



David ... ROCCO

Celebrity Chef & Television Personality



TheSpotlightAgency.com



DAVID ROCCO

Celebrity Chef | Hit Television Host | Bestselling Author

Trailblazing international celebrity chef David Rocco brings his passion for food, travel, and adventure to millions of homes worldwide through his hit television programs which include *David Rocco's Dolce Vita*, *Dolce India*, *Dolce Africa*, and *Dolce Southeast Asia*, to name just a few. His newest show, *David Rocco's Eating Dirty*, follows him from Florence to Sicily, celebrating quality ingredients, bold flavours and rich regional cultures. Whether he's hosting events or partnering with world-renowned brands, David brings his unique Italian flare to everything he does.

A global celebrity, David's programs are seen in over 100 countries worldwide. In addition to his own shows, David has made guest appearances on television's *Donut Showdown*, *Iron Chef America*, *Top Chef Canada*, *Celebrity Chef: East vs. West*, and *Top Chef Middle East*.

David is also the author of four internationally bestselling cookbooks — *David Rocco's Dolce Famiglia*, *David Rocco's Dolce Vita, Made in Italy*, and *Avventura: Journeys in Italian Cuisine* — and is the owner of Bar Aperitivo, an authentic Italian wine bar named one of Canada's 100 Best Restaurants. Additionally, he has his own line of authentic Italian-made pasta and premium sauces available throughout Canada and the USA.

David is regularly featured in prominent global media, and is a recipient of numerous awards and accolades, including a Gourmand Award, a Taste Canada Award, and the King Charles III Coronation Medal.

SOCIAL MEDIA

Combined following of **857 K+** across Instagram, Facebook, and TikTok.

Audience Demographics



25% ages 25-29

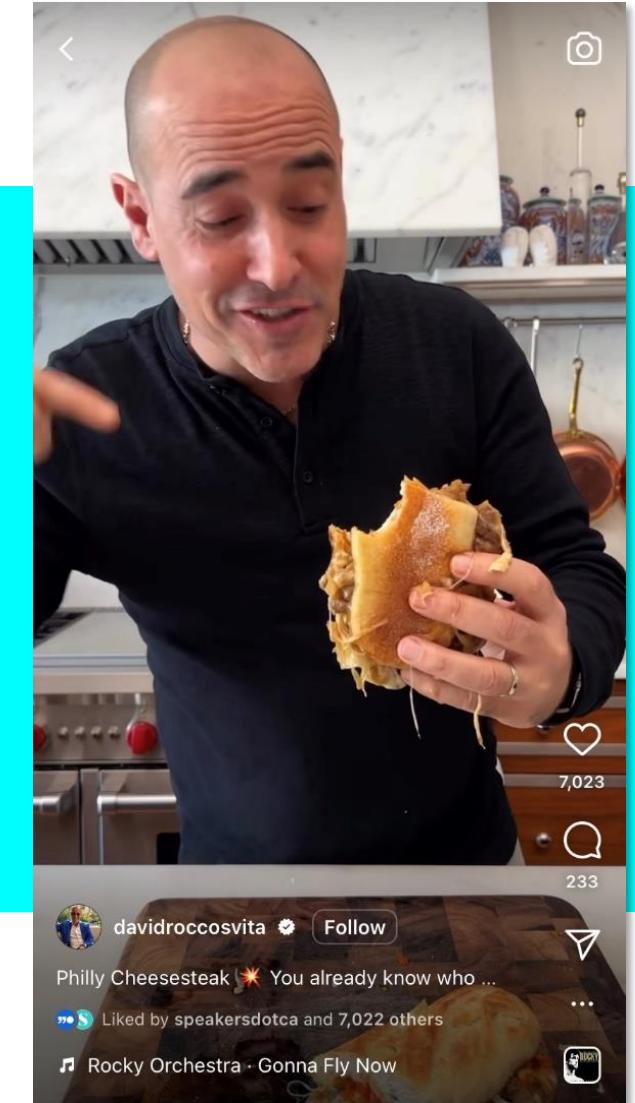


35% ages 30-34

24% ages 35-39

Top City: Toronto

David has built a global audience who love his Italian-influenced original recipes and whose general interests include cooking, baking, and family.



