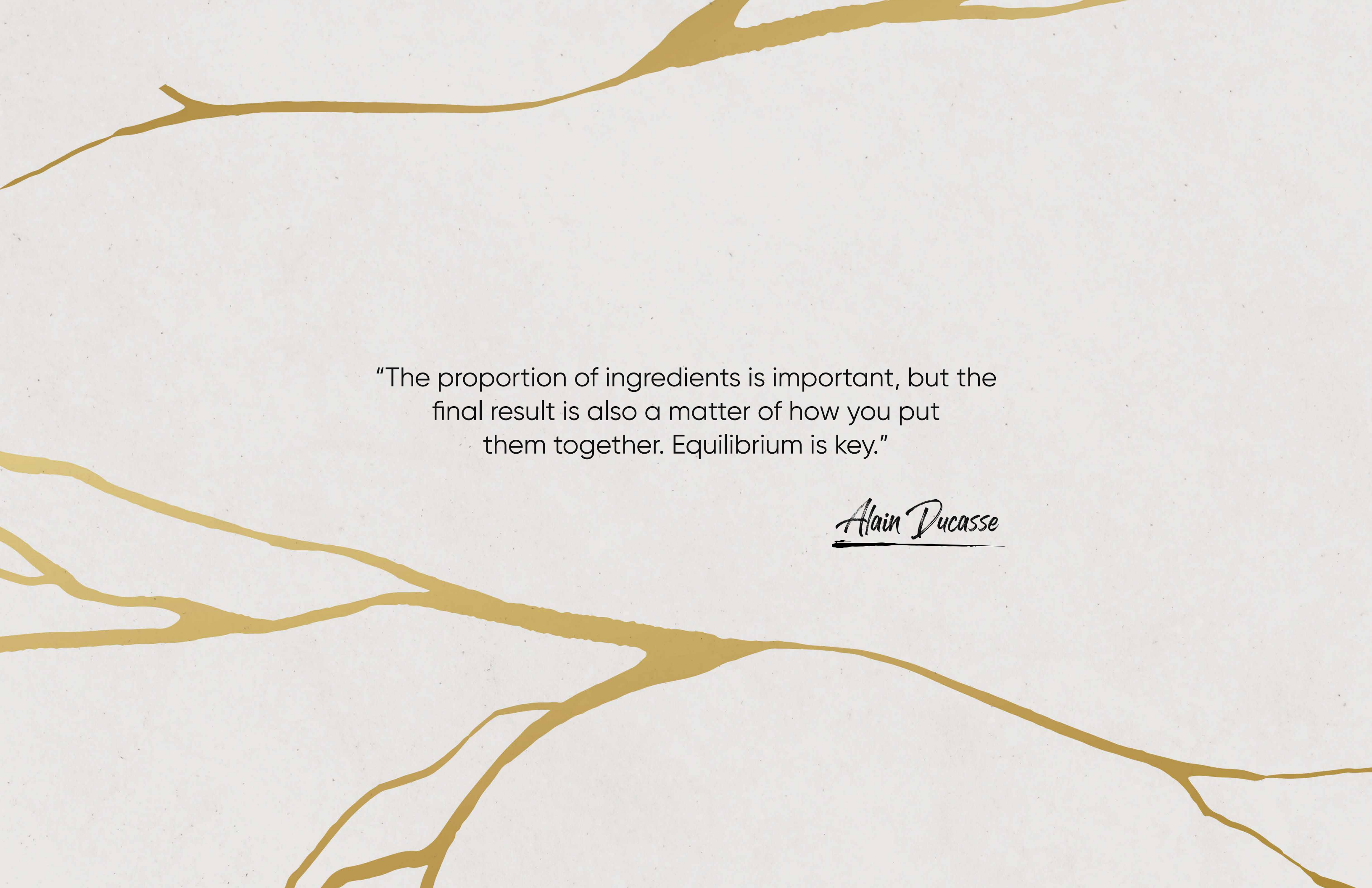




Chef
Jesus

Media Kit





"The proportion of ingredients is important, but the final result is also a matter of how you put them together. Equilibrium is key."

Alain Ducasse

CHEF JESUS DIAZ

Jesus Diaz popularly known as Chef Yisus is well-known for his fusion style of cooking and unique blend of flavors. Born in Caracas, Venezuela, Chef Jesus moved to the USA in the year 2000 to make a career in baseball and found a different calling within the culinary world. His first jobs were in the restaurant business, starting as a dishwasher, and as a server, and then became a cook, while studying journalism.

