



Peter  
Sidwell's  
Kitchen

The background of the slide features two glass bottles, one on the left and one on the right, both tilted and pouring a thick, golden liquid. The liquid flows in two parallel streams towards the bottom of the frame. The lighting is dramatic, highlighting the clarity and viscosity of the liquid against a dark, almost black background.

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## Welcome to Peter Sidwell Media

I'm Peter Sidwell, a chef, presenter, author, and culinary storyteller. My passion for food and creativity has led me on an incredible journey—from local kitchens in Yorkshire to television screens and online platforms across the UK and beyond. Over the years, I've combined my love for ingredient-led cooking with a flair for storytelling, creating experiences that resonate with home cooks and food lovers worldwide.

Peter Sidwell Media is where that passion comes to life. At the heart of our company is the belief that food is more than just nourishment; it's about sharing stories, bringing people together, and making everyday cooking inspiring and achievable. From my online cookery show, "Peter Sidwell's Kitchen," to cookbooks, live demonstrations, and bespoke culinary content, every project is crafted with creativity, authenticity, and an emphasis on seasonal, approachable cooking.



# What We Do

**Online Content Creation:** We produce engaging, easy-to-follow cooking videos and recipes for platforms like YouTube and social media. Our goal is to inspire everyday cooks with innovative, flavour-packed dishes.

**Publishing:** Through our cookbooks, including the latest, "Peter Sidwell's Kitchen," we share recipes that champion seasonal, accessible ingredients with a creative twist.

**Live Demonstrations and Events:** From food festivals to intimate workshops, we bring cooking to life through interactive, engaging experiences that connect directly with audiences.

**Brand Collaborations:** We work with like-minded brands to create authentic, meaningful partnerships that enhance the culinary journey.

**Product Development:** Leveraging years of culinary experience, we contribute to product creation and consultancy, ensuring every product resonates with our commitment to quality and creativity.

Peter Sidwell Media is more than just a company—it's a hub for creativity, connection, and culinary discovery. Whether it's through video, print, or live interaction, our mission is simple: to inspire people to cook better, eat well, and enjoy every moment in the kitchen.

Welcome to the table. Let's cook something incredible together.



## Peter Sidwell Media: Innovating Through Food and Creativity on Social Media

At Peter Sidwell Media, social media is more than a platform—it's a vibrant space where we innovate, connect, and share our passion for food. Our approach is driven by creativity and an instinct for storytelling, blending innovative recipe ideas with interactive content that engages our ever-growing audience.

From quick, engaging cooking tutorials to behind-the-scenes glimpses and live cook-alongs, we invite our community into the heart of the kitchen. We focus on ingredient-led, approachable recipes that inspire everyday cooks, making culinary creativity accessible and fun. Our social media strategy isn't just about posting recipes; it's about starting conversations, encouraging interaction, and inspiring culinary confidence.

We use innovative techniques, like video masterclasses and interactive polls, to shape content based on what our audience wants to learn and cook. Our growing presence on platforms like Instagram, YouTube, and Facebook reflects our commitment to staying connected and relevant, with each post crafted to ignite curiosity and spark engagement.

In an ever-evolving digital landscape, Peter Sidwell Media continues to push boundaries, celebrating the joy of cooking and building a community where food lovers can share, learn, and be inspired. It's not just about recipes; it's about creating experiences that bring people together.



CLIENT OVERVIEW

# Beefsteak Club Wines

## Bespoke recipes



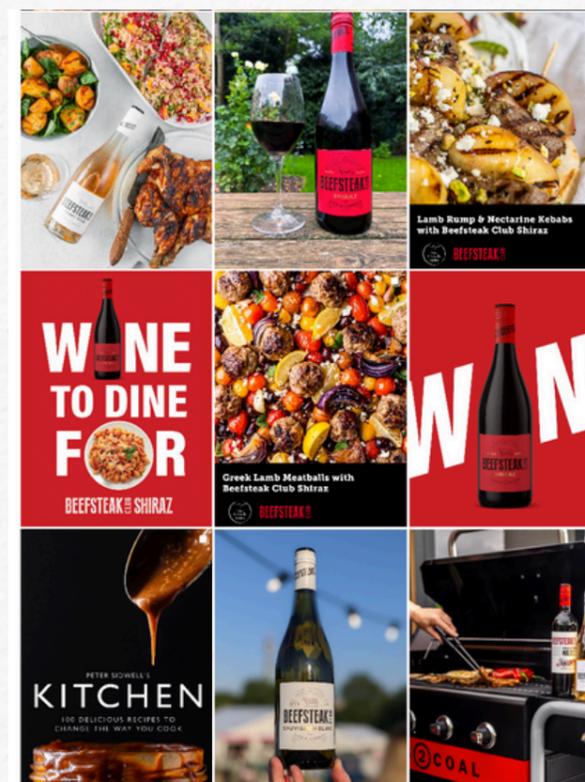
Bespoke content created for website, advertisement and social media.

