



cooks
who
feed

Media Kit 2024



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COOKS WHO FEED INC.

COMPANY PROFILE

At Cooks Who Feed, we create kitchen textiles that empower food lovers to take action toward a hunger-free world. Our flagship product, our handcrafted canvas aprons, provides 100 meals for every apron sold. We fulfill this promise through our charity partners across the globe that provide immediate hunger relief.

To date, we've provided over 1.7 million meals to those suffering from food insecurity.

What makes us relevant to our customers is what makes us different, our multilevel impact. There is a social benefit in every step of our process.

- 1) For every product sold, food waste is rescued to provide nutritious meals.
- 2) We bring sustainable fashion to the kitchen. We only use natural, local, and recycled fabrics and we take an eco-friendly approach to every stage of production. A lot of detail has gone into designing our textiles to make them stylish, functional, and eco-friendly.
- 3) All our textiles are ethically handmade by a team of underprivileged women in India. We provide these women with safe, fair trade work with the goal of getting them out of poverty.

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From the moment the fabric hits the sewing machine to the time it ends up in your kitchen, our eco-friendly apron has employed poor women, fed their families, reduced food waste, and provided 100 nutritious meals to the hungry. That's a lot for one apron.

SEEMA SANGHAVI, FOUNDER



MISSION

To empower food lovers to take action towards a hunger-free world.

VISION

To create a hunger-free world following the most sustainable path possible.

LAUNCH

March 8, 2019 on Kickstarter

<https://www.kickstarter.com/projects/741405375/cooks-who-feed-fighting-hunger-by-reducing-fo-od-wa>

At Cooks Who Feed, we are uniting food lovers to fight hunger.

MANAGEMENT

The company is managed by the founder, Seema Sanghavi. Aside from production, the founder oversees all activities including marketing, sales, and strategy.

Our goal is to provide at least 1 million meals per year.





FOUNDER'S STORY

The journey that led me to create Cooks Who Feed began in 2016. I visited an NGO in India that provided paid training and fair, safe work to marginalized women. After meeting them and seeing them work so hard, I felt compelled to help in some way so that more women could have the same opportunity. At that point in time, I was not sure how I could be of service but I knew I could not go back to Canada and forget what I had seen.

Later, in 2018, I came across an article about food waste. I learned that about 1/3 of the food produced gets thrown out. This fact struck a chord with me so I started doing a bit of research. One headline that I came across stood out amongst the rest. It stated that the amount of food we waste could feed the entire world's hungry four times over. How could so many go hungry when so much food is just being thrown out?

This was when I started connecting the dots and the idea for Cooks Who Feed was born. What better way to fight hunger than with an apron; the uniform of a cook.

I never set out to create a company. I set out to create a movement that would empower foodies everywhere to fight hunger in the most socially responsible way possible.

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I firmly believe in the quote, "The two most important days in your life are the day you are born and the day you find out why". Cooks Who Feed is my "why".

SEEMA SANGHAVI, FOUNDER



OUR PRODUCTION

All of our production takes place in Delhi, India. Here, our focus is to hire women who live in poverty and provide them with a safe work environment, paid training, a living wage, and income security.

Every textile that leaves our facility comes with a hangtag that explains the impact and is signed by the maker. This way, you know who made your product!



The empowered woman is powerful
beyond measure and beautiful
beyond description.

STEVE MARABOLI



CHEF COLLABORATIONS

We've partnered with chefs to create their own Cooks Who Feed textile. These textiles are named after the chef they represent and added to our retail line. This allows our customers to purchase products inspired by chefs they admire.

To date, we have collaborated with 7 celebrity chefs.

Notable Chef Ambassadors

Chef Amanda Freitag

Born and raised in New Jersey, chef, television personality, and author Amanda Freitag has become a culinary maven. She sharpened her skills through world travel, including working under Chef Alain Passard in Paris, and continued expanding her culinary expertise into a variety of international cuisines. Outside of the restaurant business, Amanda has become a household name for her work both on and off the television screen. She is well known for being a judge on Food Network's "Chopped" and has appeared on "Iron Chef America", "Next Iron Chef", "Unique Eats", "Beat Bobby Flay," Guy Fieri's "Tournament of Champions," and more.



Chef Art Smith

Art Smith is the executive chef and co-owner of several restaurants including Blue Door Kitchen & Garden, Art and Soul, and Southern Art and Bourbon Bar. Art has received the culinary profession's highest awards and has cooked for some of the world's most famous celebrities. In 1997, Smith became the personal, day-to-day chef to Oprah Winfrey, a position that lasted ten years. Smith now coordinates and cooks for special events all around the world. Art's expertise lies in southern-style cooking. He is well known for his world-famous southern fried chicken.



