanted Cottage and, before the competition begins, they adopt and name their very own Scout Elf. Every elf needs a shelf, so for the first challenge the teams must make edible shelves that showcase their Scout Elf's personality. The two bottom teams face off in the Santa Showdown where they must dazzle with snow globe show pieces that highlight their favorite Christmas memory. Throughout the competition the sweetmakers are challenged to design edible backdrops for Elfie Selfies, runway ready outfits for an elf fashion show, a new edible sleigh to wow Santa, and more. In the finale on Sunday, December 17<sup>th</sup> at 8pm ET/PT, the remaining three teams will face an epic final showdown.

"The Elf on the Shelf has captured the hearts of families across the country and has become a holiday tradition, and now audiences will be transported into a baking world filled with Scout Elves. Both the young and the young at heart will be captivated and mesmerized by the dazzling creations and surprises that comes alive in this showdown," said Betsy Ayala, Head of Content, Food, Warner Bros. Discovery.

Fans can visit [FoodNetwork.com/TheElfOnTheShelf](http://FoodNetwork.com/TheElfOnTheShelf) for more magic and sweets from the show. Plus, they can follow #ElfOnTheShelf on social media to watch a digital-exclusive video series with Ashley Holt as she creates fun, family-friendly holiday treats with the help from a Scout Elf, go behind-the-scenes of the Enchanted Cottage with Duff Goldman, and learn holiday frosting hacks from Kardea Brown. They can also tune in each week for the chance to win special prizes.

*The Elf on the Shelf: Sweet Showdown* is produced by Objective Media Group America an All3 Media America for Food Network in partnership with The Lumistella Company.

###

**FOOD NETWORK** ([www.foodnetwork.com](http://www.foodnetwork.com)) 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 more than 74 million U.S. households and draws an average of 50 million unique web users monthly with a social footprint of 71 million, while Food Network Magazine reaches 11 million readers. Food Network is part of Warner Bros. Discovery (NASDAQ: WBD), a leading global media and entertainment company that creates and distributes the world's most differentiated and complete portfolio of content and brands across television, film and streaming. Available in more than 220 countries and territories and 50 languages, Warner Bros. Discovery inspires, informs and entertains audiences worldwide through its iconic brands and products which also include: Discovery Channel, Max, discovery+, CNN, DC, Eurosport, HBO, HBO Max, HGTV, OWN, Investigation Discovery, TLC, Magnolia Network, TNT, TBS, truTV, Travel Channel, MotorTrend, Animal Planet, Science Channel, Warner Bros. Film Group, Warner Bros. Television Group, Warner Bros. Games, New Line Cinema, Cartoon Network, Adult Swim, Turner Classic Movies, Discovery en Español, Hogar de HGTV and others. For more information, please visit [www.wbd.com](http://www.wbd.com).

### **About The Lumistella Company**

CCA and B, LLC d/b/a The Lumistella Company, headquartered in Atlanta, Georgia, is the official source for the stories of Santa's North Pole. Originally founded in 2005 by a mother and daughter team, the company is home to a number of iconic Christmas brands, including: The Elf on the Shelf®, Elf Pets®, and Elf Mates® which are all registered trademarks of The Lumistella Company. Each of these brands, along with their global portfolio of intellectual property, is managed by The Lumistella Company



Contact: Julie Chudow  
Email: [julie.chudow@wbd.com](mailto:julie.chudow@wbd.com)

and distributed through a broad assortment of consumer products, engaging brand experiences, and original entertainment designed to create joyful family moments at Christmastime. To learn more about The Lumistella Company, please visit <https://lumistella.com/>.