



**Let's get
Cooking**

Brand Presentation

What is Shane the Chef?



- 52 x 11' animated series for pre-schoolers
- Originally commissioned by and broadcast on Channel 5's popular pre-school block, Milkshake!
- Shane is the celebrity chef that pre-schoolers can call their own!
- Available in English and Spanish in all territories

What's it all about?



Each episode follows Shane, an ambitious, energetic chef and his daughter Izzy, who together run a restaurant in the town of Munchington. Shane's firm belief is that when it comes to food, "fresh is best!" And because he's a chef, food is at the heart of every story.

Much of his food is sourced locally: fresh vegetables are grown on Maggie's farm, world foods are imported through Mama Polenta's Deli; and fish is caught by Sam Spratt, fresh from the sea. For Shane, everyday is a new adventure and each episode focuses on his high-energy exploits and passion for food.

With childhood obesity on the rise, this series encourages children to learn about food and where it comes from in a fun way, make healthier choices and hopefully develop an interest in and a love of cooking.



CHARACTERS

Shane & Izzy



Father and Daughter team cooking up recipes in Munchington

Shane:

- ✎ Ambitious, enthusiastic young chef
- ✎ Good-hearted, dynamic, fun

Izzy:

- ✎ Bright and inquisitive
- ✎ An aspiring young chef who admires her dad's talent

Maggie



- 🥕 Shane's best friend
- 🥕 Smallholder, devoted to growing organic produce
- 🥕 Competent and independent minded

Mama Polenta & Mario



- 🍆 Mama Polenta runs the local deli
- 🍆 Italian, she dotes on her son, Mario
- 🍆 Flamboyant, operatic, theatrical
- 🍆 Mario is football mad and reluctant to try new food



The Singh Family



- Sid is a sportsman and fancies himself as a singer/musician
- Penny his wife is mad about bees and thinks honey is the answer to everything
- Honey is a growing sassy teenager into her music
- Jayesh is the youngest. Bookish and knowledgeable. Likes space and aliens



Sam Spratt & J.G.



Sam Spratt is the local fisherman. Provides fish for Shane's restaurant. Likes to tell tall tales. Most of them are made up!

JG is a good friend to Shane. Local inventor. Provides Shane with Heath Robinson style kitchen gadgets. Thinks everything just needs 'a little tweak'!





Shane the chef on social media



Laura Kamdar It's there anywhere I can find Shane's recipes? I'd love to make those honey cakes for my son!

Like · Reply · Message · 3d

My 4yr old (Chef Jeff Sr) asked me to find Shane on Facebook tonight! Chef Jeff Jr wanted in on the action too 🥰 both love the show 💙



Hello. A bit Random but I can't find any merchandise Shane the chef. My little boy is only one but when Shane comes on the tv he spins around and claps! Any info would be great thanks

Shane the chef has really inspired my 3 year old son to cook and try new food. Stan the chef even made his own cookery channel 🍳



My daughter making dinner and she made your home made fish fingers! Thanks Shane



Ceri Lobb My 3 year old daughter loves this and we love her watching it and learning about the recipes. She's always been a foodie!

We need merchandise!

Like · Reply · Message · 5h



Sarah-lou Woollard My boys love them!! We need more 😊 when will merchandise be for sale???

Like · Reply · Message · 4d



Butternut squash fritters - Thank You Shane 🙏



Sarah Benwell ▶ Shane the Chef
April 27

My little chef loves cooking. This is him making jaffa cakes. Shane the Chef is awesome. We often say "let's have that tonight" when we see Shane or Izzy cooking something. What a fab programme!

Helen Pratt ▶ Shane the Chef
March 5 · 🌐

My grandson ❤️ Shane but I've noticed that there are no Shane the Chef toys! Why is this please?

1 Comment

👍 Like 💬 Comment ➦ Share 💬 Message 🛖



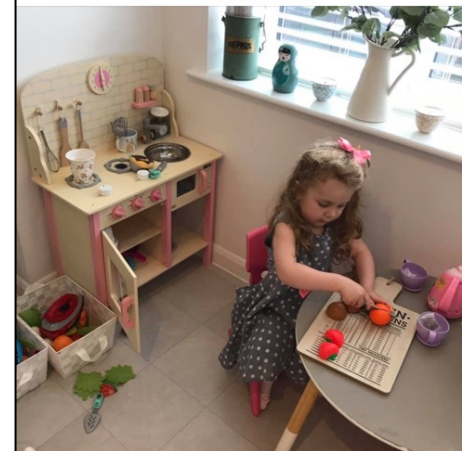
Tracy Allen ▶ Shane the Chef
May 30 at 7:20 AM

My 4 year old has wanted to drink a coconut for about 3 months after watching it on Shane the chef. His dream came true at the weekend and he loved it

My daughter and I absolutely love Shane the Chef! she is a natural in the kitchen, when merchandise becomes available I think you should do a children's range of cooking utensils. Brilliant show!



I have a very fussy toddler but I really believe since watching Shane the Chef she's starting to at least try new foods, she at half a sandwich the other day and tried a little bit of beef burger - sounds silly but it's a huge milestone for us! She also loves chopping her veg!



Is there any sign of a new series?
Our kids adore this series

Hi,

Is there anywhere that stocks toys
from Shane the Chef?

Kind regards,
Richard



Drew Shane and Izzy this morning
@ShorelineSally 💙

Learning Resources



- Shane has his very own kids cookbook, published by Candy Jar Books and Hoho Entertainment
- Featuring 20 recipes inspired from the show with easy to follow instructions
- 20 fun separate recipe sheets for kids to follow
- Step by step instructions with accompanying pictures

Beetroot Cupcakes



"Watch me make them in Episode 22 In the Pink"



What you will need

Makes 12 Cupcakes
Prep and cook time: 30 mins

150g self-raising Flour
1 tsp. baking powder
1 - 1½ tbsp. cocoa powder
50g light soft brown sugar
100g cooked beetroot
1 egg
125ml semi-skimmed milk
50ml vegetable oil



Sieve



Oven Glove



Wooden Spoon



Bowl



Whisk



Knife



1

Preheat the oven to 180°C / Gas mark 4.



2

Place the cupcake cases in a cupcake baking tray.



3

Sieve the flour, baking powder and cocoa powder into a large mixing bowl. Add the sugar.



4

Put the beetroot, egg, milk and oil into a blender and whizz until smooth.



5

Pour the liquid into the dry ingredients and mix until thoroughly combined. Do not over mix.



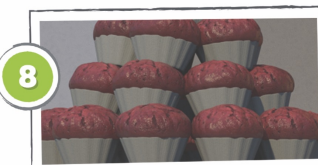
6

Spoon into cupcake cases, leaving room for the mixture to rise.



7

Bake in the oven for about 15 mins or until the cakes have risen and are springy when pressed.



8

Cool in the cases on a wire cooling rack.

Shane's top tip:

Why not pop a blob of Greek yoghurt or crème fraîche on top? Try mixing with some beetroot juice to give your topping some added colour.

Shane the Chef's USP



Multiple themes:

- Food/Cooking (core), Shopping, Farming/Gardening, Inventing

Multiple settings:

- Restaurant/Kitchen, Mobile Market, Delicatessen/Mini Market, Windmill, Lighthouse

Encourages pretend play (creative play/dough play)

Learning about where food comes from

Encourages a real love of food and cooking



**Want to talk to us about licensing
opportunities**

Let's get Cooking

For more information please contact:
Max at Edutainment Licensing

Email : max@edutainmentlicensing.com