

**ROBERT  
IRVINE**

BRAND DECK  
2023



# ABOUT ROBERT IRVINE

Robert Irvine is a British Royal Navy veteran, philanthropist, author, world-class chef, entrepreneur and host of Food Network's hit show, ***Restaurant: Impossible***. In two days and with just \$10,000, Robert transforms failing restaurants and families to give them a second chance.

***Restaurant: Impossible*** is a perfect snapshot of Robert's brand: besides his talents as a chef and businessman, each episode showcases his skills as a mentor who empowers people. Robert's fans, in turn, seek that same empowerment from him and he has worked diligently to form strong bonds with them through regular content updates, a ubiquitous social media presence, and the formation of companies that reflect his values.



# PARTNERSHIPS

Robert has formed key strategic partnerships with brands who share his values. These partnerships—which range from industry to consumer goods to technology—help him further his mission of giving back to our nation's defenders and enable him to reach an even wider global audience.

CURRENT AND PAST PARTNERS INCLUDE:

COMCAST  
BUSINESS

xfinity



Coca-Cola

American Airlines



GRUBBRR

WHEELS UP



NASCAR



ROBERT  
IRVINE

Discovery  
COMMUNICATIONS

Harper  
Collins





# CHEF ROBERT IRVINE'S **FIT CRUNCH.**

At FITCRUNCH, we're driven to provide protein products that deliver a 'best of both worlds' experience -the decadent taste consumers want combined with something they can feel good about eating. This means leading the market with a range of innovative, convenient, protein-rich, 'best in taste' snacks that fit busy family lifestyles, anytime, anywhere, for everyone.

## VIEW THE TV SPOT

**\$175 MILLION+**

IN ANNUAL RETAIL SALES

**Available in 85K**

RETAIL LOCATIONS

**\$225,000+ in Donations**

TO ORGANIZATIONS SUCH AS SUSAN G. KOMEN AND  
THE ROBERT IRVINE FOUNDATION

FITCRUNCH PRODUCTS ARE AVAILABLE AT CLUB, BIG BOX,  
GROCERY, AND CONVENIENCE STORES IN NORTH AMERICA.



# IRVINE'S

## PRECISION DISTILLED SPIRITS

Robert's decades of culinary experience and highly trained palate is the guide for everything we do, from the ingredient selection, to the precision distillation process, to the bottling. He works by a simple motto: Only the best. Period.

Chef Curated. Chef Owned. Precision Distilled Spirits.

Available in AZ, CA, CT, FL, MA,  
ME, MD, MI, NH, NV, NJ, NY, OR,  
PA, WA

AVAILABLE IN

**BevMo!**

FINE WINE &  
GOOD SPIRITS

Stew Leonard's  
Wines & Spirits



MONTGOMERY COUNTY

**LIQUOR**



**WINE**

**Lee's**  
Discount Liquor

**Total Wine**  
& MORE







Robert is co-owner of Boardroom Spirits, a craft distiller with serious attention to detail. The company's vodka, gin, whiskey, and specialty spirits are locally-sourced and produced at the company's headquarters in Lansdale, PA. Family-owned and operated with sustainability as a guiding principle, Boardroom's small-batch libations are at once smooth, rich, and refined.

"Clean spirits powered by clean energy"  
WITH 96 SOLAR PANELS TO POWER ENERGY EFFICIENT EQUIPMENT

