



# CHEFS ON WHEELS

# MEDIA KIT 2021

**WE'RE BUSY COOKING SO YOU DON'T HAVE TO**

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## OUR STORY SO FAR ...

In March of 2020 all of our lives were thrown into chaos when the hospitality industry was rocked to the core by the pandemic that was rapidly making its way to our shores.

At this stage, Paul, Annabelle and Jimmy, - one stood down and the others on the verge of losing their business - came up with a crazy idea to pull Adelaide's hospitality industry together and find a solution for what was looking like, at the time, a six month long shutdown.

On the 23rd of March 2020, **Chefs on Wheels** was born. Our city's best restaurants and talent jumped on board to recreate their restaurant quality food as ready-made meals for people to enjoy at home whilst in lockdown.

We had no idea if the dishes cooked in restaurant kitchens would translate to being packed by us and delivered around the state. Would people even want restaurant quality food at home? The answer was an overwhelming yes!

Within hours of launching, we had to turn the website off and catch our breath - we'd taken hundreds of orders and it was showing no sign of slowing down ...

By May 2020 we'd sent out over 4,000 orders, collaborated with the best in the industry and people went mad for the food! But then it was time for SA's restaurants to reopen as life was somewhat returning to normal ...

We agonised over whether or not this incredible business was just a successful COVID pivot and if we should even continue past restrictions and so we decided to let **Chefs on Wheels** customers decide our fate. We asked over 3,000 of them - the answer was a resounding yes! **Chefs on Wheels** was here to stay.

One year on and we're still showing no signs of slowing down but things do look a bit different ... Restaurants have reopened, chefs went back to work and more importantly we all got some freedom back in a new COVID normal world.

In order to continue to grow **Chefs on Wheels** we had to once again adapt the business model. Paul decided not to return to Botanic Gardens Restaurant (one the hardest decisions of his life) and together with Annabelle & Jimmy they're on track to turn their little COVID startup into one of the largest independently-owned ready-made meal companies in Australia.

We sincerely thank everyone who has contributed to this massive undertaking over the last year and helping us achieve something truly remarkable together.

Without all of our amazing customers, chefs, cooks, restauranteurs, packers, drivers, and everyone else who has supported us over the last year, **Chefs on Wheels** would not be what it is today. Thank you!

**Paul, Annabelle & Jimmy**



## STATS

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12,000

orders

—

60,000

dishes cooked

—

5,500

households

—

64,000

kilograms of food

—

24

hospitality staff kept  
employed through  
COVID-19

—

7

supported hospitality  
establishments during  
COVID-19

—

4

on the road  
to four states

**MARCH  
2020**

## MARCH 2020

Paul, Annabelle & Jimmy launch Chefs on Wheels on 23rd March

Alongside Paul's dishes, Terry from Soi 38, Emma from Sparkke at the Whitmore and Jonny from Abbots & Kinney feature on our very first menu

We hit the road and delivered 300 orders within our first week!



## APRIL 2020

Brad from Comida joins the Chefs on Wheels lineup

Through overwhelmingly generous donations from Chefs on Wheels supporters, we cooked and packed 190 Hutt St Centre Motel Meal Boxes for those experiencing homelessness during the pandemic, as they are moved into temporary motel accommodation



## MAY 2020

Karena Armstrong from Salopian Inn joins Chefs on Wheels - over 2,600 of her incredible pork buns fly out the door!

Paul featured in The Advertiser "People to Lead Us Out of the COVID Crisis"



## JUNE 2020

Paul leaves his position at Botanic Gardens Restaurant to focus on Chefs on Wheels as a full-time venture past the end of dining restrictions

Paul, Annabelle & Jimmy announce that Chefs on Wheels is here to stay!



## OCTOBER 2020

Emma McCaskill leaves Sparkke at the Whitmore and comes on board at Chefs on Wheels as a Chef in Residence

Rob from La Dolce Vita and Ettore from Madre Lievito join the lineup

Paul invited to speak at the Gourmet Traveller Hospitality Honours List 2020



## NOVEMBER 2020

Chefs on Wheels delivered over 170 emergency orders to people in quarantine and isolation during South Australia's second lockdown

## DECEMBER 2020

Over 450 Christmas orders delivered throughout South Australia, making a difficult Christmas for many as delicious as possible



## MARCH 2021

Coinciding with our first birthday celebrations, we're hitting the road to expand deliveries to NSW, VIC & QLD!



**MARCH  
2021**

# ESTABLISHED BY

# Paul, Annabelle & Jimmy



## ANNABELLE BAKER

Adelaide born and bred with some French heritage thrown in, Annabelle has always had a passion for cookery, styling and writing. Graduating from Le Cordon Bleu Paris, with a Grand Diplôme at the age of 20, she moved to Sydney and worked for iconic food retailer Simon Johnson where running the cooking school and working with Australia's best chefs was definitely a highlight of her career.

On returning to Adelaide with Paul in tow, Annabelle went on to manage a local food wholesaler, contributed a monthly column 'Food For Thought' for The Adelaide Review for three years, styled three cookbooks, managed and ran a successful food styling and product development business and then co-founded Edible Exchange with Jimmy.

Edible Exchange was heavily impacted by the pandemic, and after making the difficult decision to put it into hibernation, Annabelle would go on lead the creation and management of Chefs on Wheels.

## PAUL BAKER

Sydney-born Paul has come to be one of Adelaide's most well-known food ambassadors, having been named Adelaide Advertiser's "Chef of the Year" 2015 and in 2017 he was also awarded "Chef of the Year" by the Restaurant & Catering Association. He is the South Australian State Judge for Delicious Magazine's produce awards, an ambassador for Eat Local, I Choose SA, Pork Stars and a guest curator for the premiere food event Tasting Australia since 2013.

Paul's career began at Aria Restaurant in Sydney under the legendary Matt Moran. Paul would then go on to travel and work around the world at some of the finest establishments - South of France, London, Maldives, Bedarra Island and Lizard Island.

Upon settling into Adelaide, Paul would transform the much loved Botanic Gardens Restaurant to a national icon. Paul led the Botanic Gardens team to be awarded two stars in Gourmet Traveller, one hat in the Sydney Morning Herald and five times contemporary restaurant of the year and Restaurant of the Year by the Restaurant & Catering Awards.

COVID brought 20 years of cooking in restaurants to a standstill and instead of enjoying some time off, Paul dove straight in to lead the kitchen team at Chefs on Wheels, reinventing the way we dine at home.

## JIMMY DAY

Jimmy grew up immersed in the Barossa Valley wine scene and has been in love with food and wine ever since. After studying Computer Science at university, he reconnected with his passion for food by going back to school to learn commercial cookery. Jimmy ventured back to the Barossa to open a cellar door and small restaurant at his family's winery.

After several vintages making wine, and eating his way around Italy and France, he returned to Adelaide to start Edible Exchange, a fine food distribution business servicing Adelaide's best establishments. Six years later and in the middle of a business sale, COVID-19 would close the doors on Edible Exchange.

Jimmy has enjoyed all the technical challenges of starting a new business on the fly, and constantly adapting in such a fast-paced environment, enabling Chefs on Wheels to grow quickly in such a short time.