In 2009, he was hired by Gordon Food Service, one of the biggest food distributors in the country, as a consultant for restaurants and hotels. He worked his way up in the Hospitality world and developed a passion for cooking, which drove him to later complete a Bachelors degree in Culinary Arts.

He opened up his first restaurant in 2012, Ikura Sushi, which consisted in honoring Japanese techniques and traditions in the kitchen while adding touches of Latin flare to his dishes. His life would change in 2017 when he was invited to "Despierta América", by the Univision network, to cook and talk about his restaurant. It is because of his unique approach to the cuisine that Despierta América began to feature him and later saw his potential on camera and made him a permanent addition to the Univision morning show.





After a few invitations and cooking segments in front of the camera, he became the resident chef of the morning show with the highest audience on Hispanic television in the United States, where he has managed to win two Emmy awards, a reality dancing competition, published his book and cook for countless celebrities.

Today, Chef Jesus has launched his own merchandise brand focusing on culinary attire as well as participated in numerous branded campaigns with international brands like Walmart, Imusa, Corona, among many more.

日本料理屋
ナチュラル





Despierta America



Chef Jesus began his residency on the No. 1 Spanish-language morning show in the country in 2017 and has become well-known as America's Favorite Hispanic Morning Chef. Jesus has provided both a culinary and an athletic angle to the morning show, allowing him to remain versatile and entertaining. Chef Jesus has also been a part of several other in-network participations such as Premios Juventud, Latin GRAMMYs, hosting UniMas Enamorándonos, winning Mira Quien Baila All Stars edition in 2021, and much more.

His newest endeavor with Televisa Univision and Vix is Sabor de América [America's Flavor] (working title) where he hits the road to find the new flavor of Latin cuisine and how our food is connecting cultures and communities across the United States. From the Atlantic coast all the way to the Pacific.

“ 2X Daytime Emmy Award winner for Outstanding Morning Program in Spanish. ”



“The early morning ratings leader on Spanish-language television.”



