

# Justine Schofield

## *Celebrity Chef, TV Personality & Keynote Speaker*

Justine Schofield is a familiar and well-respected face of the Australian food and media industry. The host of her daily food show, *Everyday Gourmet* on Channel Ten, Justine also runs a boutique catering company and writes a column for *taste.com.au* magazine. Justine makes regular appearances at food events right across Australia and is a popular after dinner presenter. A favourite of *MasterChef* series one, Justine supports several charities.



### **More about Justine Schofield:**

Justine Schofield inherited a passion for French cuisine from her mother and a 'roll up your sleeves and get stuck in attitude' from her Aussie father. After completing a diploma in hotel management and deciding it wasn't for her, Justine set out to explore her two passions: travel and food.

When the opportunity to enter the first *MasterChef* series presented itself in 2009, Justine's skill level and ability to stay calm under pressure carried her through the gruelling audition process. Once the competition began, her cheeky 'give it a go' personality combined with her extensive food knowledge and resourcefulness blew the judges away.

After *MasterChef* wrapped, Justine began turning her passion for food into a full-time career. The first series of *Everyday Gourmet* aired on Channel Ten in 2011 and has had a new series go to air each year since, Justine's knack for simplifying classic dishes for the time-poor home cook made it very popular with daytime viewers

Justine is the author of two cookbooks, the first was *Dinner with Justine*, published with Pan Macmillan Australia. This beautiful book celebrates the food Justine loves to cook and eat at home with family and friends, simple, wholesome and delicious meals that can be made with readily available ingredients.

In addition to being a much-requested personality on the speaking circuit Justine indulges her travel bug whenever possible. She shares these experiences and the recipes she picks up along the way on her blog and Facebook page. Intelligent and sassy, Justine brings a youthful energy and touch of French flair to everything she does.

## Client testimonials

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“ The weekend was a huge success, Justine was amazing! She was very engaging with our customers, people even came down to Chadstone to see her in action. She was extremely knowledgeable of the produce that she was working with and had very insightful cooking techniques. She was wonderful! Please ensure to thank her from us as we were so happy with how it all ran.

- *CFS Retail Property Trust Group*

“ The appearance of celebrity personality Justine Schofield at the center’s rebrand launch event was fantastic. Having such a high profile name (with an awesome personality) was well received by retailers and shoppers alike. Justine’s love of food really showcased Charter Hall’s commitment to providing the people of Tamworth with the biggest range of fresh food retailers in town. This supports the center’s fresh food repositioning strategy of fresh name, fresh center. It was a fantastic day as Justine’s bubbly personality, love for cooking and her heritage really resonated with the Tamworth audience. The feedback from our customers and tenants was extremely positive and the Centre Management team believe the investment in Justine’s appearance was well worth it.

- *Tamworth Square (Charter Hall)*

“ Justine was absolutely lovely. She was easy to deal with in the lead up to the event and on the day of the event. She understood the purpose of the event and helped us in trying to achieve our aims. Justine was personable, funny, kind, entertaining and an excellent communicator. We were able to sell more tickets to the event compared with past years, largely due to Justine’s popularity. We’ve since had terrific feedback about Justine from guests at the event.

- *Central Geelong Marketing*

“ Justine Schofield performed a cooking show at Winston Hills Mall which was a great addition to our fresh food promotions. She was a great advocate in shopping local and supporting our smaller butchers and fresh food grocers. Justine was entertaining, engaging and best of all down to earth and approachable. Our shoppers really enjoyed being able to have a chat, take a photo or get an autograph with Justine. We would definitely be happy to have her back again to do another show in the future.

- *Winston Hills Mall, Chester Square & Warilla Grove*

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