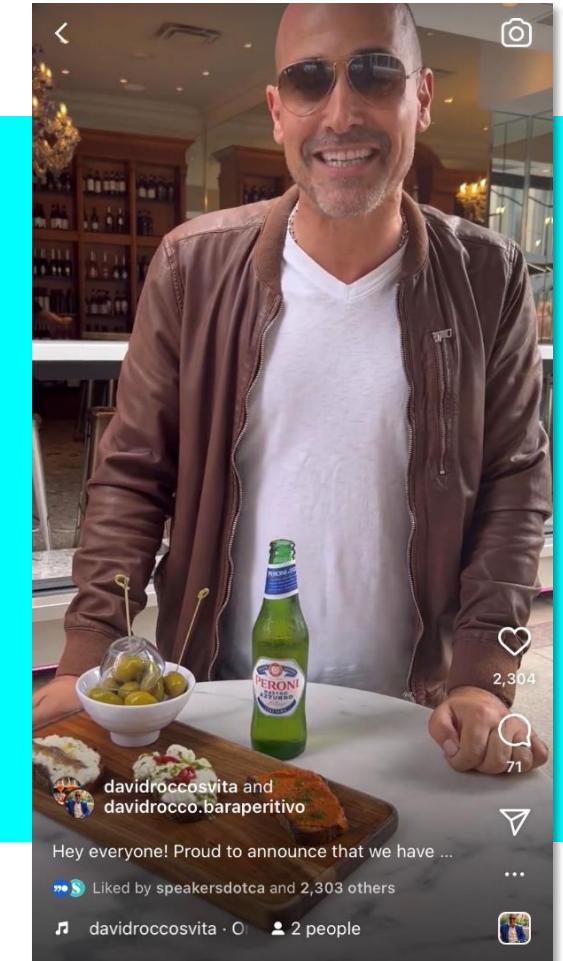
Social Media

@DavidRoccosVita

318K+ Followers on *Instagram*

72K+ Average Reach

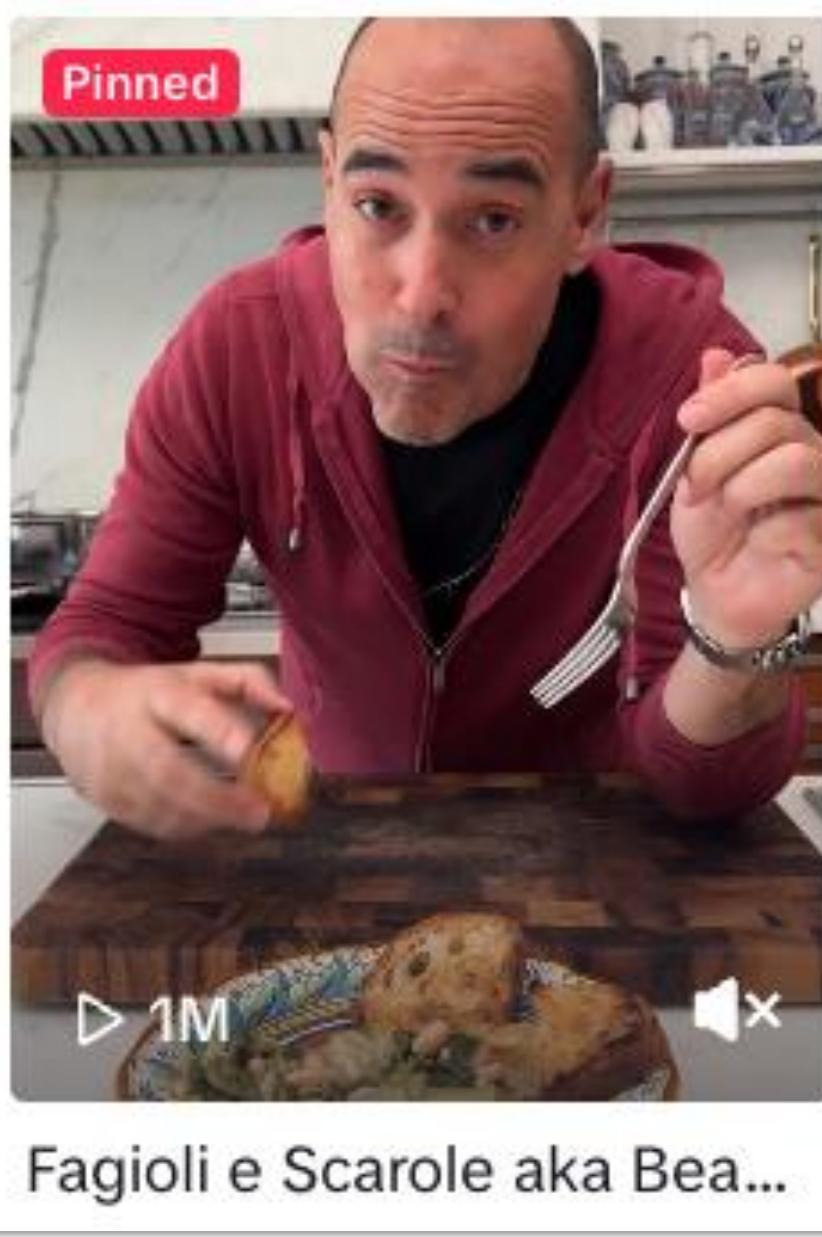
100K+ Average Reel Plays



Social Media



▷ 1.3M
Crispy chickpea wrap wit...



Fagioli e Scarole aka Bea...