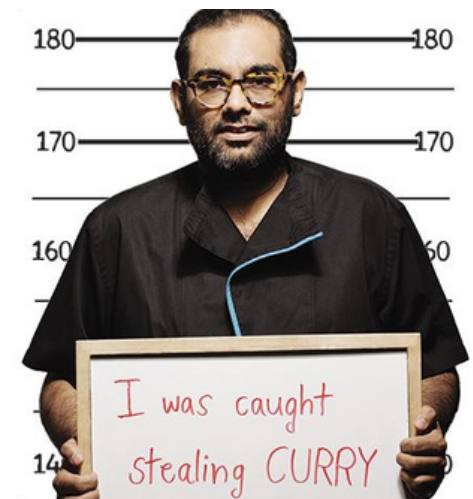
Chef Christine Cushing

Christine Cushing is an award-winning chef with t.v. shows broadcast around the globe. She is a judge on the exciting hit Food Network program, Wall of Chefs, and also won the 2020 Taste Award for 'Best Chef' in a t.v. series for her food, travel documentary series "Confucius Was a Foodie", now airing on PBS across the US/Canada and on Nat Geo across the world. Christine has been showing Canada how to cook with love for more than 20 years, starting with her flagship Food Network Canada show, Christine Cushing Live.



Chef Gaggan Anand

Superstar chef Gaggan Anand put Indian food in the fine dining spotlight with his restaurant, Gaggan. Since its debut in 2010, Gaggan was repeatedly placed on the Restaurant's The World's 50 Best Restaurants list. Gaggan earned 2 Michelin stars in the first edition of the Thailand Michelin guide in 2018. In August 2018, Chef Anand closed his award-winning restaurant to start something new. In November 2019, Anand opened another restaurant in Bangkok named 'Gaggan Anand'. Gaggan was profiled in Season 2's Episode 6 of Netflix's Chef's Table.



Chef Vikram Vij

Vikram Vij is an Indian-born Canadian chef, cookbook author, and television personality. He is co-owner of the Indian cuisine restaurants Vij's Restaurant and Rangoli Restaurant in Vancouver, British Columbia. He also owns My Shanti, a restaurant in South Surrey, BC. In 2014, Vij was announced as a new "dragon" investor on the Canadian reality show Dragons' Den for its ninth season and departed at the end of the season.



HANDCRAFTED APRONS

At Cooks Who Feed, we ethically produce high-quality, handcrafted aprons. We only use locally sourced and organic natural fabrics. Our aprons are designed to be both stylish and functional.

We offer aprons in both adult and child sizes. Our child aprons are little versions of some of our most popular adult designs.

We've made little versions of some of our most popular adult aprons.



TEA TOWELS & LINEN NAPKINS

New Products Launched in 2022

In spring 2022, we introduced a small line of tea towels and linen napkins. These textiles have been inspired by and designed with Canadian celebrity chef Vikram Vij.

Our tea towels and linen napkins also have a give-back model to fight hunger.

1 SET = 50 MEALS



HOW WE SELL

At Cooks Who Feed, we sell our products through both retail and wholesale channels.

Retail Line

For our retail customers, we have created a small line of aprons and other kitchen textiles. These are available on our website and at the various consumer shows we attend. Most of our products are designed through collaborations with well-known chefs and charitable food organizations.

Wholesale/Corporate Gifting

For our business customers, we offer our retail line as well the option to create their own, custom textiles. Producing custom products allows businesses to choose from a range of fabrics, colors, and styles as well as include their name and/or logo.

For custom products, we offer low minimums and reduced bulk pricing.



OUR CHARITY PARTNERS

Our model is 1 apron = 100 meals. This model ensures each sale creates an impact. We fulfill this promise by sharing the proceeds from each sale with our charity partners who rescue food waste to feed the hungry. Over 1/3 of our profits go to our charity partners to support our model.

We currently have 3 partners; Second Harvest, Rescuing Leftover Cuisine, and No Kid Hungry. Our partners are established and have proven, effective programs to deliver food to those in need. Each quarter, we share our financials with our charity partners so there is full transparency and they can easily assess the impact of our partnership.

No Kid Hungry

No Kid Hungry is working to end childhood hunger by helping launch and improve programs that give all kids the healthy food they need to thrive. This is a problem we know how to solve. No Kid Hungry is a campaign of Share Our Strength, an organization committed to ending hunger and poverty.



Rescuing Leftover Cuisine

Featured on CNN, HuffPost and Global Citizen, Rescuing Leftover Cuisine has rescued millions of pounds of food to provide over 3.6 million meals.



Second Harvest

Second Harvest is Canada's largest food rescue charity with a dual mission of environmental protection and hunger relief. In 35 years, they have saved over 155 million pounds of healthy food from ending up in landfills.



IN THE MEDIA

The
New York
Times

NEWS NOW
FOX

THE GLOBE AND MAIL

**CBC
NEWS**

CHICAGO'S VERY OWN
WGN9

THE MARILYN DENIS SHOW
MARILYN

IPS

Inter Press Service
News Agency

CTV

**CONSCIOUS
COMPANY**

TORONTO
SUN

**CTV
NEWS**

**THE GOOD
BUSINESS**
PODCAST

**THE
OPPORTUNIST**

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