A Growing Social Footprint

SOCIAL MEDIA ACCOUNTS



@chefjesus

300K+

Followers

3.1M

Avg Impressions

1.2M

Avg Reach

Spanish

Predominant Language

New York, NY

Santo Domingo, Dominican Republic

Caracas, Capital District, Venezuela

Los Angeles, CA

Houston, TX

Top Cities



@chefjesus

40.6K+

Followers

5.5K

Avg. Monthly Reach

Spanish New York

Predominant Language

New York, NY

Los Angeles, CA

Houston, TX

Chicago, IL

Miami, FL

Top Cities



@chefjesusdiaz

2.5K+

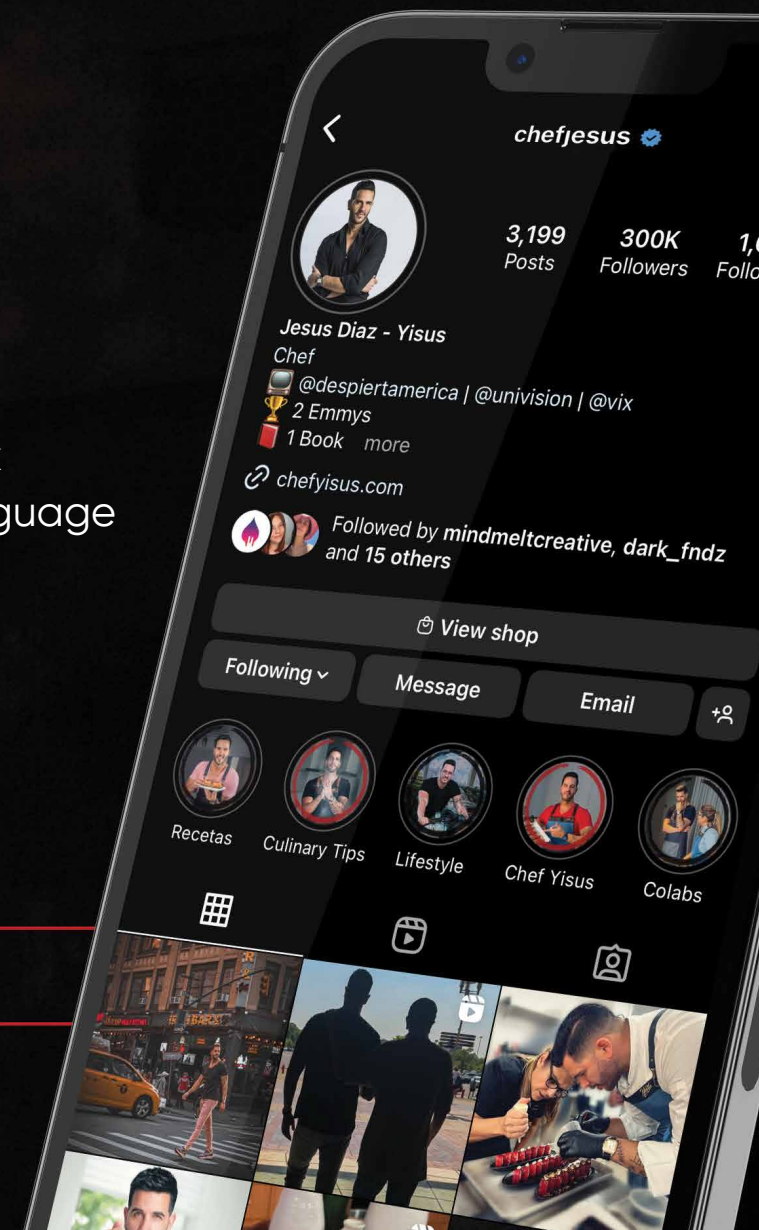
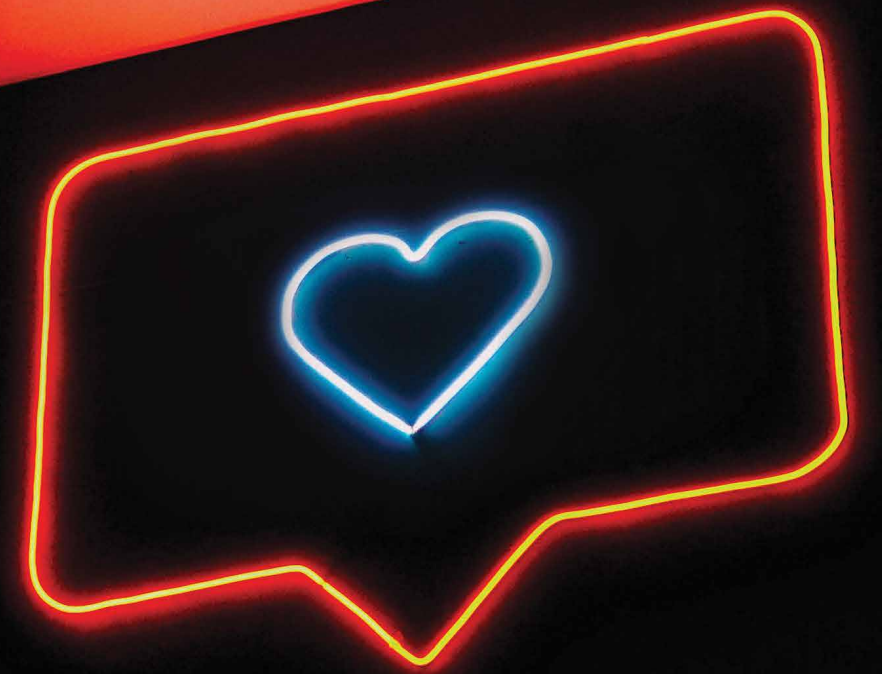
Followers