@DavidRoccosVita
63.4K+ Followers on **TikTok**

62K+ Avg. Reach
46.8 Avg. Views
4% Engagement Rate

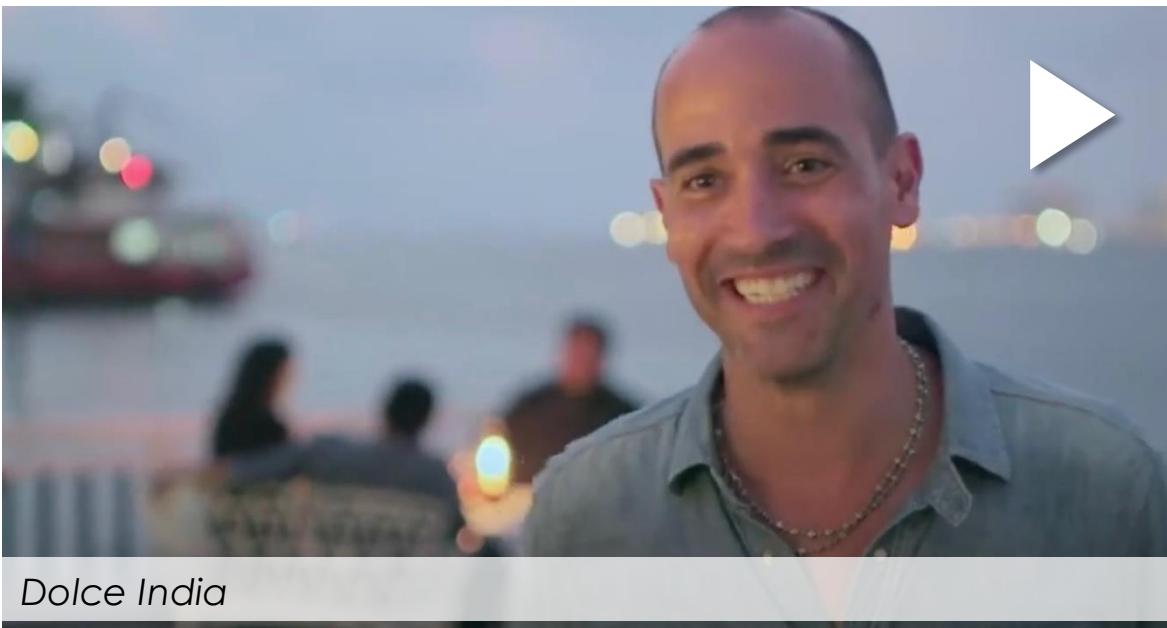
Social Media 



@DavidRocco
478K+ Followers on **Facebook**

