

PROMO KIT



About The Show

Menu Match-Up is a fun, upbeat cooking competition series with a focus on accessibility in the kitchen.

Each of the eight half-hour episodes features two teams, each comprised of one blind or partially sighted home cook and one professional chef, who will face off in a battle in the kitchen.

With only one hour on the clock, each team must create two innovative dishes – an appetizer and an entrée – using a basket of seven secret ingredients. Teams will need to think outside the box in order to win and play on the strengths of both the home cook and the professional chef as they race against the clock. A panel of three judges will rate their dishes based on creativity, presentation and of course, taste! The winning home cook will receive a culinary themed trip and, of course, bragging rights as the *Menu Match-Up* champion.

Along the way the home cooks will share their personal tips for accessibility in the kitchen and detail who or what inspired their own love of cooking.

Menu Match-Up is produced by **SB Entertainment** in partnership with **Accessible Media Inc. (AMI)** and the **CNIB**.

Accessibility



Menu Match-Up is completely accessible to audience members who are blind or partially sighted as it features Integrated Described Video. This form of description was pioneered by AMI and integrates natural sound with description from the cast at the time of production, eliminating the need for a secondary audio track.

Questions or comments? Contact:



Marketing Communications Specialist - AMI-tv

TAYLOR TURNER

800-567-6755 ext. 0977

taylor.turner@ami.ca

“Food has the power to unite people of all abilities.”

- Josie Crimi, Executive Vice-President of Development and Production for *SB Entertainment*.

Menu Match-Up Trailer



Click to play *Menu Match-Up* trailer 

Where To Watch *Menu Match-Up*

AMI-tv is included as part of the basic digital cable package with most cable providers across Canada – which means you already have access to our channel! Please take note of different channel positions with different providers with the list below.

AMI-tv Channel Guide:

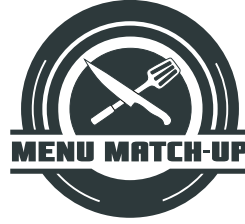
Bell Aliant	65	SaskTel	554
Bell	48	Shaw Cable	888
Cogeco Ontario	555	Shaw Direct (Advanced)	888
Cogeco Quebec	66	Shaw Direct (Classic)	888
Compton	888	Source Cable	111
Eastlink	888	Tbaytel (IPTV)	1111
MTS	888	Telus	888
Novus	888	Videotron	173
Rogers	888	Westman	888

Alternatively, full episodes of *Menu Match-Up* will be **available online** after the initial airing. So, if your episode airs October 24 at 8:30 p.m. ET/PT, you can access it online the following day.

You’re more than welcome to share the link with your family and friends but please note the episodes will be geo-blocked and will only be available in Canada.

Watch full episodes of *Menu Match-Up* online
(after the initial airing)





Episode Summaries



Beet Me to It

Episode 101

Airs: October 24 at 8:30 p.m. ET/PT

Home cook Orly and Chef Suzanne Barr go up against home cook Yolanda and Chef Toben Kochman. It's a tight race to the finish as both teams whip up wonders from a crate of secret ingredients.

Judges: Lauren Mozer, Abbey Sharp, Sean Earnshaw



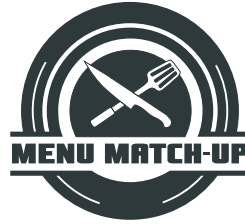
A Quail of a Time

Episode 102

Airs: October 31 at 8:30 p.m. ET/PT

Home cook Ramya and Chef Missy Hui go head to head with home cook Mary and Chef Deji Oduwole. It's down to the wire; but who comes in first, the chicken or the egg?

Judges: Sang Kim, LeeAnne Wright, Suzanne Caskie



Episode Summaries



Squash the Competition

Episode 103

Airs: November 7 at 8:30 p.m. ET/PT

Home cook Alicia and Chef John Cirillo take on home cook Sharon and Chef Anthony Ramundi. Things get “chili” in the kitchen as both teams get creative with canned goods and crackers.

Judges: Matt Dean Pettit, Michelle Jobin, Julie Miguel



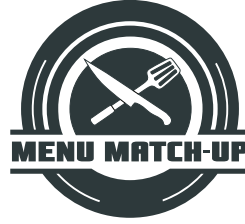
Pasta Wars

Episode 104

Airs: November 14 at 8:30 p.m. ET/PT

Home cook Dan and Chef Jonny O’Callaghan battle it out with home cook Sylvia and Chef Joe Friday. The knives and noodles come out as both teams slice and dice their way to pasta perfection.

