



DAVID W OLSON

LIVE FIRE
GRILLMASTER

AMERICAN CULINARY
FEDERATION CHEF
PROFESSIONAL OF
THE YEAR

TELEVISION
PERSONALITY

CULINARY
ENTREPRENEUR



Chef David W Olson

Awarded Live Fire Chef | Television Personality | Food & Travel Writer | Social Influencer | Culinary Entrepreneur

ORGANIC SOCIAL MEDIA AUDIENCE



208,000

FOLLOWERS

7,250,000

AVG MO

REACH



169,000

FOLLOWERS

2,500,000

AVG MO

REACH



70,000



4,500



FOHR CARD VERIFIED ORGANIC REACH

ENGAGEMENT RANKED TOP 2.07% OF INFLUENCERS GLOBALLY

AUDIENCE DEMOGRAPHICS

UNITED STATES

NEW YORK | CALIFORNIA
FLORIDA | MICHIGAN | TEXAS

INTERNATIONAL

ARGENTINA | AUSTRALIA
BRAZIL | CANADA
GERMANY | MEXICO
S AFRICA | UNITED KINGDOM

GENDER

FEMALE: 36%
MALE: 64%

AGE

18-24: 10%
25-34: 28%
35-44: 32%
45-54: 16%
+55: 12%

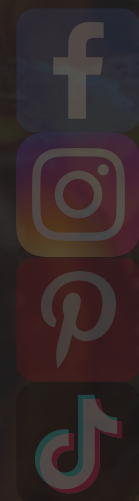
AUDIENCE INTERESTS

OUTDOOR COOKING
BEER, SPIRITS AND WINE
CAMPING - HIKING
FISHING - HUNTING
HEALTH - FITNESS
SPORTS - FAMILY
ADVENTURE - TRAVEL

2021

PROJECT NO.
BTF21

BETWEEN TWO FIRES



SERIES BACKGROUND

"BETWEEN TWO FIRES"

Two Chefs, One Live Fire Virtual Cook - Chef David W Olson of Live Fire Republic will lead a 24-part virtual series cooking alongside a brilliantly-talented, diverse and influential lineup of James Beard-recognized Chefs, Hall of Fame BBQ Pitmasters, and leading culinary talent from the Cooking Channel and Food Network.

Launching June 30, 2021, each 1-hour unscripted episode of Season One will be simulcast, to the global social media audiences of both chefs on their Facebook Live, Instagram Live, and TikTok Live, uniquely capturing multi-platform viewership and engagement.

Together the chefs will use a common primary ingredient to prepare two uniquely different, yet approachable dishes over the fire, walking the audience through prep to presentation, while along the way sharing in candid, lighthearted conversation, answering viewer Q&A, and all while producing fun and engaging real-time content.

Guest Line-up Includes: Chefs Nyesha Arrington, Kevin Gillespie, and Tom Douglas. BBQ Legends Myron Mixon and Tuffy Stone. Author Stephen Raichlen. Social Media Influencers, Derek Wolf, James Brown and Scott Thomas. Television Personalities, Casey Webb, Dylan Benoit, Christian Stevenson, and Susie Bulloch, Plus more.

Episode Sponsorship and Brand Placement: Negotiated



BETWEEN
TWO
FIRES



CHEF DAVID W OLSON
CHEF MARC FORGIONE
TWO FIRES & TWO CHEFS
ONE INCREDIBLE VIRTUAL COOK

BETWEEN
TWO
FIRES



CHEF DAVID W OLSON
SUSIE BULLOCH
TWO FIRES & TWO GRILL MASTERS
ONE INCREDIBLE VIRTUAL COOK

BETWEEN
TWO
FIRES



CHEF DAVID W OLSON
BBQ LEGEND TUFFY STONE
TWO FIRES & TWO CHEFS
ONE INCREDIBLE VIRTUAL COOK

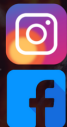
BETWEEN
TWO
FIRES



CHEF DAVID W OLSON
STEVEN RAICHLEN
TWO FIRES & TWO GRILL MASTERS
ONE INCREDIBLE VIRTUAL COOK

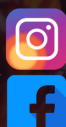
630P EDT/330P PDT
WEDNESDAY | SEPT 15

• LIVE



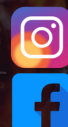
630P EDT/330P PDT
WEDNESDAY | AUGUST 4

• LIVE



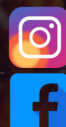
630P EDT/330P PDT
WEDNESDAY | AUG 19

• LIVE



630P EDT/330P PDT
WEDNESDAY | JULY 28

• LIVE





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BEST WAYS TO PARTNER

EXPERIENTIAL EVENTS AND LIVE VIRTUAL EXPERIENCES
TELEVISION INTERVIEWS AND SATELLITE MEDIA TOURS
RECIPE DEVELOPMENT
SOCIAL MEDIA AND BLOG CAMPAIGNS
PHOTO AND VIDEOGRAPHY
TRADE SHOW REPRESENTATION
FULLY-INTEGRATED BRAND AMBASSADORSHIP

MEDIA AND BRAND PARTNERS





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ABOUT

David Olson is an awarded, nationally-recognized live fire chef, television personality and international social influencer, global adventurer-extraordinaire, creator behind the brand, "Live Fire Republic," and was recently honored as both the American Culinary Federation Chef Professional of the Year and "40 Under 40 Business Leader."

David has an organic and active reach of millions of households weekly via traditional media and event appearances, brand ambassadorship, his website and various social media channels. He is featured annually in numerous live television segments, podcasts and radio interviews, while his recipes and creative content continues to be shared across the web and in print from sea to shining sea.

Over the last decade David has partnered alongside countless high-profile food, beverage and consumer goods organizations, including All-Clad, Australian Beef and Lamb Council, Barstool Sports, Kingsford, NASCAR, the National Pork Board, Twin Eagles Grills, Williams-Sonoma and Whole Foods Markets. Additionally, David sits on the board for the American Diabetes Association, and invests annually in efforts alongside the American Culinary Federation to raise necessary funding for education grants and student scholarships.

When not cooking, filming, or spending time with friends and family in Michigan, David can be found traveling the globe in search of grand adventure and extraordinary experiences, camping, fishing and trekking from one continent, 5-star kitchen and smoky backyard barbecue to the next - honing his craft alongside the some of the very best regional chefs, home cooks and pitmasters in the world.

For all media inquiries, please contact PR Agency, The Lisa Ekus Group; Boston, MA | Jaimee Constantine, 413.247.9325 or jaimee@lisaekus.com.

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PORTFOLIO