150K+ Avg. Post Reach
40K+ Avg. Post Engagement

Social Media



Television 



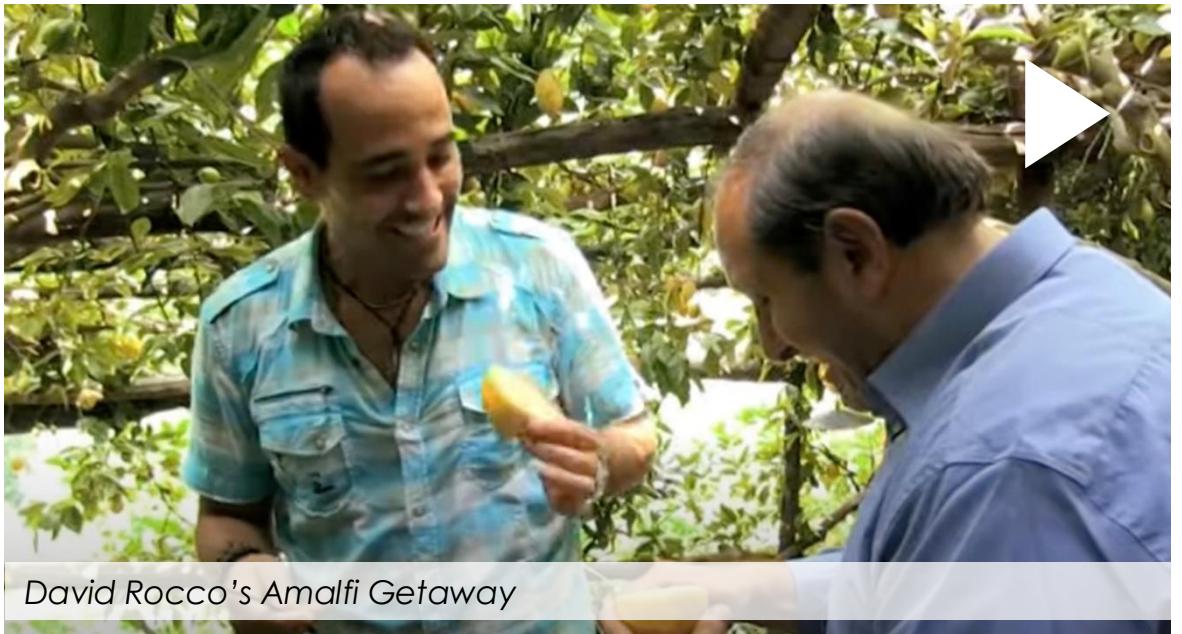
Dolce Southeast Asia



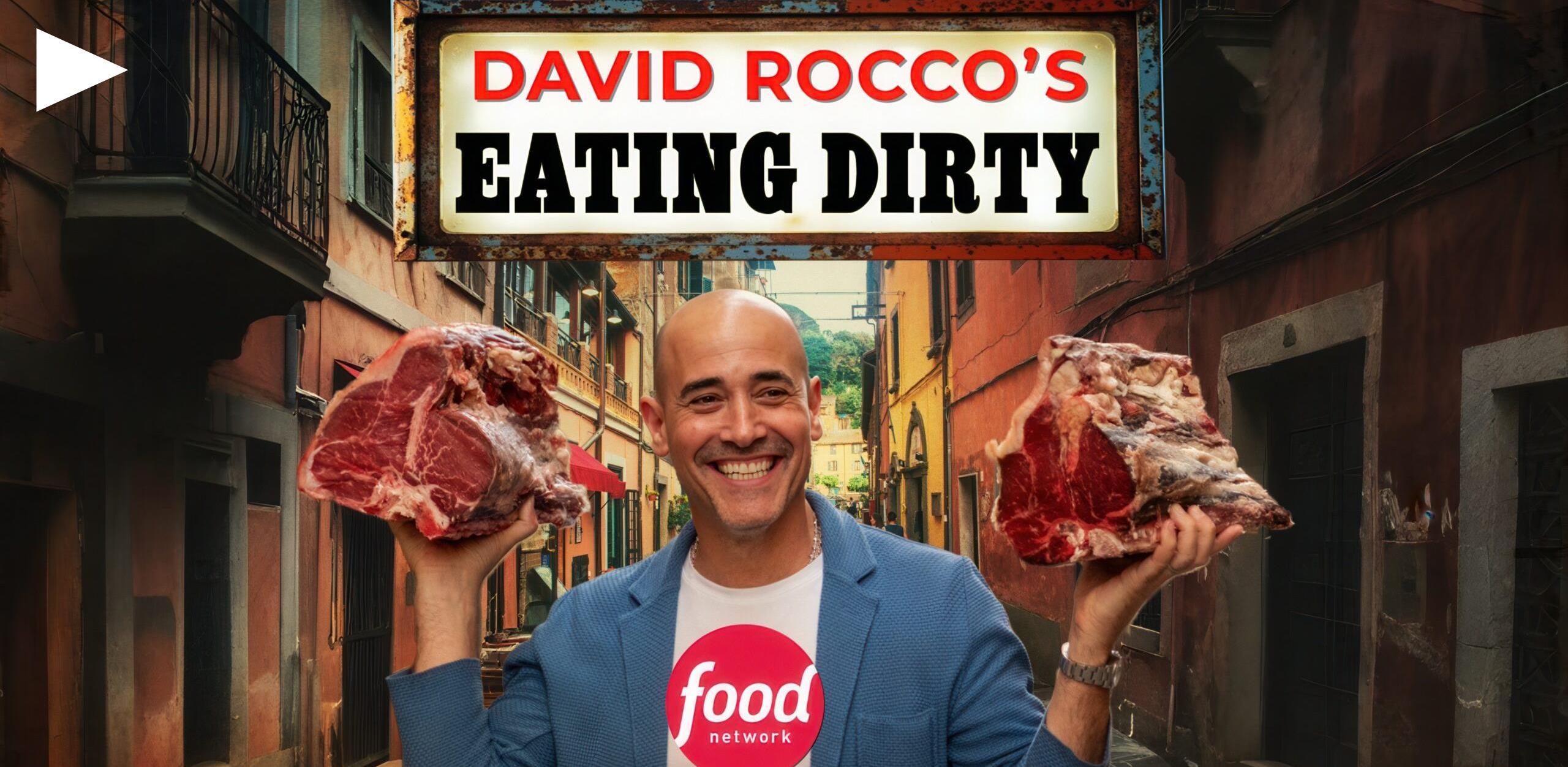
