Anna OLSON

Culinary Master | Host, *Bake with Anna Olson*

The Spotlight Agency

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ANNA **OLSON**

Culinary Master | Host, *Bake with Anna Olson*

Anna Olson is Canada's baking sweetheart and an accomplished savoury chef. Her positive and common-sense approach in the kitchen has made her one of the country's most popular and recognizable television chefs. As the host of Food Network's *Bake with Anna Olson*, *Fresh with Anna Olson*, and *Sugar*, Anna has earned a loyal following in over 190 countries. She continues to expand her audience as a regular guest on *The Marilyn Denis Show*, and through her YouTube channel, *Oh Yum with Anna Olson*, which has over 1.39 million subscribers.

In addition to hosting her own television shows, Anna has been the co-host and judge on *Great Chocolate Showdown* and *Junior Chef Showdown*. In 2018, she joined *Iron Chef Canada*'s special holiday baking episode as their Iron Chef, where she was victorious against her competitor.

Using food as her creative medium, recipe development is one of Anna's greatest accomplishments. She is the author of 11 bestselling cookbooks, including her latest, *Set for the Holidays* and *Baking Day with Anna Olson*, which won the Gold Medal at the Taste Canada Cookbook Awards. Her recipes have also been published in several magazines and many of her cookbooks have been translated into Spanish. In addition, Anna has her own line of kitchen products, called Anna Olson Kitchen.

Anna is an avid promoter of the local food movement. She works under the motto "what grows together, goes together" and infuses her cooking with great local ingredients. Both the Ontario Hostelry Institute and the Canadian Food & Wine Institute have recognized Anna for her ongoing contributions to the development of Canadian food culture.

Social Media

*Over **2.5 MILLION** +*
Followers across platforms

Audience Demographics

10.6%

89.3%

20.5% ages 25-34
31.2% ages 35-44
23.4% ages 45-54
13.4% ages 55-64

Anna's audience delivers strong indexes against desirable buying demos:

- Skews female and to key advertising demos
- Come from higher income households
- Have kids under 12 years old in the household
- Top 3 markets: Canada, USA, Southeast Asia
- Massive following in over 15 markets worldwide
- Generally interested in cooking, baking, and travel