## Social media



Via Instagram, Facebook and TikTok.

## Competitions



Beefsteak Club Wine competition.

Via social media

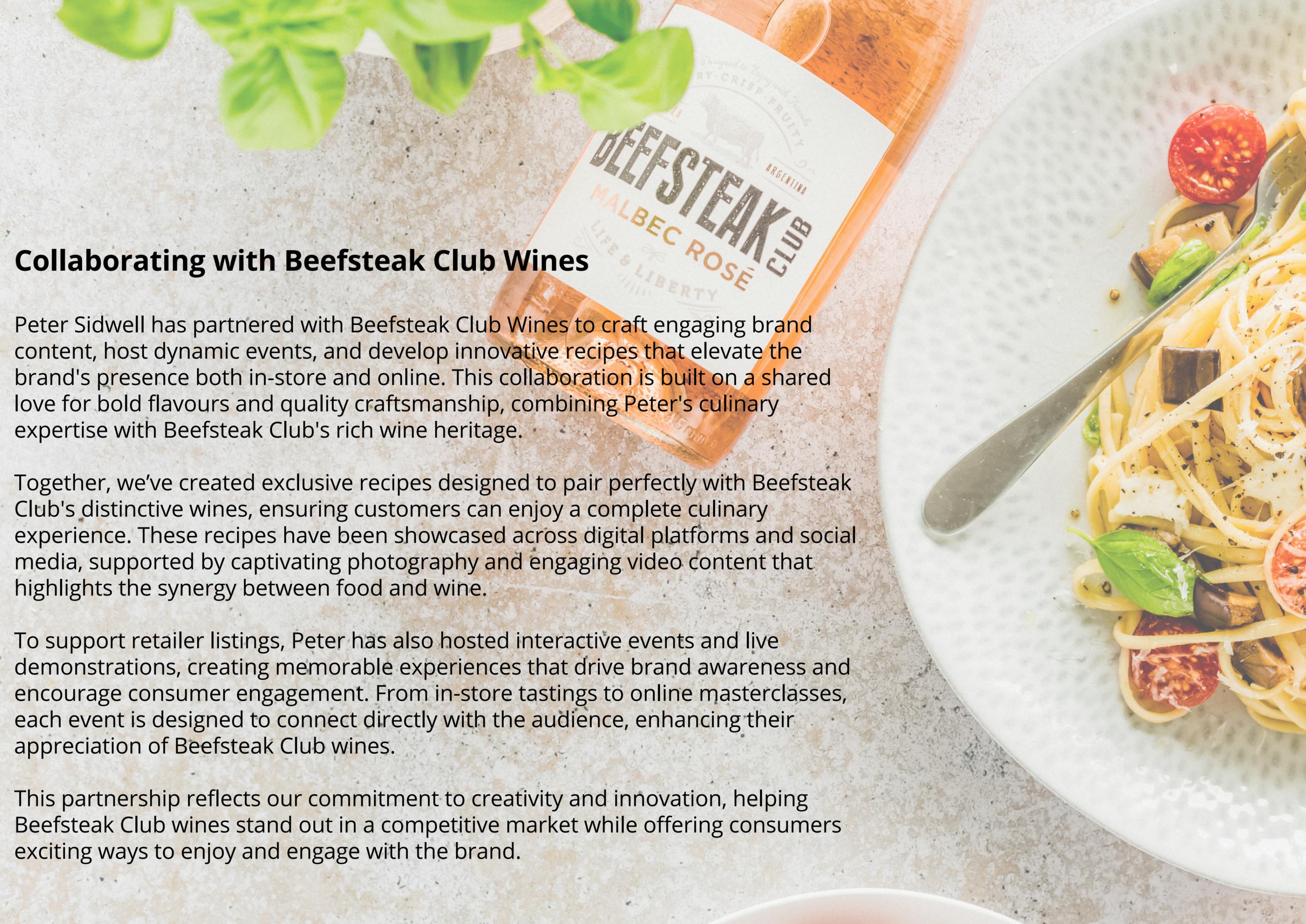
## Sponsorship



Peter Sidwell Kitchen  
Live Episodes



Peter Sidwell Kitchen  
Live Episodes

A top-down photograph of a bottle of Beefsteak Club Malbec Rosé wine and a plate of spaghetti. The bottle is tilted, showing its label which includes the text 'Designed to Enjoy with Steaks', 'FRUITY · CRISP · FRUITY', 'ARGENTINA', 'BEEFSTEAK CLUB', 'MALBEC ROSÉ', and 'LIFE & LIBERTY'. The spaghetti is served on a white plate with a silver fork, topped with sliced cherry tomatoes, fresh basil leaves, and pieces of meat. The background is a light-colored, textured surface.