1.4K+

Avg Impressions

Spanish New York

Predominant Language



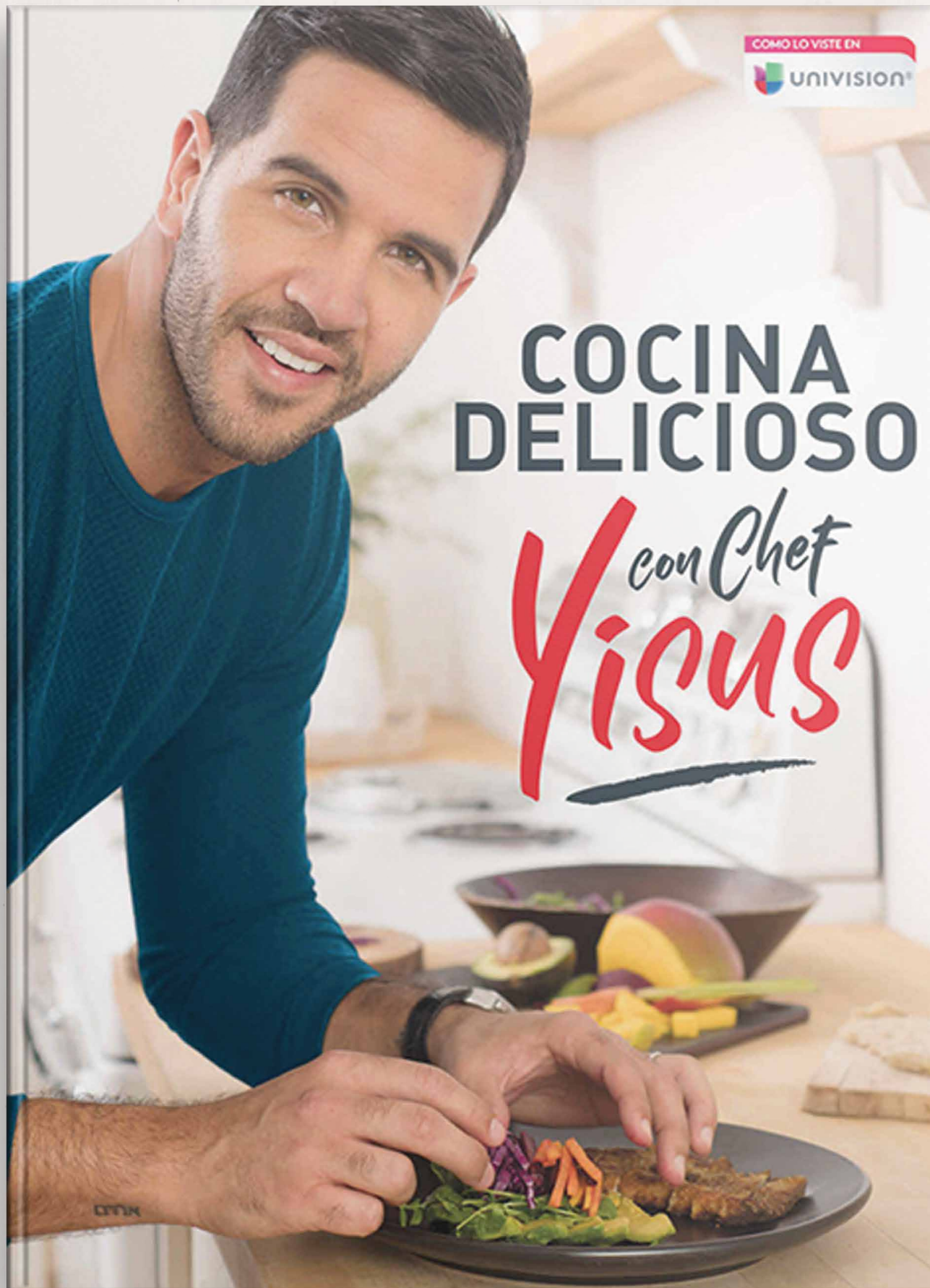
Uniting Flavors: A Delectable Collaboration Opportunity with Chef Jesus

BRANDED PARTNERSHIPS

Chef Jesus, renowned for his culinary expertise and captivating personality, has captivated food enthusiasts around the world with his extraordinary culinary creations.

The goal is for brands to join forces with Chef Jesus to create an unforgettable partnership that will resonate with food lovers and elevate your brand's reach. With his passion for creating innovative dishes and his ability to connect with audiences on various platforms, Chef Jesus is the perfect collaborator to help your brand make a lasting impression in the culinary world.





Delicious Cooking with Chef Jesus

COCINA DELICIOSO CON CHEF YISUS

Through these pages, Chef Jesus sneaks into your kitchen to help you prepare delicious dishes easily and fun. Each recipe is seasoned with snippets of his personal history: the flavors of his childhood, the meals of his early years as an immigrant, his experience on television and, of course, his family life.

With everyday ingredients and step-by-step instructions, Chef Jesus will show you that you are capable of making meals appetizing dishes that blend tradition and innovation.

"Do you dare to cook with me?
I invite you to enter my kitchen and my life!"

Chef Jesus



Chef's Cooking Apparel

BRANDED MERCH

Chef Jesus Apron Collection is the result of meticulous craftsmanship and attention to detail. Each apron is expertly crafted using premium materials that guarantee durability and longevity. The thoughtful design ensures comfort during long hours in the kitchen, with adjustable neck straps and waist ties providing a customized fit for all body types.