@ChefAnnaOlson

*Over **376K+** followers on **Instagram***

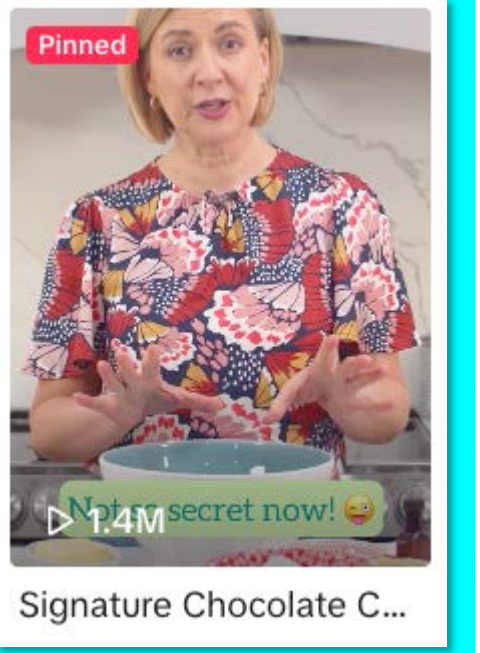
Instagram Statistics

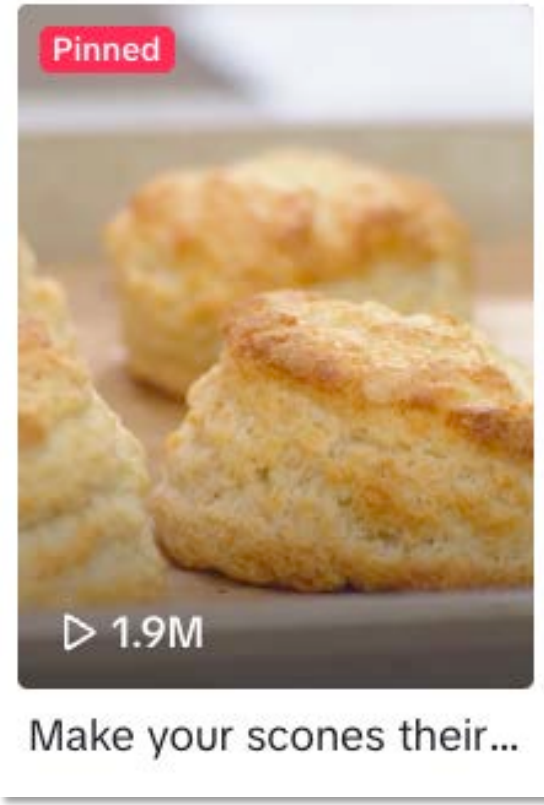
***74.4K+** Avg. reach*

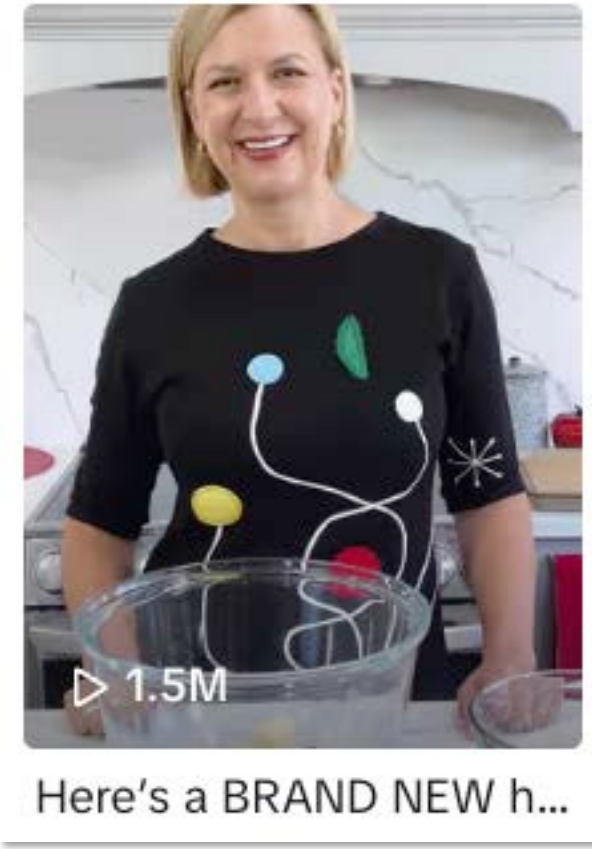
***3.4K+** Avg. engagements*

@ChefAnnaOlson

*Over **74.2K+** followers on **TikTok***







TikTok Statistics

*Over **209K Likes***

*Multiple videos **1 Million+** views*

@ChefAnnaOlson

654K+ followers

129K+ average reach

1.1K+ average engagements

Anna Olson
November 28 at 12:36 PM ·

Who's ready for some holiday baking? 🎄⛄🥧❄️ Me, too! Let's kick things off with a favourite cookie recipe of mine: Icebox Meltaways. My grandmother used to make a similar style of cookie using candied cherries and walnuts, so these are a nod to her. A meltaway is a shortbread that snaps at first bite, but then melts away into buttery, sweet goodness. Because the cookie is so tender, choose additions with a similar texture. I used dried blueberries here, but you could use dried cherries, diced dried apricots, dried cranberries, diced candied ginger, diced candied orange peel, walnut or pecan pieces, pine nits, pistachios or even mini chocolate chips.

The baked cookies keep for up to 5 days or can be frozen. You can also freeze the unbaked cookie dough rolls and thaw in the fridge overnight before slicing and baking.

The full recipe is right here. Let me know what additions you'll stir into your Icebox Meltaways!

#holidaybaking #holidaycookies

Anna has **1.48M+** subscribers on her YouTube channel, *Oh Yum with Anna Olson*, which has accumulated over **152 million+** views.

Total watch time:
9,600,000+ Hours

Total Likes:
2,960,000+

Total Comments:
127,000+

Total Video Shares:
2,100,000+

Average Views (Live and Non-Live):
673,246

Oh Yum 101 Live

Anna hosts weekly bake-along livestreams. Viewers vote for their recipe of choice and Anna creates it in real-time during the live stream while answering audience questions.

