



JOEL

Chef, Author, Food Waste Activist

2020 MEDIA KIT



JOEL

Chef Joel Gamoran, best known as the host for A&E's hit series "Scraps," has become one of the nation's most well-known sustainability storytellers.

Joel is a graduate of both the Culinary Institute of America and the Culinary Institute of Florence. He spent over ten years as a National Chef for Sur La Table. In 2018 Joel put his passion on paper with the release of his book "Cooking Scrappy" (Harper Collins), inspiring home cooks to turn scraps into delicious meals. Joel also makes monthly appearances on NBC's Today Show, sharing his recipes and sustainability tips to a worldwide viewership.

Joel's latest endeavor was the launch of Brown Banana in April 2020. Brown Banana is a digital media publication established to help people cook with purpose. Through entertainment, creativity, humility, and education, this publication brings people together with a common goal of getting good food on the table while being mindful of waste.

Joel and his wife Angiolina live in Seattle, WA with their son Jonah. When they're not in the kitchen together, they enjoy the beautiful outdoors, taking in the stunning sights of Seattle.



REACH

2019 EARNED MEDIA

98M

TOTAL
IMPRESSIONS

32

NATIONAL MEDIA
APPEARANCES

Forbes

Men's Journal



The New York Times

©CBS

Chicago Tribune

SOCIAL MEDIA

2.2%

ENGAGEMENT
RATE

35K

AUDIENCE

50%

GROWTH RATE
IN 2020



ACCOMPLISHMENTS

YUMMLY CHEF AT LARGE

150+ APPEARANCES on national media

TOP SUSTAINABLE COOKBOOK, 2018

HOST IACP AWARD BEST TV SHOW "SCRAPS"


HOST OF SECONDS ON YUMMLY NETWORK

JAMES BEARD CHEF COLLABORATOR

SUR LA TABLE NATIONAL CHEF 10 YEARS

BEING A DAD

COOKED WITH COOKIE MONSTER



“My mom taught me to love food, Joel taught me to save it! Joel is the most exciting and inspirational chef in America today!”

-Katie Couric

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THANK YOU

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