Judges: Missy Hui, Hubert Leung, Deji Oduwole



Episode Summaries



Choreographed Chaos

Episode 105

Airs: November 21 at 8:30 p.m. ET/PT

Home cook Chris and Chef Domenic Chiaromonte face off with home cook Michelle and Chef Sebastian Gallucci. Things go from mild to wild as everything is thrown in except for the kitchen sink.

Judges: Suzanne Caskie, Ryan Hinkson, Russell Auckbaraullee



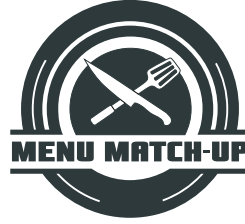
Blender Blunder

Episode 106

Airs: November 28 at 8:30 p.m. ET/PT

Home cook Jean Lydia and Chef Stephanie Tucci compete against home cook Kristina and Chef Russell Auckbaraullee. It's crunch time as both teams go nuts to bring their best dish forward.

Judges: Kyla Zanardi, Murray Gregga, Afrim Pristine



Episode Summaries



Pinwheels and Poppers and Pastry, oh my!

Episode 107

Airs: December 5 at 8:30 p.m. ET/PT

Home cook Shaunelle and Chef Tallis Voakes go head to head with home cook Karen and Chef Warren Ford. The kitchen heats up as both teams create the best recipe to make or bake a winning dish.

Judges: Joshna Maharaj, Anthony Ramundi, Matthew Ravenscroft



The Pits

Episode 108

Airs: December 12 at 8:30 p.m. ET/PT

Home cook Brad and Chef Lauren Mozer team up against home cook Beverley and Chef Christian Pritchard. Peppered with jokes and puns, the teams compete to see who does sweet and savoury best.

Judges: Toben Kochman, Craig Wong, Rob Rossi

Menu Match-Up: Social Media

Please ask your networks to follow AMI on **Twitter** and **LinkedIn**, like our **French** and **English Facebook** pages and subscribe to our **French** and **English YouTube** channels.

Accessibility

AMI encourages all partners to share images on social media about *Menu Match-Up*. To ensure the images are accessible for people of all abilities, please use the **alternative text feature on Twitter** and include image descriptions on other social media channels.

Please share *Menu Match-Up* video content from AMI's website, YouTube and Facebook channels. Please refrain from publishing any other video content related to *Menu Match-Up* that hasn't been approved by AMI's described video team.

Suggested Social Media Posts

Home Cooks

Twitter

Sight loss won't stop me from being creative in the kitchen!
Catch me on @AccessibleMedia's new #MenuMatchUp Oct 24
<http://www.ami.ca/shows>

Facebook

I'm passionate about cooking and I've never let my sight loss prevent me from getting creative in the kitchen. I'll be competing on **Accessible Media Inc's** new cooking show Menu Match-Up, which premieres October 24 on AMI-tv and AMI.ca.

Chefs

Twitter

Join me as I team up with a home cook to compete in @AccessibleMedia's new cooking show #MenuMatchUp on Oct 24 <http://www.ami.ca/shows>

Facebook

With a passion for food everyone can be a superstar in the kitchen!
I'm teaming up with a talented home cook with sight loss to compete in **Accessible Media Inc's** new cooking show Menu Match-Up, which premieres October 24 on AMI-tv and AMI.ca.

Judges

Twitter

Two teams compete in @AccessibleMedia's new cooking show and I get to judge their dishes! Catch #MenuMatchUp on Oct 24
<http://www.ami.ca/shows>

Menu Match-Up: Social Media

Facebook

Things are heating up in the kitchen! Two teams, each featuring a home cook with sight loss and a professional chef, face off against each other in **Accessible Media Inc's** new cooking show Menu Match-Up, starting October 24. I'll be judging their dishes!

Community Partners

Twitter

Get creative in the kitchen! Blind/partially sighted home cooks compete in #MenuMatchUp Oct 24 on @AccessibleMedia <http://www.ami.ca/shows>

Facebook

Things are heating up in the kitchen! Sixteen home cooks with sight loss are ready to face off in **Accessible Media Inc's** new cooking show Menu Match-Up which premieres October 24 on AMI-tv and AMI.ca.



"Menu Match-Up is perfectly indicative of AMI's mission to entertain, inform and empower Canadians living with sight loss," says John Melville, Vice-President of Programming and Production. "It's a unique, upbeat series that features a wide variety of energetic characters from both the blind and partially sighted community and the culinary world."