Dolce Italia



Dolce Napoli



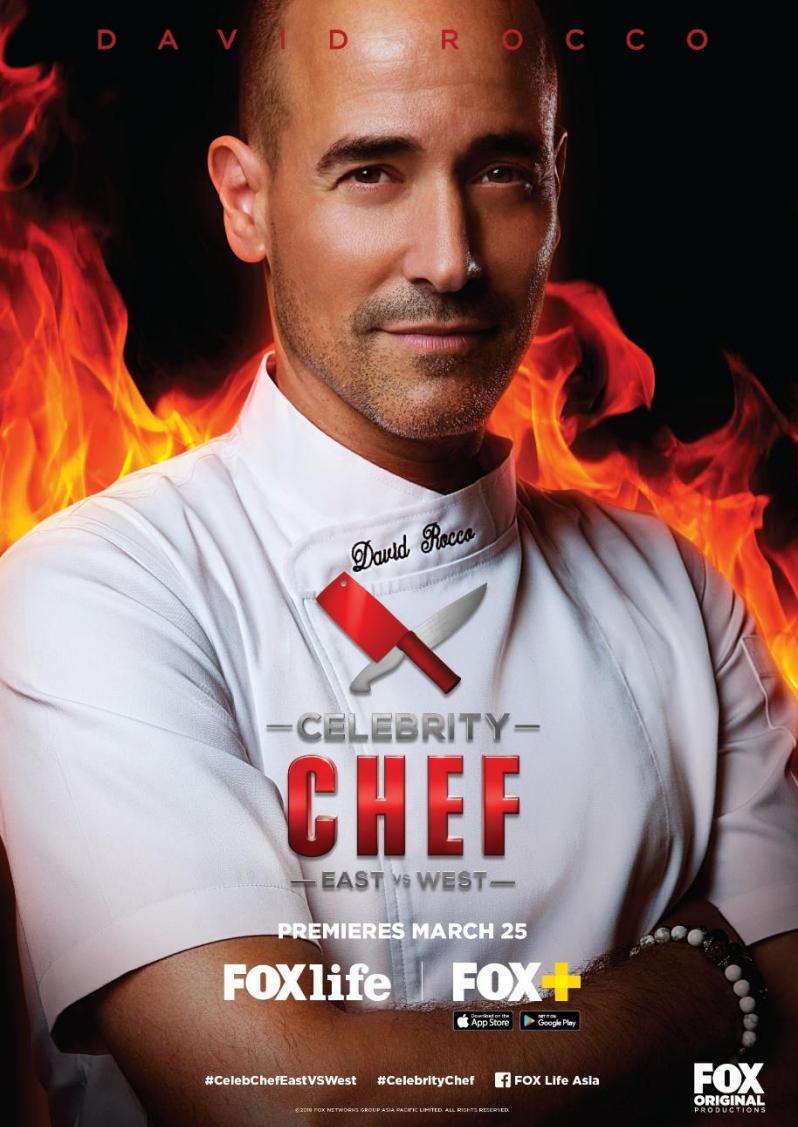
David Rocco's Amalfi Getaway



David's most recent television show: *David Rocco's Eating Dirty* (2025)!

