



Matt ● ● ● BASILE

Celebrity Chef | Co-Founder, Alchemy Grills



TheSpotlightAgency.com



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In an industry steeped in tradition, Celebrity Chef Matt Basile strives to do things differently. 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 two bestselling cookbooks, Matt is now disrupting the barbecue and live-fire cooking landscape as Co-Founder and Creative Firestarter for Alchemy Grills.

In just under four years, Matt transformed the Fidel Gastro's brand from an underground sandwich pop-up to an internationally recognized food brand, earning recognition in *Toronto Life* as a pivotal chapter in Toronto's dining history. He also ran the Queen West gastropub and brunch hotspot, Lisa Marie, for six phenomenal years. The restaurant was featured on Food Network's *You Gotta Eat Here!* and CBC's *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 reality TV show, *Rebel Without a Kitchen*, seen internationally on Netflix, the Travel and Escape Channel, the Cooking Channel, and the Asian Food Channel, and was nominated for a coveted Canadian Screen Award for Best Host of a Canadian Reality Series. In 2020, Matt competed on CBC's competitive 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 *Breakfast Television*, CTV's *The Social*, *The Good Stuff with Mary Berg*, and Global's *The Morning Show*.

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.

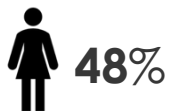
@ChefMattBasile

61.6K+ Followers on Instagram

Audience Demographics



19.6% ages 25-34



39.4% ages 35-44

23.9% ages 45-55

A majority of Matt's community of fans reside in Canada (over 40%), range in age from 35-44, with an almost equal split between men and women. His followers are generally interested in cooking, grilling, street food, and finding new recipes. 15% of Matt's followers reside in Toronto.



@ChefMattBasile

56.2K+ Followers on TikTok



Over **787K+** Likes!





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. In 2024, Matt was the winner of the second season of *Milk Masters*.



Up Your Sandwich Game | *The Morning Show*

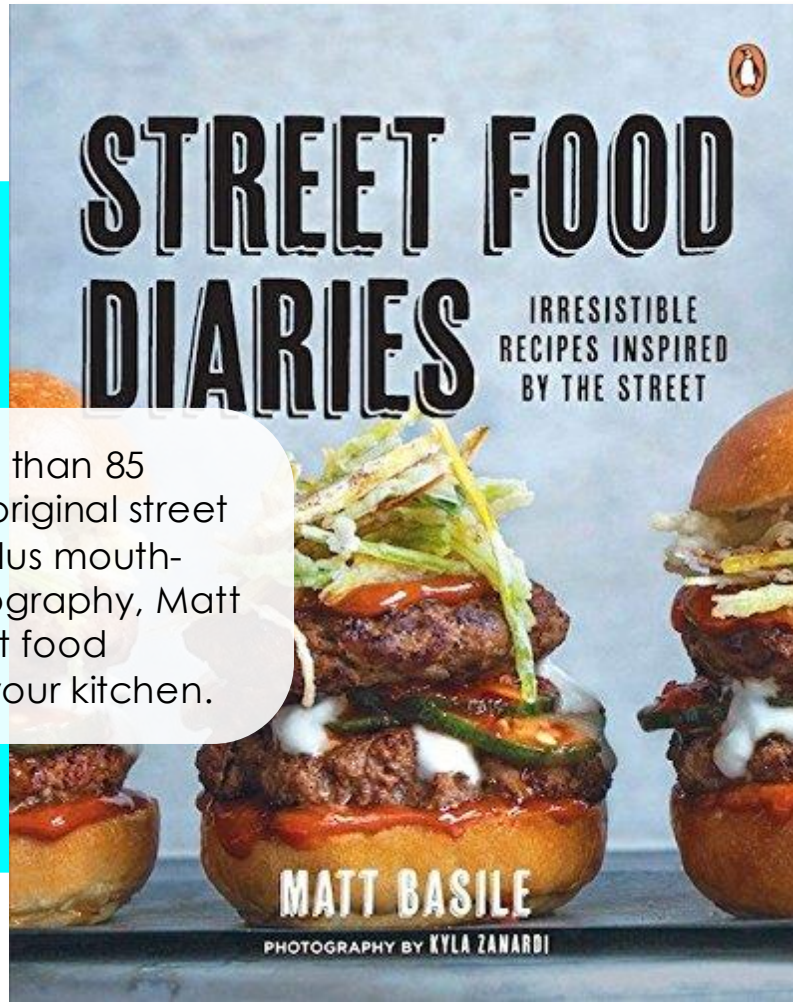


Matt on Breakfast Television, June 2025

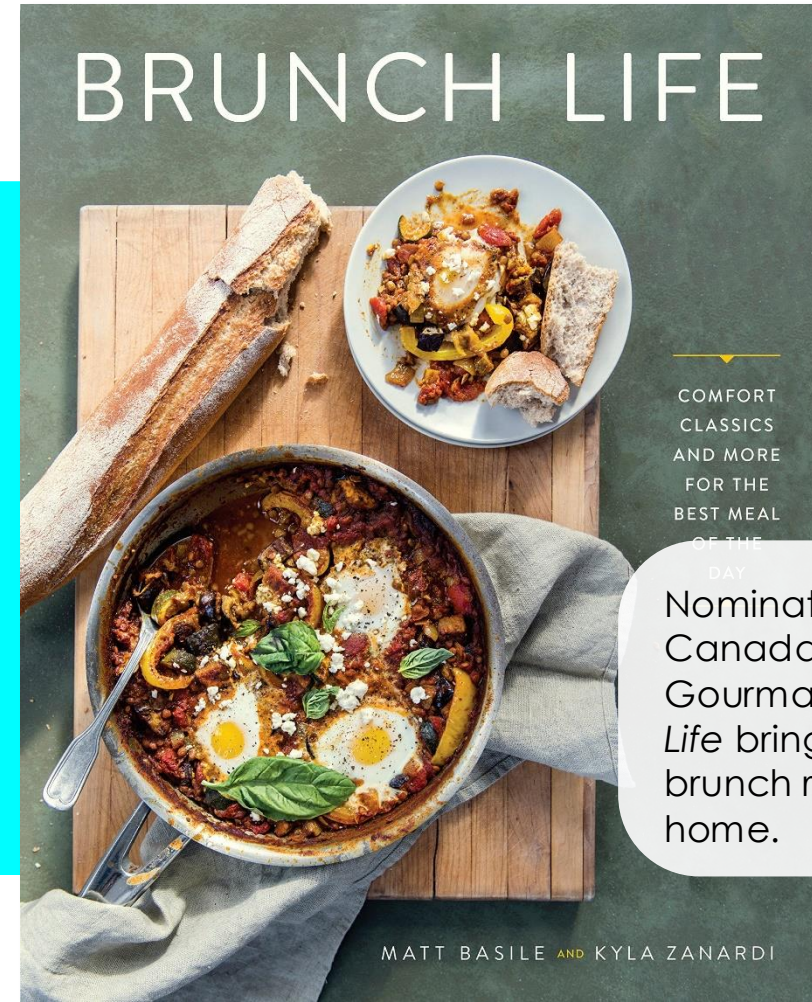


Revisiting Childhood Favourite Foods | *The Social*

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 bestselling cookbooks.

90. Fidel Gastro's Priscilla (2012–2020)

Matthew Basile—the self-appointed leader of Toronto's "sandwich revolution"—fights for a city filled with food trucks.



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



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



LES PRODUCTEURS
D'ŒUFS DU CANADA



Partnership Opportunities ●





For more information, please contact:

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