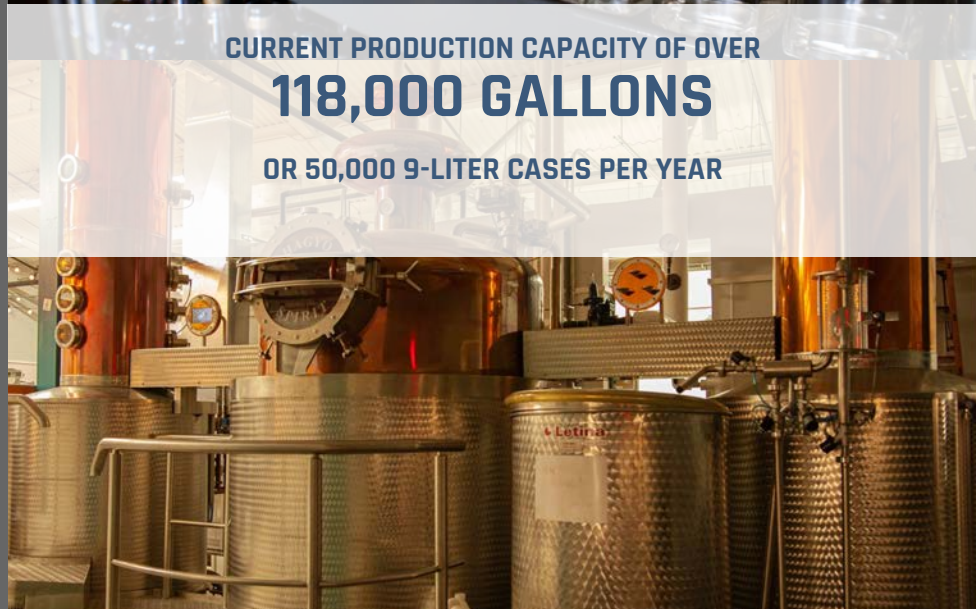
10+ varieties  
OF VODKA, RUM, WHISKEY, AND OTHER SPIRITS

8+ private labels and growing  
RECIPE DEVELOPMENT, CONTRACT MANUFACTURING, & CO-PACKING

USA TODAY  
10 Best Readers' Choice  
CRAFT DISTILLERS 2018-2021



CURRENT PRODUCTION CAPACITY OF OVER  
**118,000 GALLONS**  
OR 50,000 9-LITER CASES PER YEAR





Terra Arma's core mission and driving force is to produce the most Luxurious Hard-Use Clothing on the planet. Using natural and renewable resources, our pieces are made for the toughest conditions, with regulation compliant options for the military, police, and EMS. Terra Arma is committed to giving back to military, veteran, and first responder communities, and pledges a portion of all profits to a deserving charity aligning with our vision.

Founded and owned by veterans

## Catalyst Luxe Tee

PROPRIETARY PRODUCT. MADE OF RECYCLED FABRIC, WITH FLAT LOCK SEAMS, AND AN ANTIMICROBIAL TREATMENT TO THE FABRIC. THIS PIECE IS REGULATION COMPLIANT FOR WEAR ON AND OFF DUTY.

## 12+ Products and Growing

END GOAL: THE TERRA ARMA SYSTEM OF DRESS

## Ascend Together Initiative

SUPPORTING VETERAN AND FIRST RESPONDER NON-PROFITS







Based on Robert's own recipes and utilizing high-quality ingredients, Robert Irvine Foods serves up sous vide entrees, crab cakes, stuffed chicken, smoked meats—and much more—to grocery store customers around the country.

But Robert Irvine Foods doesn't only serve a growing number of faithful retail consumers; the company is a leader in food services and custom menu planning to a wide array of military bases and other establishments around the world.

2 MILLION LBS.+

OF RI FOODS PRODUCTS SERVED TO MILITARY PERSONNEL TO DATE

OVER 25 RETAIL & FOOD SERVICE ITEMS  
BROUGHT TO MARKET







*"I CREATED THE ROBERT IRVINE FOUNDATION TO SERVE AS THE CORNERSTONE OF EVERYTHING I DO. ALL OF MY SHOWS, PRODUCTS, AND PARTNERSHIPS SUPPORT MY MISSION TO GROW THE FOUNDATION." – ROBERT IRVINE*

Giving back to our nation's defenders is Robert's top priority. Launched in 2014, the Robert Irvine Foundation supports and strengthens the physical and mental well-being of our service members, veterans, first responders, and their families. They provide these heroes with life-changing opportunities that unlock the potential in their personal and professional lives through food, wellness, community, and financial support. Key initiatives include serving hearty meals to thousands of our nation's heroes and their families, providing high-tech mobility devices to injured heroes, matching service dogs with veterans and first responders, hosting resiliency events for Gold Star Families and veterans, and providing scholarships to children of military families.