## Collaborating with Beefsteak Club Wines

Peter Sidwell has partnered with Beefsteak Club Wines to craft engaging brand content, host dynamic events, and develop innovative recipes that elevate the brand's presence both in-store and online. This collaboration is built on a shared love for bold flavours and quality craftsmanship, combining Peter's culinary expertise with Beefsteak Club's rich wine heritage.

Together, we've created exclusive recipes designed to pair perfectly with Beefsteak Club's distinctive wines, ensuring customers can enjoy a complete culinary experience. These recipes have been showcased across digital platforms and social media, supported by captivating photography and engaging video content that highlights the synergy between food and wine.

To support retailer listings, Peter has also hosted interactive events and live demonstrations, creating memorable experiences that drive brand awareness and encourage consumer engagement. From in-store tastings to online masterclasses, each event is designed to connect directly with the audience, enhancing their appreciation of Beefsteak Club wines.

This partnership reflects our commitment to creativity and innovation, helping Beefsteak Club wines stand out in a competitive market while offering consumers exciting ways to enjoy and engage with the brand.

CLIENT OVERVIEW

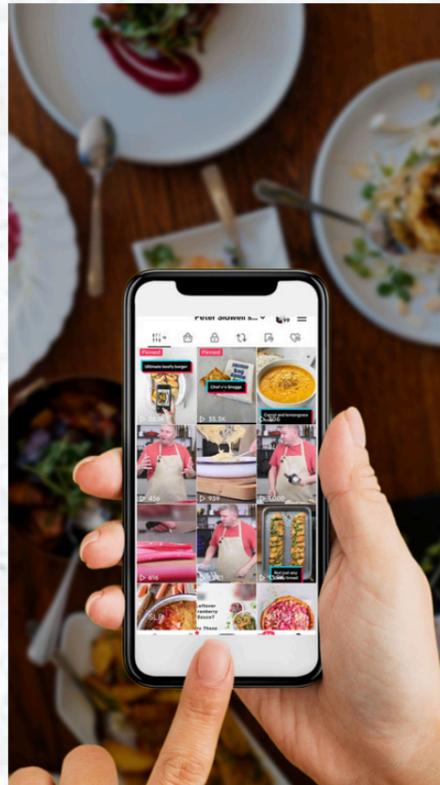
# Lifetime Brands

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Bespoke Recipes



Social Media



Brand Video



E-Com Assets



Online Cooking Classes



Product Placement



Events



# Working with Lifetime Brands Europe

Peter Sidwell Media collaborates with Lifetime Brands Europe to deliver high-impact e-commerce asset production and recipe content, showcasing their innovative kitchen equipment. Our focus is on creating visually engaging assets that highlight the quality and versatility of their products, ensuring they shine across digital platforms.

We develop bespoke recipes using Lifetime Brands' equipment, demonstrating its practicality and key features in real kitchen scenarios. These recipes are presented through professional photography, step-by-step videos, and engaging social media content, ensuring each product is positioned as an essential culinary tool.

In addition to content creation, we support product launches with dynamic events and demonstrations that connect directly with the consumer. These events are designed to create excitement and drive brand awareness, both in-person and through online engagement.

Product placement through our social media channels further amplifies visibility, integrating Lifetime Brands' products into relatable, real-life cooking moments that resonate with our growing audience. This holistic approach ensures that every collaboration is not just about showcasing a product but about telling a story and creating an experience that inspires consumers and elevates the brand's profile in the competitive e-commerce landscape.