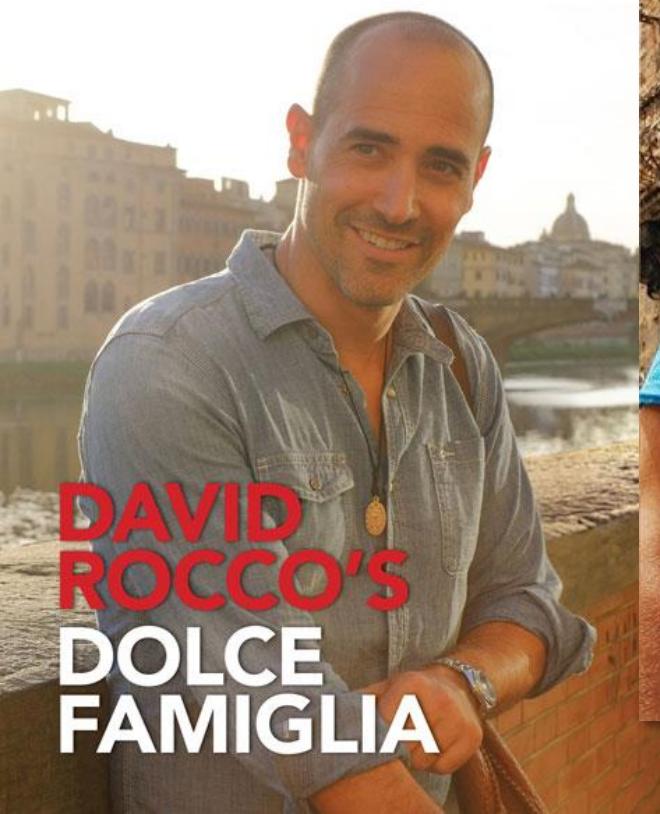
Television

DAVID ROCCO

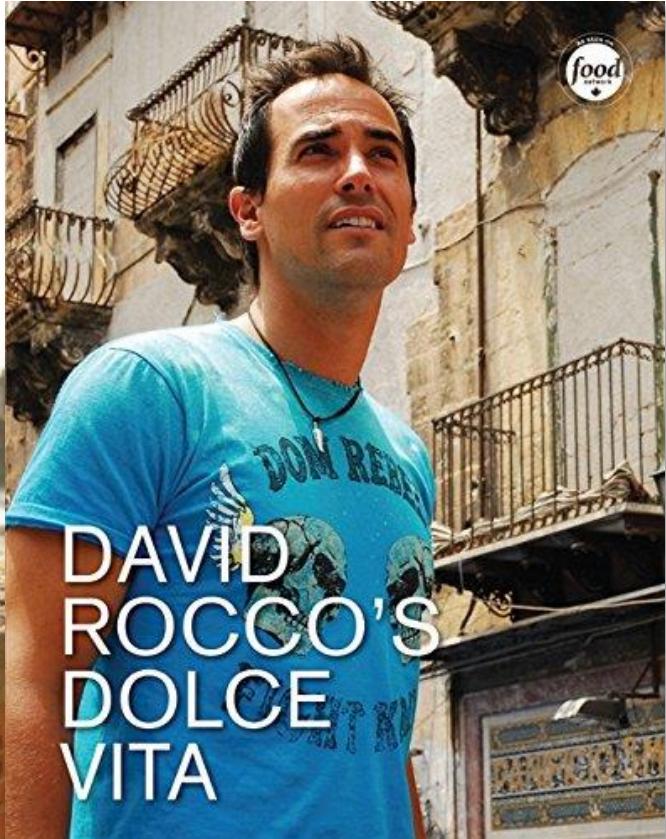


David has made guest appearances on several popular television programs, including *Donut Showdown*, *Iron Chef America*, *Top Chef Canada*, *Celebrity Chef: East vs. West*, and *Top Chef Middle East*.