FOR HIS WORK ON BEHALF OF THE MILITARY, ROBERT HAS RECEIVED THE FOLLOWING HONORS:

- Honorary Chief Petty Officer of the U.S. Navy
- Outstanding Civilian Service Award from the U.S. Army
- Medal of Honor Society's Bob Hope Award for Excellence in Entertainment
- Department of Defense Spirit of Hope Award
- Armed Services YMCA Angel of Honor Award

OVER \$4.4 MILLION RAISED



# RESTAURANTS



fresh  
kitchen  
BY ROBERT IRVINE

Robert Irvine's Public House, located in the Tropicana in Las Vegas, is the ultimate experience of the kind of pub food Robert grew up around in England, but "elevated" to a new benchmark thanks to his culinary expertise. Aside from the best wings, burgers, and flatbread pizza you could ever want, Public House boasts a huge variety of craft beer, wine, and unique cocktails. Fresh Kitchen by Robert Irvine—a fast-casual eatery with a plethora of healthy options—operates within the walls of the Pentagon, serving the men and women of the Department of Defense.

## UP TO 1,000 MEALS

SERVED EVERY DAY AT PUBLIC HOUSE

## 1,200 LUNCHES PER DAY

ON AVERAGE SERVED AT FRESH KITCHEN

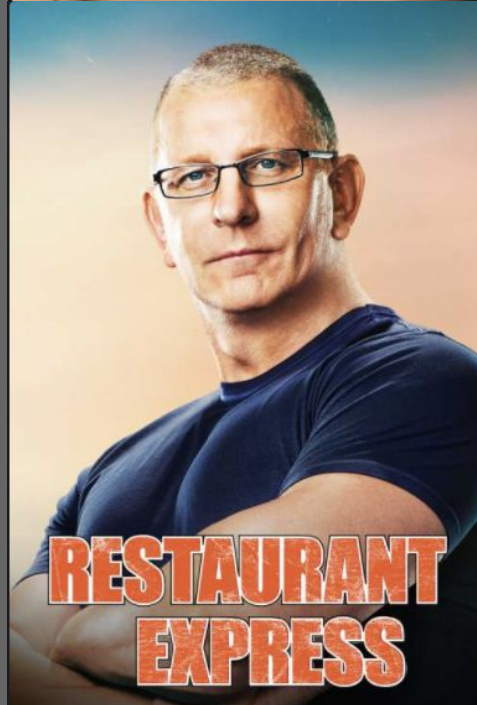
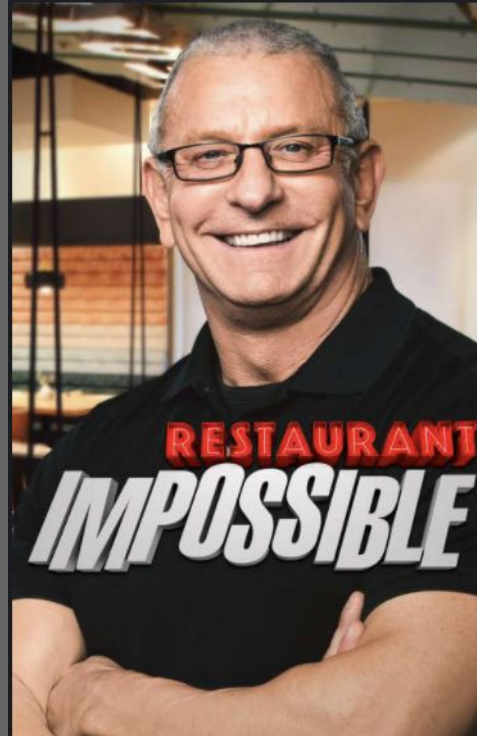




# TELEVISION

Robert's TV career began when he pioneered a new genre of programming with his extreme cooking challenge show, *Dinner: Impossible*, a certified hit that ran for over 100 episodes, including a revival. But Robert is perhaps best known for his work on Food Network's *Restaurant: Impossible*, and for good reason. With over 300 episodes in 22 seasons and counting, *Restaurant: Impossible* has transcended the realm of hit TV shows to become a bona fide fixture of the cultural landscape. So much more than a makeover show, *Restaurant: Impossible* resonates with viewers because of its emotional heart, wherein Robert counsels owners through myriad personal problems that are destroying their businesses. As many as 1.2 million viewers tune into *Restaurant: Impossible* on a weekly basis.

