Robert Irvine is a world class chef, fitness authority, and philanthropist. He seeks to inspire people to live better through all his endeavors. A tireless supporter of our veterans, he gives back to those who defend our freedoms.

About:
- A British Royal Navy Veteran
- Chef/Owner Robert Irvine’s Fresh Kitchen at The Pentagon and Robert Irvine’s Public House Las Vegas
- Host of Food Network’s *Restaurant: Impossible* and *Dinner: Impossible*
- Host of *The Robert Irvine Show*
- A Cookbook and Fitness Author
- Founder of The Robert Irvine Foundation

**EMPOWERING PEOPLE TO THRIVE EACH DAY.**
1 BILLION
TELEVISION VIEWERS
400
TELEVISION EPISODES
1,000,000
LIVE ATTENDEES
1,000
LIVE PERFORMANCES
4,000,000
MONTHLY SOCIAL MEDIA IMPRESSIONS
FROM 170 COUNTRIES
405,000
FACEBOOK FOLLOWERS
715,000
TWITTER FOLLOWERS
175,000
INSTAGRAM FOLLOWERS
1,000,000
VIEWS ON YOUTUBE
Robert chooses to partner with brands to which he feels a genuine kinship. These partnerships range from industry to technology to consumer goods, and each one furthers his mission of inspiring and empowering his fans.
A long-time Gold’s Gym ambassador, Robert opened his own Gold’s location in Largo, FL in January 2017. The 18,000 square-foot facility offers full amenities and a complete training experience for people of all fitness levels. Whether you’re into group fitness, functional training, spin, or just old-fashioned weight training, Gold’s Largo has it.

Robert partnered with this cutting edge tech company, offering real-time on-site customer feedback in the restaurant and healthcare industries.
Robert pioneered a new genre of programming for Food Network with his extreme cooking challenge show, *Dinner: Impossible*, which ran for 7 seasons and over 100 episodes.

He parlayed that success into the even more popular *Restaurant: Impossible*, which ran for 13 seasons and 160 episodes. Robert didn’t just renovate restaurants and retrain staff in record time, he counseled owners through personal problems that were destroying their businesses. At its peak, 1.2 million viewers tuned in 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, ABC’s Body of Proof, ABC Family’s Melissa and Joey* among others.

Below are some of Robert’s media appearances.
ROBERT IRVINE LIVE!

Robert Irvine LIVE! is a national tour with over 200 events to date. Guests can expect to see Robert cook his way through a variety of unique and creative challenges.

- Two hours of interactive and experiential entertainment
- Hosted in 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.
Robert is the author of three books: Impossible to Easy, Mission: Cook, and Fit Fuel. The first two cookbooks break down complex, gourmet dishes in a way that the home chef can easily execute. The third book, Fit Fuel, draws on Robert’s status as a fitness authority—he was once named one of the 25 Fittest Guys in America by Men’s Fitness magazine, kept a monthly recipe column in Muscle & Fitness magazine for five years, and currently has a video recipe series running on BodyBuilding.com. Fit Fuel is a healthy living manual that combines whole-food recipes with motivation and workout advice. Robert is currently working on an as-yet untitled fourth book, this one aimed at family dinner.

Digital Magazine
In May 2016, Robert launched Robert Irvine Magazine (www.RobertIrvineMagazine.com) a free digital magazine focusing on healthy recipes, fitness advice, and motivation for success in all areas of life. The magazine keeps a strong focus on Robert’s appearance schedule, particularly with the USO and other military functions, and interviews a wide range of celebrities to talk about success, food, and fitness. Past interviews have included a wide range of athletes, military personnel, and actors, including Gary Sinise, Joe Manganiello, and Gary Player.
Robert Irvine Foods was founded on the idea that you can live a healthy lifestyle that isn’t difficult or complicated and doesn’t sacrifice your favorite foods. To that end, Robert created “better-for-you” versions of some of his greatest recipes so that anyone can enjoy a taste of healthy gourmet cooking at home.

The lineup of Robert Irvine Foods currently includes three varieties of Fit Crust Pizza, Gourmet Crab Cakes, a New York-Style Cheesecake, plus Robert’s own Grapeseed Oil and many more.

Robert Irvine Foods recently launched Signature Sidekicks, which are a variety of fresh vegetable side dishes that cook in three easy steps. They are currently available in Walmart stores everywhere.

Robert’s products are currently offered in retail, club stores and the foodservice industry.
“My newly redesigned Signature Sidekicks, only at Walmart, let you make my own personal recipes in your home, using all fresh ingredients. No slicing, no dicing, no measuring. Just 3 simple steps, and in less than 5 minutes you’ll have an amazing restaurant quality dish. Enjoy!”

— Robert Irvine

Only at Walmart
Robert recently partnered with Boardroom Spirits, headquartered in Lansdale, PA. Boardroom Spirits is a sustainable, family-owned craft-distillery offering unique drinking experiences to consumers. Its line of locally sourced, precision crafted, small batch, premium libations offer rich, smooth, refined, and delicious tasting results at industry competitive prices. Thinking big and producing small enables them to collaboratively innovate and experiment while dedicating themselves to the education of the overall distilling process and immersing themselves in the community and marketplace.

FITCRUNCH® is the only protein bar created by an ultra-fit celebrity chef, perfectly marrying Robert’s passions for food and fitness.

- Each bar delivers 30 grams of protein to just 6 grams of sugar.
- The bars are loved by both fitness enthusiasts and average folks.

Flavors include:
- Chocolate Chip Cookie Dough, Birthday Cake, Peanut Putter, and Cookies and Cream.
- High demand has forced a constant expansion of the lineup. Carmel Nut and Cinnamon Twist bars were recently added as well as FITCRUNCH® brownies—with more in store for 2017 and beyond.
Robert is a tireless supporter of our nation’s military. He believes that none of his success would be possible without the brave men and women who defend our freedoms, and so he gives back generously with his time and treasure.

Robert founded The Robert Irvine Foundation in 2014 to support the veterans and veteran causes that need the most help. A portion of the proceeds from Robert Irvine Foods goes directly to the foundation, along with public donations. The full amount of these funds are then disbursed through the foundation’s grants program. Past grants have been awarded to the USO, Valor Service Dogs, the Gary Sinise Foundation, and the American Veterans Center.

Robert gives of his time by attending troop rallies held by the Gary Sinise Foundation and by touring regularly with the USO. Robert has been on several USO tours that took him to far corners of the globe; he most recently toured with the Vice Chairman of the Joint Chiefs of Staff. He is also a member of the board of the directors of The USO’s DC-Metro chapter, the largest chartered chapter of the organization.

Below are a few of the civilian honors Robert has received.
Set to debut in July 2017 within The Tropicana hotel and casino in Las Vegas, Robert Irvine’s Public House promises to be the ultimate pub experience in Vegas. Drawing from his extensive culinary career and world travels, Robert is working to finalize a menu that will offer unique takes on traditional pub fare.

A first of its kind restaurant located inside the Pentagon, Fresh Kitchen launched in the summer of 2016. Offering healthy, delicious food for the hard-working employees of the Pentagon who can sit and eat in a comfortable atmosphere or take food to go.

Breakfast menu items include Dutch apple pancakes, omelets, and malted Belgian waffles. The lunch menu includes wraps, salads, burgers, hot and cold sandwiches, Neapolitan-style pizza, and much more.