# Peter Sidwell Media



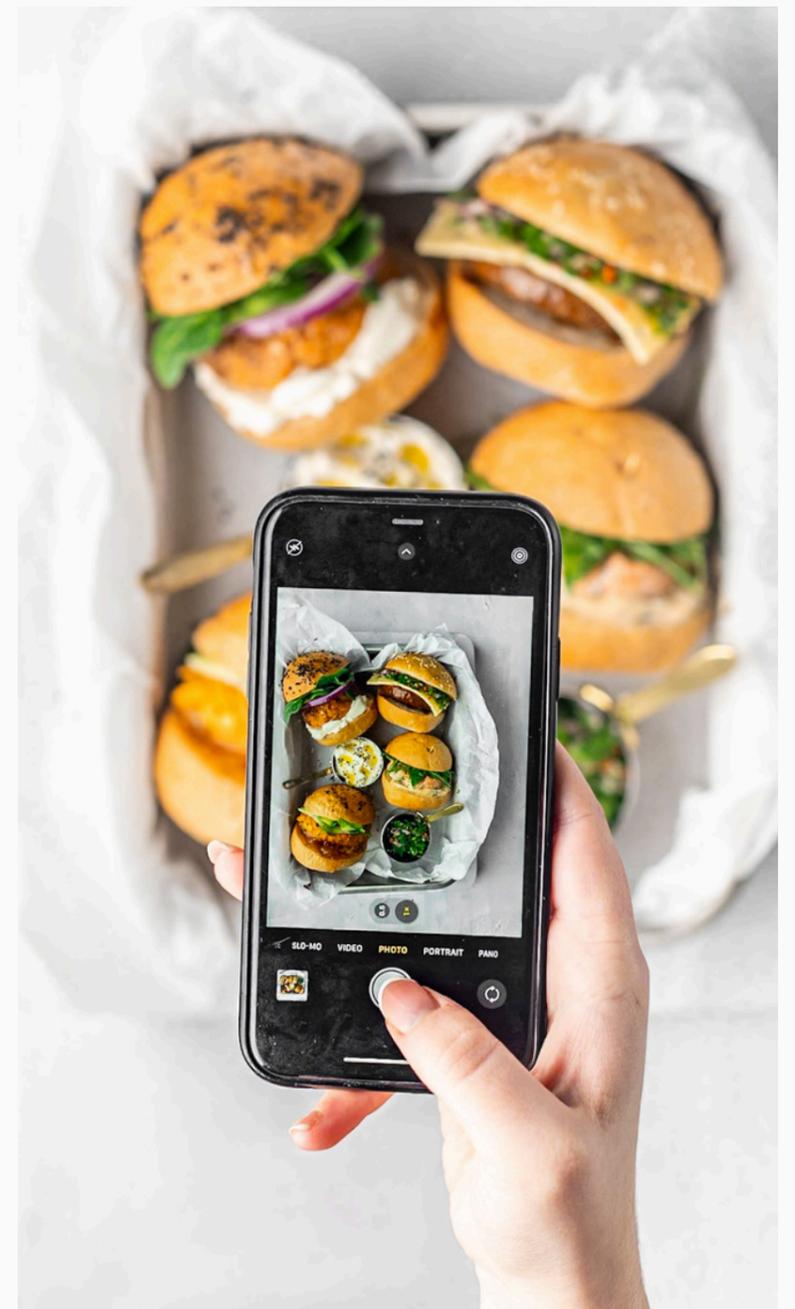
—  
Kitchen



—  
Studio



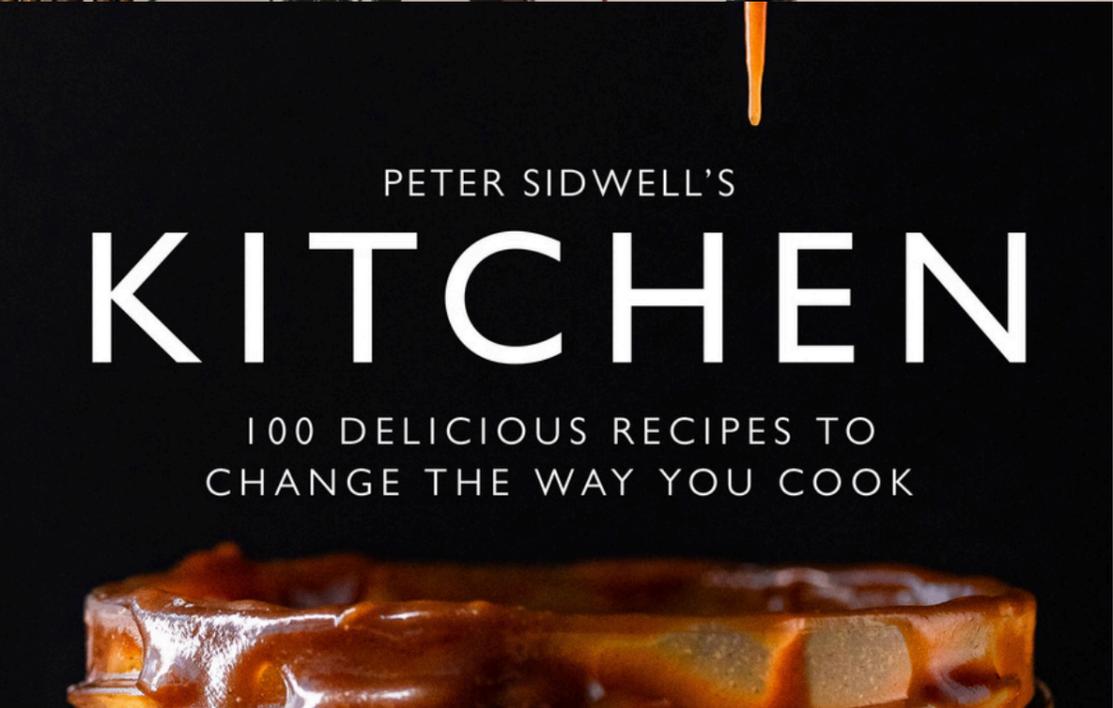
—  
Recipes





## Peter Sidwell's Kitchen

Peter Sidwell's Kitchen has grown from a simple lockdown concept to a dynamic, rapidly expanding platform that celebrates the joy of cooking and community. Born from the necessity to connect during challenging times, the show quickly found its stride by bringing viewers into Peter's home kitchen, creating an intimate, authentic cooking experience that resonated with food lovers around the world.