Robert has also hosted or appeared on Food Network's *Worst Cooks in America*, *Next Iron Chef*, *Restaurant Express*, *Chopped: Impossible*, *Guy's Grocery Games: Impossible*, *A Hero's Welcome*, Food Network Star, Discovery+'s *Restaurant Rivals*: Irvine vs Taffer, *The Globe*, ABC's *Body of Proof*, ABC Family's *Melissa and Joey* among many others.



# PUBLISHING

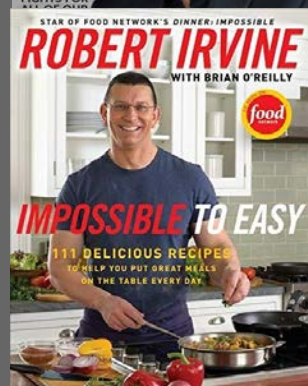
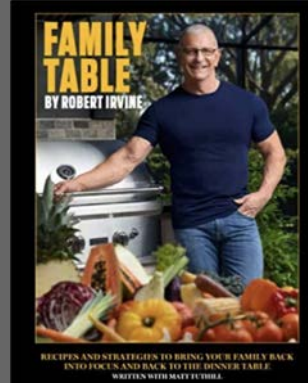
Robert's upcoming fifth book, *Overcoming Impossible*, will be released in February 2023. His first book on the topic of business leadership, *Overcoming Impossible* distills the lessons learned in building his own businesses and in helping struggling restaurateurs save theirs. Packed with case studies from *Restaurant: Impossible* and actionable advice on how to properly vet and hire the right candidates for uncommon results, it is set to become a leadership touchstone for years to come. The new book is a perfect companion to Robert Irvine Magazine, a digital publication that publishes motivational advice, success tips, and healthy lifestyle recommendations. It is available exclusively at [ChefIrvine.com](http://ChefIrvine.com), which also serves as a repository for hundreds of original recipes, including all new dishes seen on *Restaurant: Impossible*.

4 COOKBOOKS

(AND COUNTING!)

50K+ MONTHLY READERS

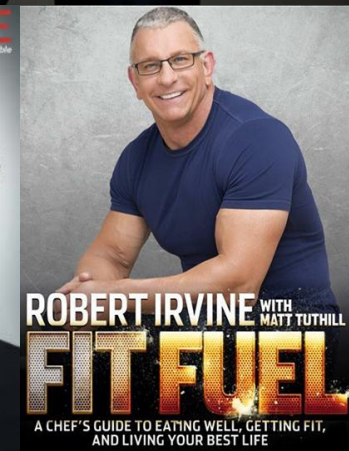
OF ROBERT IRVINE MAGAZINE



Host of Food Network's *Restaurant: Impossible*  
**ROBERT IRVINE**  
WITH MATT TUTHILL

Learn to Lead,  
Build a Team, and  
Catapult Your Business  
to Success

## OVERCOMING IMPOSSIBLE





# ROBERT IRVINE LIVE

Far from a typical cooking demonstration, RI LIVE puts Robert in front of a live audience where he faces unexpected culinary challenges. Heavy on audience participation—up to 30 guests might come up on stage—RI LIVE showcases Robert's unique ability to think and perform on his feet, and connect with people in a meaningful way.

- Two hours of interactive and experiential entertainment
- Hosted in theaters and half-house arenas (1,500-5,000 seat capacity)
- Audience is primarily families and children
- Price: \$150 for VIP, \$40 for General Admission

ALL MERCHANDISE PROCEEDS BENEFIT THE ROBERT IRVINE FOUNDATION.



# REACH

Robert commands a loyal social media following with a combined 2.6 million+ followers on Facebook, Instagram, and Twitter. Multiple daily updates supply the audience with a steady stream of new recipes and other content, as well as information about new episodes of *Restaurant: Impossible* and other appearances, new FitCrunch products, Robert's charitable work, and much more. The audience is highly engaged, commenting on and sharing each post, exponentially increasing his reach.



1.7 MILLION+

FACEBOOK FOLLOWERS



408,000+

TWITTER FOLLOWERS



573,000+

INSTAGRAM FOLLOWERS



1 MILLION+

VIEWS ON YOUTUBE



850+

EPISODES OF TV



1,000,000+

LIVE ATTENDEES



1,000+

LIVE PERFORMANCES



4,000,000+

MONTHLY SOCIAL MEDIA  
IMPRESSIONS



170 COUNTRIES





THANK YOU

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