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BOBBY'S TRIPLE THREAT SEASON TWO WRAPS WITH DOUBLE-DIGIT GAINS

SEASON THREE PICKED UP FOR 2024



NEW YORK – OCTOBER 31, 2023 – Food Network has ordered a season three pickup of **Bobby's Triple Threat**, it was announced today by Betsy Ayala, Head of Content, Food, Warner Bros. Discovery. Hosted by **Bobby Flay** and featuring his three culinary titans, **Tiffany Derry, Michael Voltaggio** and **Brooke Williamson**, *Bobby's Triple Threat* second season debuted August 22nd and wrapped October 24th, reaching more than 11 million total viewers (across Food Network/Max/Discovery+) and averaging a .52 P25-54 and .65 W25-54 L+3 rating, up 11% and 16% respectively from season one and up +53% and +51% respectively vs. prior six-week benchmarks. The season resonated online as well, generating a total of 39M social impressions and 26M video views, +44% and +189% respectively vs. season one. Season three will air in 2024.

"*Bobby's Triple Threat* showcases a level of culinary skill and execution that elevates the action and allows Bobby to deliver to viewers a high-energy, high-stakes food competition," said Ayala. "With Bobby at the helm and his three hand-picked titans, Tiffany, Michael and Brooke, cooking weekly against a new elite opponent, the audience has no choice but to be on the edge of their seats to see how each battle unfolds."

Added Flay, "I am thrilled that viewers have voted a resounding 'yes' by tuning into season two of Triple Threat with double digit gains over our first season. My goal of turning the Titans into cooking superheroes is becoming a reality and I can't wait to unleash the next set of challengers into the club for season three. I've got \$25,000 burning a hole in my pocket, come and get it!"

Bobby's Triple Threat is produced by Rock Shrimp Productions for Food Network.

*viewership figures are based on a combination of Nielsen (linear) and first party data (Max/Discovery+)

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