From its first episodes, the show was designed to be more than just a cooking demonstration. It became a space where viewers could engage directly with Peter, asking questions, sharing experiences, and gaining insights into the art of cooking. This interactive approach has cultivated an engaged and passionate audience who tune in not just for the recipes but for the community, the conversation, and the inspiration.



The show's evolution has been marked by exciting milestones, including the creation of an accompanying cookbook. Recognising the value of bridging the digital and printed worlds, "Peter Sidwell's Kitchen" cookbook was crafted to offer fans a tangible, beautifully designed collection of recipes. It brings Peter's ingredient-led philosophy to life, encouraging readers to experiment, learn, and enjoy cooking in a way that's both accessible and inspiring. The cookbook also includes QR codes linking to video masterclasses, further blurring the lines between the digital and physical cooking experience.

# Peter Sidwell's Kitchen

Beyond recipes and cooking tips, Peter Sidwell's Kitchen has become a trusted platform for product launches, collaborations, and product placements. The show's authentic style and engaged audience make it an ideal space for brands to introduce new products, spark conversations, and connect with consumers in a meaningful way. From showcasing artisanal ingredients to collaborating on exclusive kitchen tools, the opportunities for partnership are as diverse as the recipes Peter creates.

Peter Sidwell's Kitchen continues to thrive by staying true to its core values, celebrating great food, fostering a welcoming community, and inspiring home cooks. It's more than a cookery show; it's a movement that brings people together through a shared love of cooking. As the platform grows, so too does its potential to launch new products, shape food trends, and bring culinary creativity to kitchens everywhere.



# Who is Our Audience?

Our community is made up of home cooks, food enthusiasts, and culinary adventurers. Whether they're seasoned kitchen pros or just starting to explore the world of home cooking, they share a love for hearty, delicious meals made with quality ingredients. The demographic spans food lovers aged 25 to 60+, predominantly based in the UK but with an expanding international audience thanks to accessible, engaging content online. They value authenticity, creativity, and practical cooking tips that make mealtime enjoyable and rewarding.