Lifetime Stream Views:
5,300,000+

Avg. Views per Stream (After 24 Hrs):
25,000

Avg. Views per Stream (Lifetime):
104,300

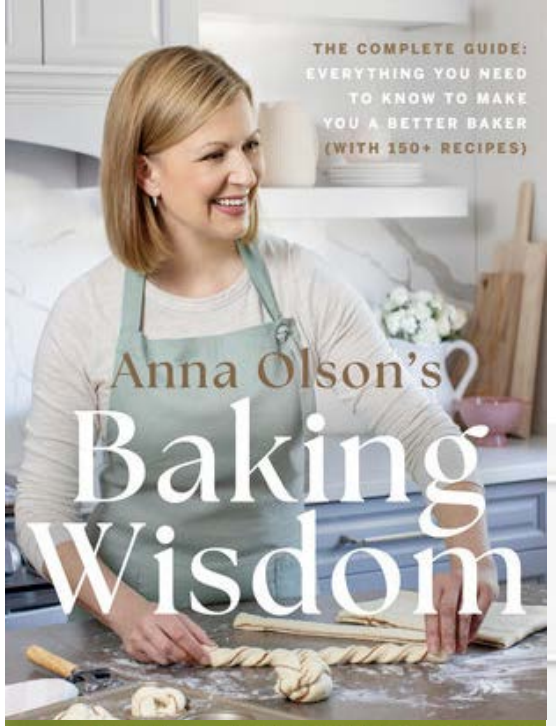
Target Demo:
60% of viewers are 25-54

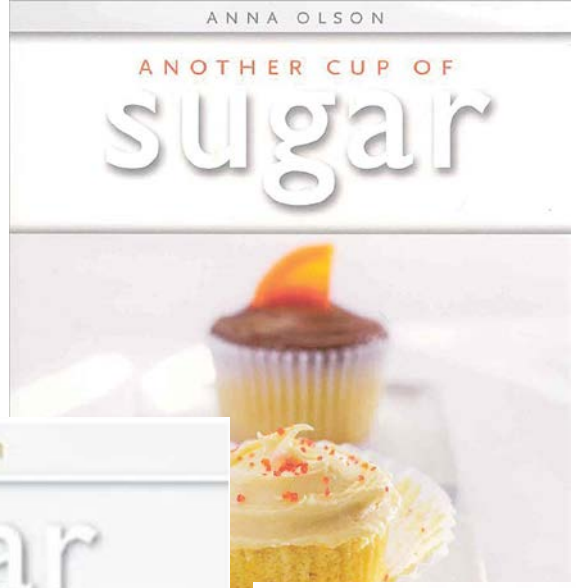
Anna has been the host of Food Network's *Sugar* (2002-2007), *Fresh with Anna Olson* (2008-2010), and *Bake with Anna Olson* (2012-2015). She also hosted *Inspired with Anna Olson* on Asian Food Channel.

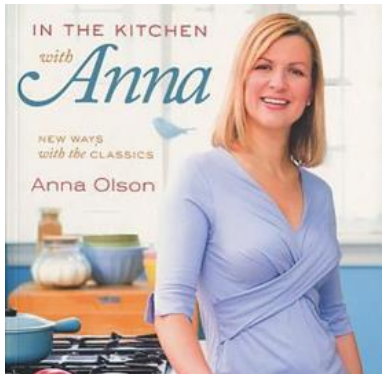
Anna is currently a co-host and judge on Food Network Canada's Great Chocolate Showdown and Junior Chef Showdown. She has previously co-hosted Kitchen Equipped (2008-2010) and appeared on Iron Chef Canada's holiday baking special.

