

## Bitesize Cooking

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### Daily Food and Cooking Vignettes

**BiteSize Cooking** segments are 45-second vignettes. Each segment contains easy to understand and implement hints and tips about food, cooking, nutrition and diet, ingredients or cooking and food preparation equipment. Some segments are sponsored and sponsor's products/produce names are placed in the context of a generically worded script and acknowledged and/or endorsed by the presenter - Victoria Hansen.

**Victoria Hansen** is an award winning, freelance consultant, producer and multimedia presenter with specific expertise in food and cooking. With a diploma in Food Education from the University of Western Sydney, Victoria taught Home Economics before moving into media. With more than 25 years experience in presenting, and a self published cookbook "First Principles – The Basic Cooking Handbook", which has sold over 95,000, and has won two Food Media Awards for radio.

### Broadcast Benefits

- 5 x 45 seconds segments per week.
- Segment content refers to readily available ingredients and equipment available from all supermarkets and department stores nationally.
- Recipes and knowledge mentioned in segments is accessible 24/7 from the BiteSize Cooking™ website [www.bitesizecooking.com](http://www.bitesizecooking.com)

### Logistical Benefits

- Delivered via Digital Courier – no additional costs.
- Each segment is perfectly timed to fit in network breaks.

### Sales Benefits

- Local sponsorship availability
- Market exclusive.

### Booking Application

- **Availability** 5 x 45 second segments per week.
- **Price** No charge
- **Delivery** Digital Courier
- **Demonstration** Please call (02) 9930 9853
- **Apply via phone** (02) 9930 9802
- **Apply via email** [operations@fxrs.com.au](mailto:operations@fxrs.com.au)
- **Apply Online** [www.fxrs.com.au](http://www.fxrs.com.au)