# Social media



@petersidwellchef

FOLLOWERS	35K+
VIEWS	550K+
REACH	800K+



@petersidwellskitchen

FOLLOWERS	142K
VIEWS	1.6 million
REACH	1.1 Million



@pjsidwell

FOLLOWERS	26K
VIEWS	1.1 Million
REACH	822k



@PETERSIDWELL

SUBSCRIBERS	10K
IMPRESSIONS	1.1M
REACH	1.5M







Peter  
Sidwell's  
Studio

## Food Photography

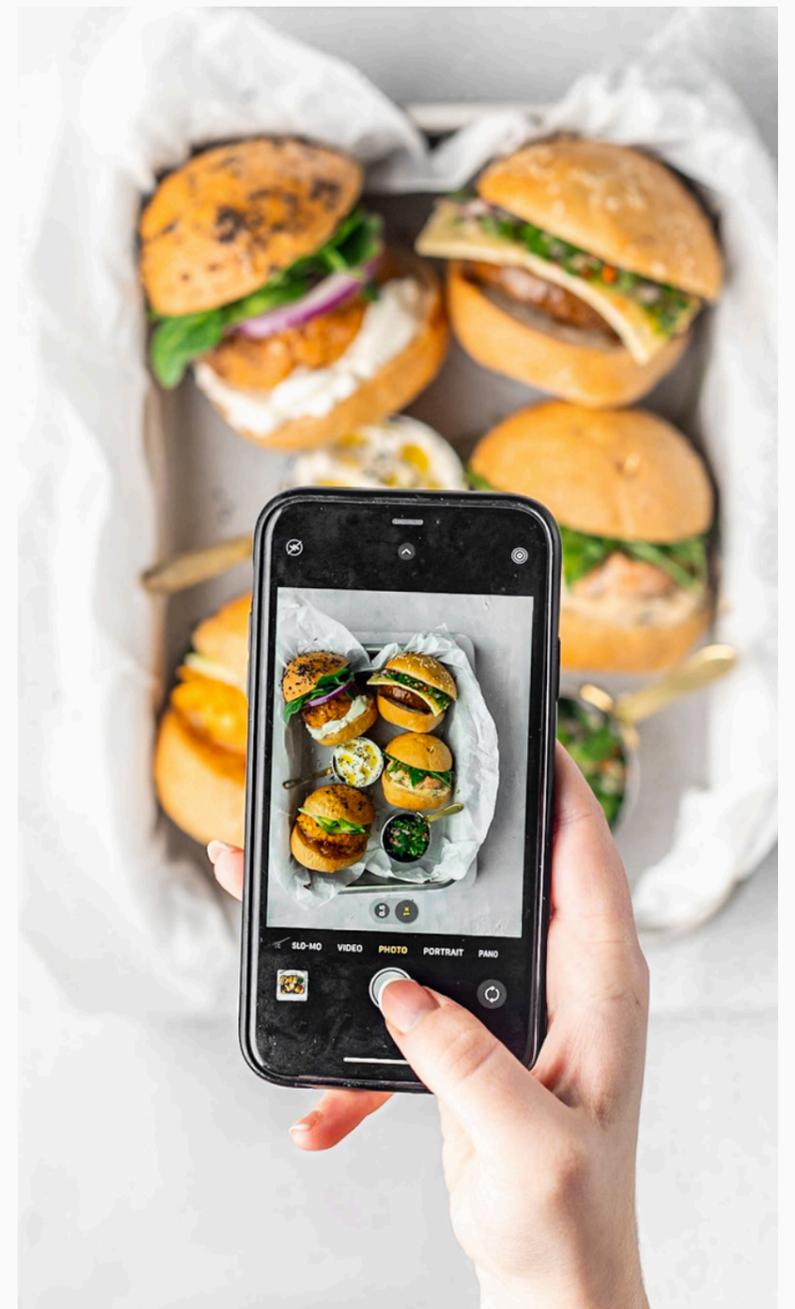
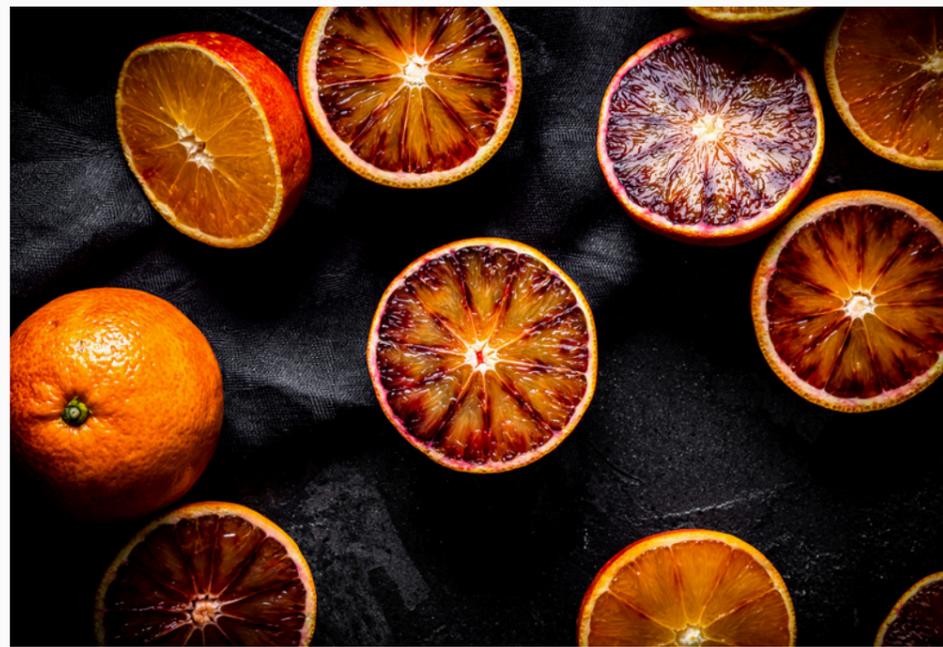
Peter Sidwell Media is renowned for crafting beautiful, compelling food photography that brings recipes and products to life. With an expert eye for detail and a passion for storytelling, Peter and his team specialise in creating visually stunning content that not only showcases food but also connects brands to audiences around the world.

Every photograph is designed with purpose, capturing the essence of a dish or product in a way that highlights its texture, colour, and appeal. Whether it's the rustic charm of homemade bread, the rich gloss of a freshly cooked steak, or the vibrant hues of seasonal produce, Peter Sidwell Media transforms each culinary creation into an artful visual experience. This attention to detail ensures that every image not only looks delicious but also tells a story that resonates with viewers.

Beyond recipes, Peter Sidwell Media excels in product placement, seamlessly integrating brand products into authentic, real-life cooking scenarios. This approach builds trust and relatability, presenting products in their best light while maintaining a natural, unforced aesthetic. Brands benefit from creative, high-quality visuals that engage and inspire food enthusiasts, encouraging them to explore new tastes and experiences.

From global campaigns to bespoke collaborations, Peter Sidwell Media understands the importance of aligning visuals with a brand's message. Each shoot is a creative journey, ensuring that every image reflects the unique qualities of the product and captures the passion behind the brand. The result is a collection of captivating images that elevate both the food and the story it tells, making it an ideal partner for brands looking to make a lasting impression.





### SUPER EASY RHUBARB ICE CREAM

- 2 apples
- 2 tbsp sugar
- 300g forced rhubarb
- 200g sweetened condensed milk
- 600ml double cream
- 1 tsp vanilla extract

#### Here's How

Peel, core, and chop the apples into one centimetre pieces. Place them in a shallow pan with the sugar. Cook over medium heat for about 10 minutes until the sugar dissolves and the apples soften.