Chef Jesus Apron Collection caters to both professional chefs and cooking enthusiasts. Whether you're a seasoned culinary expert or an aspiring home cook, these aprons are designed to enhance your cooking experience, instilling a sense of confidence and pride as you whip up culinary masterpieces.



Rain Forest



Rockstar







Contact Us

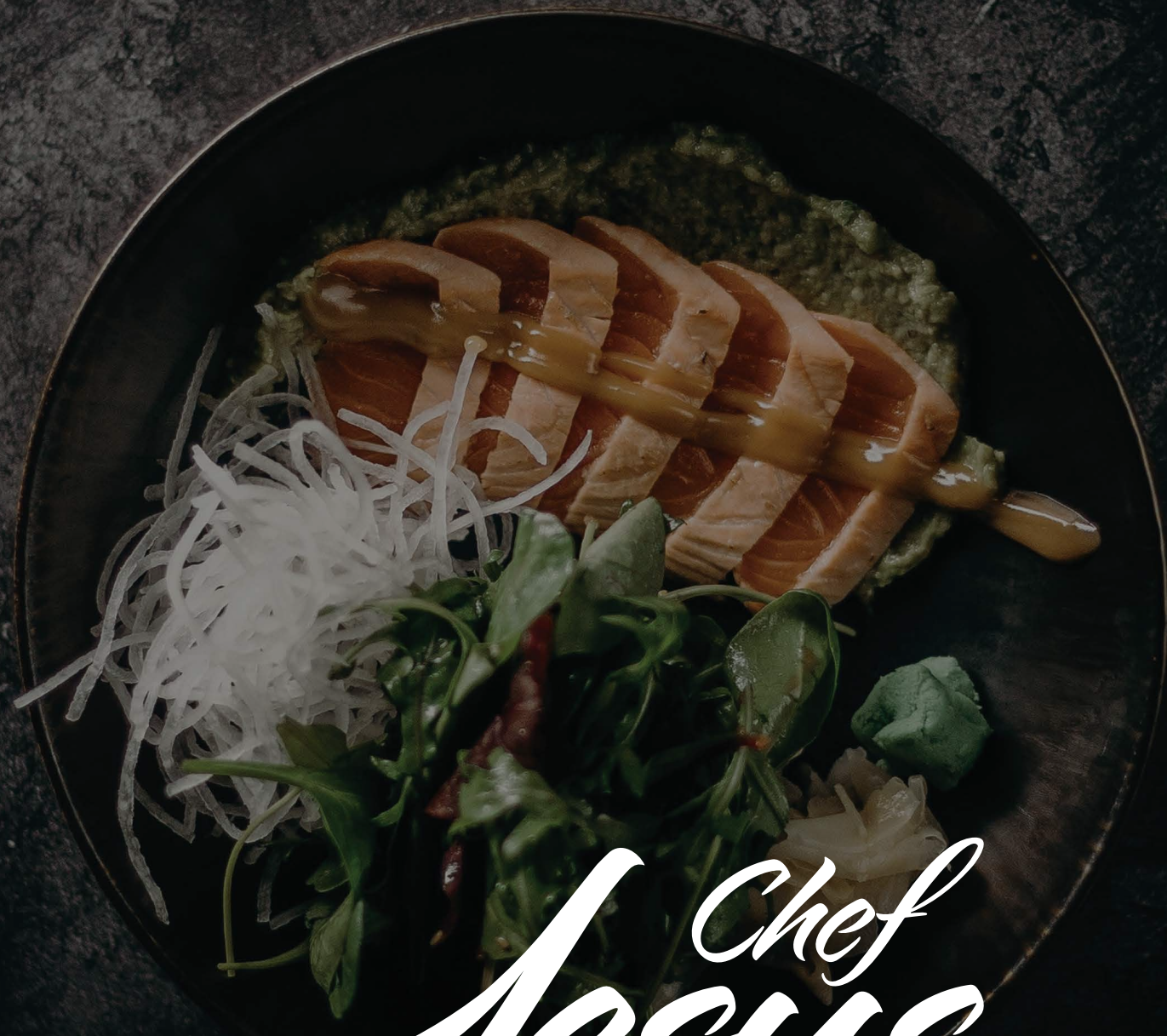
To explore exciting partnership opportunities with Chef Jesus or to request further information about the Chef Jesus Apron Collection, please contact our team today. We are eager to discuss how we can collaborate to create culinary magic and elevate your brand's presence. Reach out, and let's embark on a journey of flavor, style, and innovation together.

✉ jesus@chefjesusdiaz.com

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Chef
Jesus