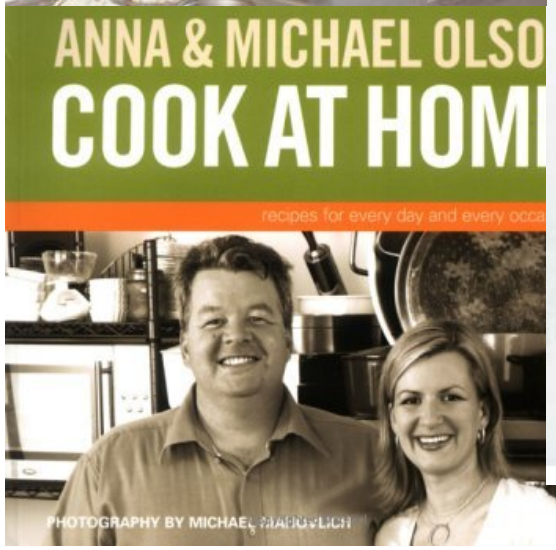
SEASON 2

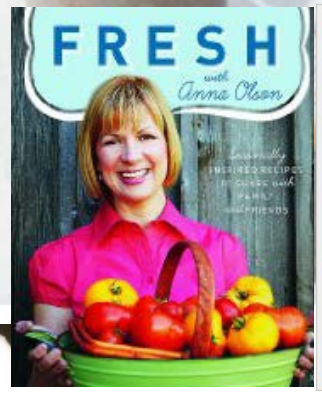
Television

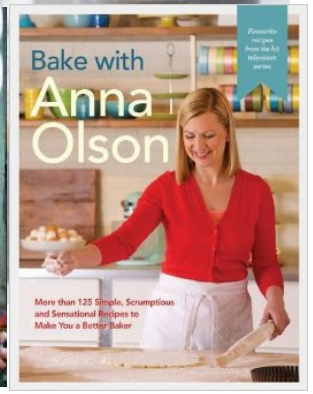


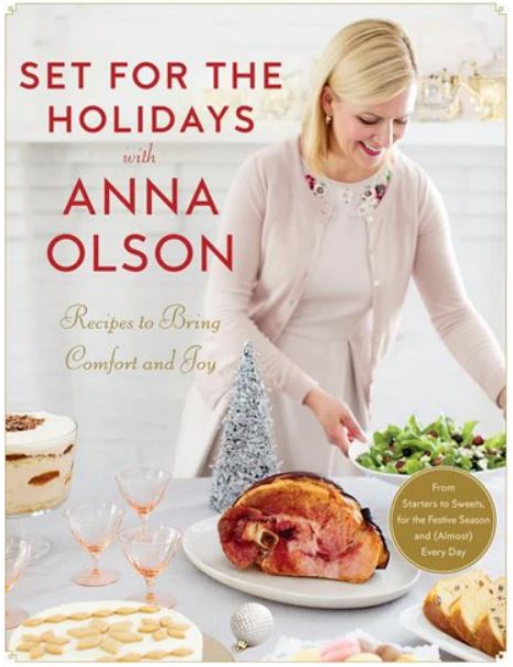


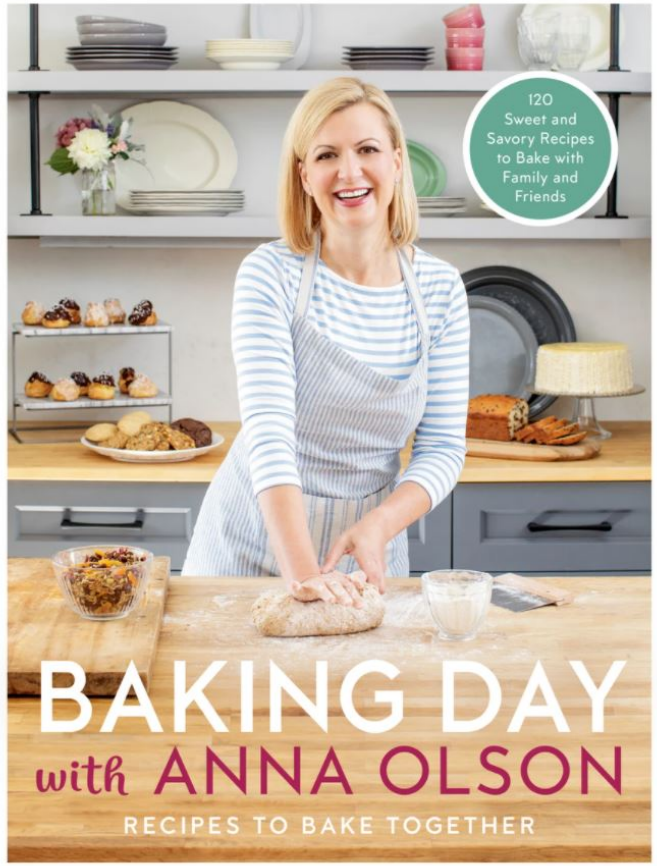












Publications

THE GLOBE AND MAIL

What Anna Olson learned about baking during a pandemic, and launching her new cookbook

JULIE VAN ROSENDAAL
SPECIAL TO THE GLOBE AND MAIL
PUBLISHED OCTOBER 24, 2020
UPDATED NOVEMBER 19, 2020

This article was published more than 2 years ago. Some information may no longer be current.

COMMENTS SHARE BOOKMARK

Though she's often referred to as Canada's baking sweetheart, I think of chef Anna Olson as more of a fairy godmother – kind and reassuring, there to help you navigate through the most complex baking projects while making you feel like you did it all yourself.

Olson became a much-loved kitchen mentor back in 2002 as the host of *Sugar*, the then brand-new Food Network's first show dedicated to baking and desserts. While she still appears on the network's competition showdowns, her cheerful, calming kitchen presence and chocolate fountain

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Publicity and Media

Anna is available to partner with brands for a variety of initiatives, including:

- Spokesperson roles
- Media appearances
- Digital video and influencer content
- Custom recipe development
- Cooking demonstrations
- Event hosting
- Guest appearances
- and more

Past partners:

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Oh Yum! Recipe Content

The Spotlight Agency

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