Chop the rhubarb into one centimetre pieces and add it to the pan with the apples. Cook until tender, then remove from heat and leave to cool.

In a large bowl, beat the condensed milk, cream, and vanilla with an electric whisk until thick and stiff, resembling clotted cream. Scrape the mixture into a freezer container or large loaf tin.

Blend the cooled rhubarb and apple mixture until smooth, then stir it into the ice cream base. Freeze until solid.

Before serving, allow the ice cream to soften for 10 minutes at room temperature. Scoop and enjoy!



### SALMON FILLET

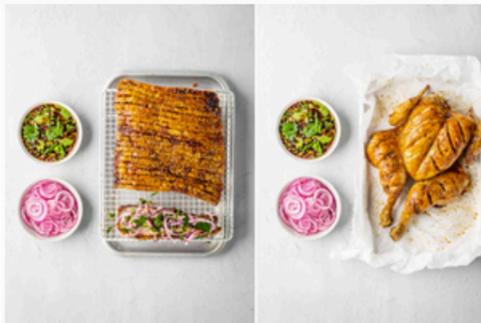
Prep time: 5 minutes | Cooking time: 20 minutes | Serves 4

#### INGREDIENTS:

- 400g salmon fillet
- Drizzle of olive oil
- Pinch of salt and pepper
- Vietnamese dressing and pickled onions, to serve

#### HERE'S HOW:

Preheat the oven to 170°C. Place the salmon onto a piece of parchment paper and season with olive oil, salt, and pepper before cooking in the oven for 15 to 20 minutes. When the salmon is cooked, remove from the oven and spoon over lots of the Vietnamese dressing. Serve with the pickled red onions for an amazing balance of flavour.



### SESAME CRISPY AUBERGINE

Prep time: 15 minutes | Cooking time: 20 minutes | Serves 4

#### INGREDIENTS:

- 3 aubergines
- 1 tsp salt
- 125g panko breadcrumbs
- 2 tsp sesame seeds
- 3 large free-range eggs, beaten
- 70g plain flour
- Vietnamese dressing and pickled onions, to serve

#### HERE'S HOW:

Preheat the oven to 170°C. Using a sharp knife, cut off the outer edges of the aubergine skin on either side as these are too tough to use. Then, cut each aubergine lengthways into 1cm-thick slices. Place the slices of aubergine into a bowl and season with a little salt to draw out the moisture. To coat the aubergine slices, place the flour into a shallow bowl, the beaten eggs into another bowl, and the breadcrumbs into a third. Flour the first slice of aubergine on both sides, then dip it into the beaten egg, making sure it's fully coated, then coat it in the breadcrumbs. Spend some time to make sure the breadcrumbs stick to the aubergine. Repeat the process until you have coated all the slices, then place them on a baking tray. Spray them with a little olive oil on both sides, then bake in the oven for 15 to 20 minutes or until golden and crispy. Serve the crispy aubergine topped with the Vietnamese dressing and pickled red onions.



# Recipes

For me, food has always been about connection—whether it's a warm loaf shared around the kitchen table or a show stopping bake gracing the pages of your favourite magazine. Over the years, I've had the pleasure of creating recipes not just for my own books and TV shows, but for newspapers, online news feeds, and glossy publications that love to celebrate real, achievable home cooking.

Working closely with editorial teams, I develop recipes that inspire readers to roll up their sleeves and get stuck in. My goal? To make every dish feel like something you want to cook, not just admire. Whether it's a seasonal showpiece or a quick weeknight winner, I always lead with ingredients, letting their flavour, texture, & personality shine.

Beyond print and digital features, I also collaborate with brands, clients, and retailers to create tailored recipe content for marketing campaigns and website copy. This includes not just the food itself, but also capturing each dish through mouth-watering photography and short-form video, often filmed right here in my studio kitchen in the Lake District.

Whether I'm writing about a sizzling steak and chimichurri for a butcher's online shop or creating a batch of joyful mince pie rocky road for a festive campaign, each project is built on trust, creativity, and a good pinch of culinary know-how. The camera might capture the final image, but the process always starts with curiosity—asking, "What do people love to eat?" and "How can I make this dish truly unforgettable?"

From the page to the plate, it's about bringing flavour to life.



# Live Events

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**Food  
Festivals**



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**Promo  
Events**



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**Private  
Dinning**



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**Brand  
Events**



## Digital Content Library Jam Eater

In the fast-paced world of food marketing, content is king. Yet, creating high-quality, engaging culinary content can be both time-consuming and costly. That's where [www.jam-eater.com](http://www.jam-eater.com) steps in, a digital content library dedicated to food and cooking, designed to empower brands with affordable and efficient content creation solutions.

