

CYNTHIA  
— *ferich*  
*with* 

AUTHOR / MEDIA PERSONALITY / EDUCATOR / PRIVATE CHEF



# MEET CYNTHIA

Cynthia Ferich is the author of several successful food cookbooks, an educator to the next generation of aspiring chefs and a popular television personality.

Raised and educated in Pennsylvania, Cynthia has also spent time living in Charlotte, North Carolina, where she worked as a personal chef and culinary educator.

During this time she regularly appeared on three local television affiliates, FOX, NBC and CBS to demonstrate her culinary skills and inspire others with her love of food.

Cynthia Ferich with heart is how she approaches everything.



# SIGNATURE STYLE

Cynthia's signature cooking style always contains two key elements: her family heritage and making great food easy and accessible for everyone. Learning to cook as a small child in her 'Noni's (grandmother's) kitchen was the start of Cynthia's love of the kitchen, an appreciation for tradition, fresh ingredients and Italian culinary flair.

Today, Cynthia strives to share delicious recipe ideas, weave in nostalgia and flavor combinations to inspire and empower the audience, not only with knowledge, but with comforting food that links to the past and is updated with modern twists and techniques. Ultimately providing family-inspired cooking, keeping traditions alive, and updating them for future generations.

The final result are delicious recipes that help people put more love into cooking at home. Utilizing step by step instructions. A recent evolution to her style is taking an anti-inflammatory approach to her dishes, including eliminating gluten.



# CYNTHIA'S HISTORY

Cynthia comes from a large family of food lovers and her cooking and recipes are influenced by the nostalgia of her family traditions in the kitchen alongside her knowledge and love of contemporary food trends.

Before becoming a full time chef and starting her own food business in 2007, Cynthia enjoyed a successful career as a professional meeting and events planner and executive assistant, alongside raising her three daughters.



# BRAND PARTNERSHIPS

Cynthia's signature style, profile as a TV personality and reach the next generation of chef's which makes her a great ambassador for food products and leading food brands.

Cynthia loves working to promote the brands she admires and those that she uses regularly in her own kitchen.

By working with brands she believes in, Cynthia is able to introduce her audience to new products and services that bring value and authenticity to her partners, readers, clients, students, and audience.

# DAY IN THE LIFE

Cynthia's range of commitments within the food industry allow for a number of potential partnerships, and the below sample day in the life, show's the potential exposure brand partners working with Cynthia can expect to enjoy. From featuring in social media posts, or Cynthia Cooks Website content, to video cooking demonstrations, live cooking events, or TV recordings, the opportunities are endless.

- 4.30 AM: Jump out of bed 4:30 am. Ready to start the morning routine.
- 5.00 AM: I exercise in the mornings, and today I go for a walk.
- 5.30 AM: I always need a coffee before any work gets started! I like to get fresh ground coffee from the store. I check my social media channels and post an update or two while watching the news and drinking my coffee.
- 6.00 AM: I'm on the Fox/Today show later this morning, so I finish preparing my food before making a protein shake and hitting the shower and getting dressed.
- 8.00 AM: I drive into the TV Station ready to work. The drive takes about 40 minutes with the morning traffic. Looking forward to sharing my passion for Italian food with the TV presenters and viewers.
- 9.40 AM: I have finished my segment on the Today Show. I leave behind the dishes I made on air for the staff to enjoy!
- 10.00 AM: I drive to my class at the College and get ready to teach the bright young minds my own take on Italian cuisine.
- 1.00 PM: I teach my class and after that I go home then I grab something to eat.
- 2.00 PM: Wash up the dishes from my Today Show prep and write some recipe ideas for a new book I am thinking about.
- 4.00 PM: Do some prep work ready for a ladies night and cooking demonstration I am doing tonight at Piper Glen - a private golf course with an upscale bar in Charlotte, North Carolina.
- 7.00 PM I arrive at Piper Glen and have a great night doing my Italian cooking demonstration, with a wonderful reception and interaction from the ladies. The feedback that the evening was warm and inviting and has left them confident that they could make these dishes at home themselves is music to my ears!
- 9.40 PM I finish the evening with a nice drink of chamomile tea, while checking and replying to my emails.
- 10.30 PM I take a hot shower to remove the cooking smell and head to bed ready for the 4.30am alarm call the next day.

## FEATURED

The 10! Show Philadelphia (NBC) | Pittsburgh Today Live (CBS) | Charlotte Today Show (NBC) | WBTV Charlotte (CBS) | Fox 46 Charlotte | Main Line Today Magazine (Philadelphia, PA) | Valley News Dispatch Newspaper (Pittsburgh, PA) | Food Editor, Chester County Women's Journal | Brand Partnerships with The Olive Tap and Fresh Market | (Charlotte, NC) | Food Blogs | Custom Pins | Social Media Promotion

## SPECIALTIES AWARDS/HIGHLIGHTS

Author: Mama Mia Cucina – Flavor Of Good Food And Good Family | Food Judge, Food Network's Bobby Flay's Healthy Food Fight (Philadelphia, PA) | Celebrity Food Judge, La Cocina Del Sol Event, University Of North Carolina Wilmington, North Carolina | Co-author of Sunshine Sisters 'A Celebration Of Legacies With Molly Nece / West Chester University, Pennsylvania, Presentation

## CULINARY TEACHINGS

Culinary Instructor/sales, Williams-sonoma, Inc. | Culinary Educator, Central Piedmont Community College | Sur La Table | Events, Book Signings And Cooking Demonstrations

## TESTIMONIALS

Working with Cynthia Ferich has been a delight and a pleasure! She is the consummate professional and an engaging personality. And she really knows her stuff! Cynthia's knowledge of cooking and recipes is second to none. From the simplest treats to the most complex meals and desserts, she can do it all. And no matter what it is she's making, she breaks it down and makes it easy for our audience to follow. And everything she makes on our show is so delicious! Plus, you can tell she really loves what she does. I'm so impressed with what she does each time she comes on our show.

*John Carter  
Television News Anchor/Reporter, WBTV Charlotte, North Carolina*

# CONTACT CYNTHIA

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