



Matt ● ● ● BASILE

Celebrity Chef | Co-Founder, Alchemy Grills



TheSpotlightAgency.com



Matt BASILE

Celebrity Chef | Co-Founder, Alchemy Grills

Chef Matt Basile has added his most exciting title yet to his repertoire as a food entrepreneur: Co-Founder and Creative Firestarter for Alchemy Grills. After over a decade of domination in the food industry with his brands Fidel Gastro's and Lisa Marie; his TV show, *Rebel Without a Kitchen*; and his bestselling cookbooks, Matt is now disrupting the barbecue and live-fire cooking landscape. In an industry steeped in tradition, Matt strives to do things differently.

In just under four years, Matt transformed the Fidel Gastro's brand from an underground sandwich pop-up to an internationally recognized food brand. He also ran the Queen West gastropub and brunch hotspot, Lisa Marie, for six phenomenal years. It was featured on various TV series, including *You Gotta Eat Here!* and *Chef in the City*, and was also ranked as the ninth best brunch spot in Canada by OpenTable magazine.

For two seasons, Matt was the host of the internationally aired reality TV show, *Rebel Without a Kitchen*, seen on Netflix, the Travel and Escape Channel, the Cooking Channel, and the Asian Food Channel. He was nominated for a coveted Canadian Screen Award for Best Host of a Canadian Reality Series. In 2020, Matt competed on CBC's reality show, *Fridge Wars*, and just four years later, he took home the win on season two of *Milk Masters*.

Matt is the author of two bestselling cookbooks, *Street Food Diaries* and *Brunch Life*, which was nominated for a Taste Canada Award and a World Gourmand award. He has also written for *The Huffington Post* and *Vice* and is a regular guest on programs such as *Global Morning* and *Breakfast Television*.

Matt continues to reinvent himself in the food space, partnering with two seasoned entrepreneurs to launch Alchemy Grills — the first barbecue that allows home cooks to both smoke and grill food at the same time with one appliance. In addition to developing grill prototypes, Matt is developing recipes for an accompanying line of rubs and sauces and designing stylish merchandise for the brand.

@ChefMattBasile

62.9K+ Followers on Instagram

Audience Demographics



51.6%

25.4% ages 25-34



48.3%

37.4% ages 35-44

19.5% ages 45-55

A majority of Matt's community of fans range in age from 25-44, with an almost equal split between men and women and most residing in Canada. His follower's general interests include cooking, grilling, street food, and finding new recipes.



Social Media

@ChefMattBasile

56.6K Followers on TikTok

56.6K+ Followers
116K+ Average Reach
11.3K+ Average Engagements
9% Engagement Rate





For two seasons, Matt was the host of the internationally aired reality TV show, *Rebel Without a Kitchen*, seen on Netflix, the Travel and Escape Channel, the Cooking Channel, and the Asian Food Channel.



In 2020, Matt joined CBC's culinary reality show, Fridge Wars, to battle it out with fellow chef, Massimo Capra.