Jam Eater offers an expansive library of ready to use digital assets, including mouth-watering images, recipe videos, and editorial content. This ready-made content allows food brands to streamline their creative process without compromising on quality. Whether you're looking to refresh your social media feed, launch a new product, or engage your audience with captivating food stories, Jam Eater provides the tools to do it all, without the hefty price tag.

### Why Choose Jam Eater?

**Cost-Effective ROI:** Instead of investing in costly photoshoots or video production, brands can access a vast selection of pre-curated content, drastically reducing creative expenses while maintaining a high return on investment.

**Speed and Flexibility:** With instant access to a library of high-quality content, brands can adapt quickly to trends and campaign needs, saving valuable time and resources.

**Diverse and Authentic:** The library features diverse culinary themes, ensuring authentic content that resonates with different audiences and campaigns.

In an era where visual storytelling is crucial for engagement, Jam Eater simplifies the process, helping brands connect with their audience more efficiently. It's the ultimate solution for creating standout food content that captures attention, affordably and effortlessly.

For food brands looking to elevate their content game without breaking the bank, Jam Eater is the go-to resource. Explore the possibilities and enhance your brand's culinary narrative today.



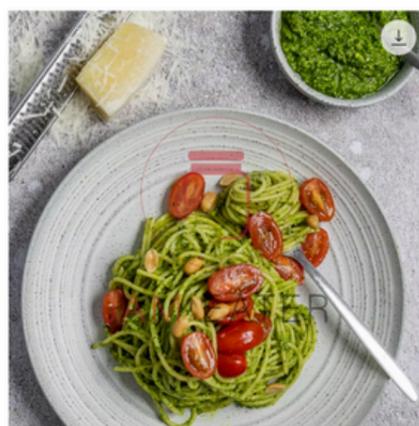
### Summer Berry Pavlova

£50.00  
Pay in 3 interest-free payments of £16.67. [PayPal](#) [Learn More](#)

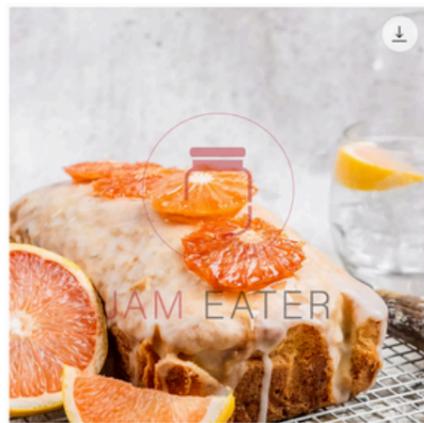
Add to Cart



Limoncello  
£50.00



Spinach and Feta Pesto Spaghetti  
£35.00



Grapefruit & Caraway Seed Loaf Cake  
£35.00



Pumpkin & Ginger Blondies  
£35.00



### Apple Crumble Gluten Free

£35.00  
Pay in 3 interest-free payments of £11.67. [PayPal](#) [Learn More](#)

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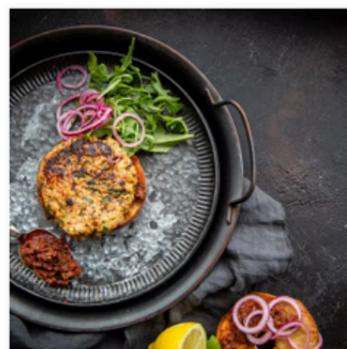
All Recipes



Free Recipes



Bread



Chicken/Beef/Lamb



Fish



Free from



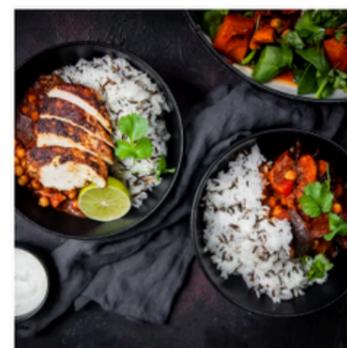
Pasta Dishes



Vegetarian



Sweet & Savoury Bakes



World Food Days

Thank you for taking the time to explore Peter Sidwell Media. Our journey is rooted in creativity, authenticity, and a deep passion for food and storytelling. Whether it's through engaging online content, immersive live events, beautiful food photography, or meaningful brand collaborations, our mission remains the same: to inspire and connect people through the joy of cooking.

We believe that food is more than just a meal, it's an experience, a story, and a connection. It brings people together, sparks conversations, and creates lasting memories. That's the essence of what we do at Peter Sidwell Media, and we're always looking for new ways to innovate, collaborate, and inspire.

If you're interested in working together, whether it's developing compelling content, hosting interactive events, or creating product partnerships that resonate, we'd love to hear from you. Let's explore how we can bring creativity and culinary passion to your project or brand.

Get in touch today and let's cook up something incredible together.

**Contact:**

Email: [info@petersidwell.com](mailto:info@petersidwell.com)

Tel: 07841531859

[www.petersidwell.com](http://www.petersidwell.com)

We look forward to collaborating with you and shaping the future of food experiences together.