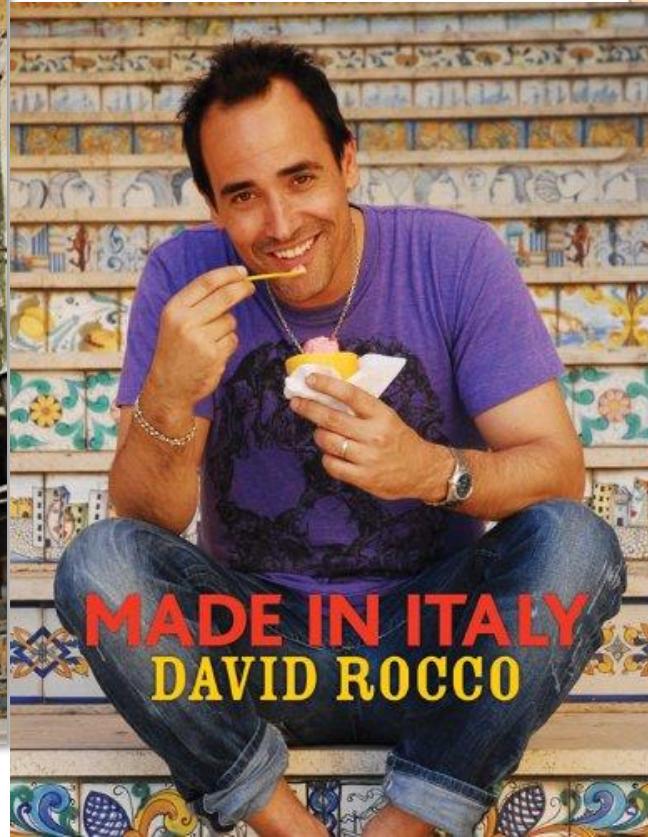
Television 



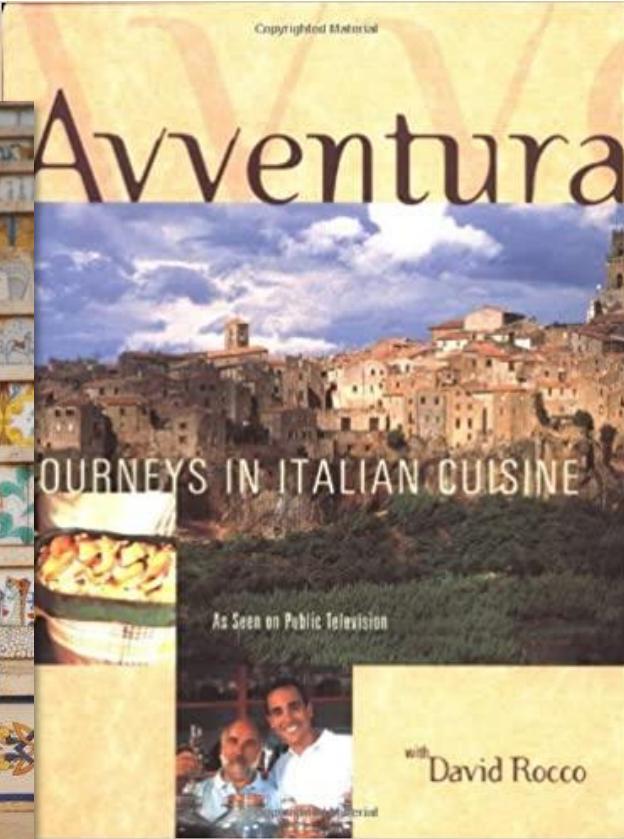
David Rocco's Dolce Famiglia



David Rocco's Dolce Vita



Made in Italy



Avventura:
Journeys in Italian Cuisine

David is the author of four award-winning and internationally bestselling cookbooks.

Publications 



In 2021, David opened his first Canadian establishment, **David Rocco Bar Aperitivo**, an authentic Italian wine bar located in downtown Toronto. Named one of Canada's 100 Best Restaurants, David provides brand partners the exclusive opportunity to host intimate custom events or media events at the bar.



David's daughters were inspirational to his new tv series
"Dolce HomeMade"

8:23

WED 2°

THU 4°

FRI -2°

SAT -4°

SUN -1°



Cityline

Global
NEWS

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CTV
CANADA
am

CBC

ET

abc

NBC

CNN