Up Your Sandwich Game | *The Morning Show*



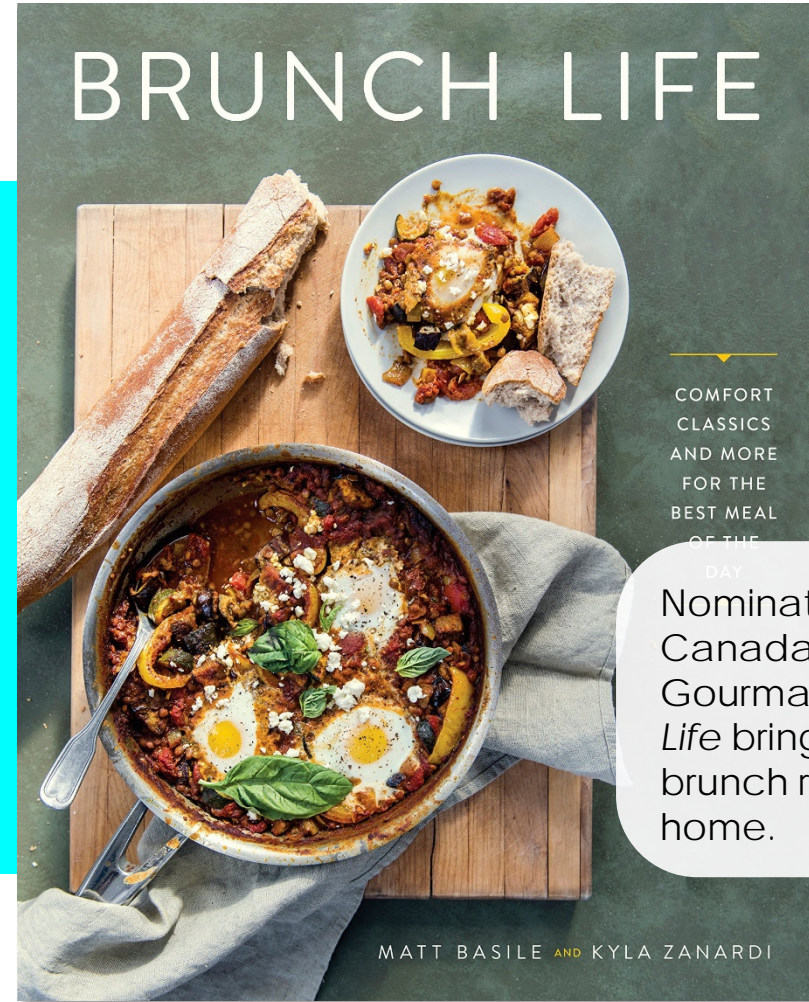
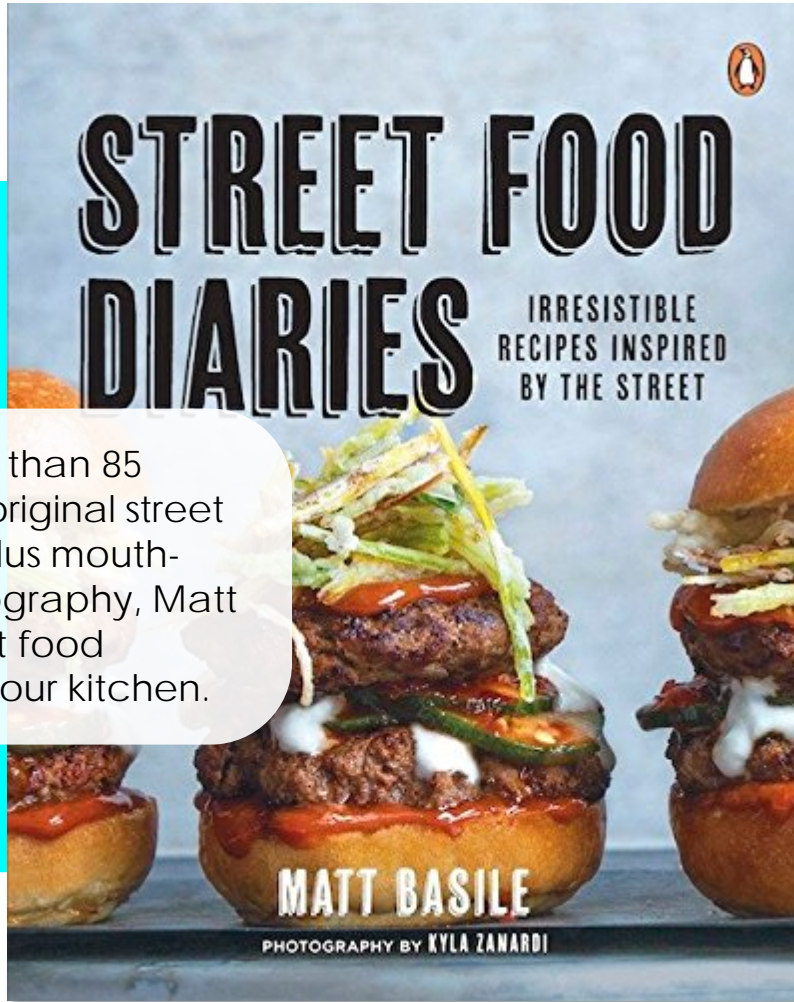
Matt on *Breakfast Television*, June 2025



Revisiting Childhood Favourite Foods | *The Social*

Matt is a regular guest on popular television programs such as *Breakfast Television* and CTV's *The Social*.

Featuring more than 85 irresistible and original street food recipes, plus mouth-watering photography, Matt brings the street food movement to your kitchen.



Nominated for a Taste Canada Award and a World Gourmand award, *Brunch Life* brings that bigger-than-brunch restaurant experience home.

To date, Matt has published two successful cookbooks.



Taco Tuesday from the OLG Taco Truck

Celebrating Taco Tuesday | Global's *The Morning Show*



Cityline

blogTO

M YOUR MORNING

the social

THE GLOBE AND MAIL

THE SPEC

Global NEWS



Subscribe

Sign in



FOOD & DRINK

Where chef Matt Basile eats in midtown and North York

His favourite spots for burgers, bagels and lamb vindaloo

BY TIFFANY LEIGH | PHOTOGRAPHY BY TIFFANY LEIGH | SEPTEMBER 23, 2024



Publicity and Media ●

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

- Spokesperson roles
- Media appearances
- Digital video and television ads
- Cooking demonstrations
- Event hosting
- Guest appearances
- and more

Past partners:



OFFICIAL SPONSOR OF
THE NATIONAL FOOTBALL LEAGUE



EGG FARMERS
OF CANADA



LES PRODUCTEURS
D'ŒUFS DU CANADA



Partnership Opportunities ●



Highlight Reel ●



For more information, please contact:

info@thespotlightagency.com

thespotlightagency.com

Contact Us 