

Chef in Your Ear whispers sweetly for Shaw Media

By Katie Bailey
(From Playback)

The new format *Chef in Your Ear* on Food Network Canada has found success with Canadian audiences.

According to Numeris data provided by Shaw Media, the series debuted as the top new Canadian specialty series this fall, with a two-week average audience of 108,000. While its numbers aren't huge, the series airs on Monday at 10 p.m., a competitive timeslot with network television.

Chef In Your Ear, produced by HLP+Partners, follows amateur cooks taking on complicated dishes as a professional communicates instructions via earpiece. Each episode sees two cooks compete with their professional chef counterparts to see who can make the best meal.

The series has also seen success on the business side, with Warner Bros. International Television Production acquiring the international rights (excluding Asia) ahead of MIPCOM.

Chef In Your Ear is series produced by Daniel Gelfant and LeAnne Armano, and was developed by Daniel Gelfant, Lee Herberman, Henry Less, Ricardo Larrivee, Justin Scroggie and Michel Rodrigue. Original format conceived by Justin Scroggie. Executive Producers are Henry Less, Lee Herberman, Ricardo Larrivee, Justin Scroggie, Michel Rodrigue and Daniel Gelfant.