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HELLO!
CANADA

FOOD & DRINK
CHATELAINE

THE GLOBE AND MAIL

NATIONAL POST

TORONTO STAR

enRoute

Publicity and Media

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

- Exclusive custom events
- Custom menu curation
- Cooking demonstrations
- Spokesperson roles
- Media appearances
- Digital video and influencer content
- Event hosting
- Guest appearances and more

Past partners:

PERONI
NASTRO
AZZURRO

The **BRICK**®



DAIRY
FARMERS
OF CANADA
LES PRODUCTEURS
LAITIERS
DU CANADA

CAMPARI®

LAGOSTINA

Redpath

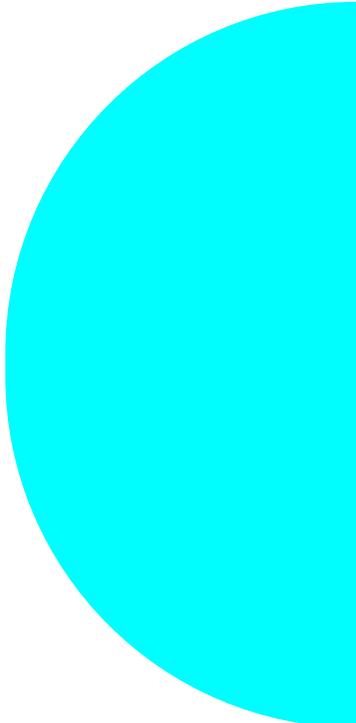
DAL 1877
Barilla®

• **BEST**
BUY®

BIRRA
PERONI
1846

Scotiabank

Partnership Opportunities 



Highlight Reel A cyan circle with a white outline, positioned next to the text 'Highlight Reel'.



For more information, please contact:

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Contact Us 