



Giada

BRAND DECK

Giada

TELEVISION PORTFOLIO

Giada de Laurentiis is an Emmy Award winning culinary lifestyle host, chef, restaurateur, New York Times Bestselling author, producer, philanthropist, entrepreneur & contributor to the **Today Show**.

-She debuted her Emmy Award Winning show, **Everyday Italian** in 2002, which ran for 212 episodes, over the course of 6 years.

-In 2008, she began production on **Giada at Home**. The show moves beyond Italian cooking, and instead focuses on Giada cooking for friends and family, as well as party planning. 215 episodes have aired on Food Network and has been seen by millions around the world.

-**Giada's Weekend Getaways** debuted in January 2007 and followed Giada to popular destinations in and around the United States as she explored the cities' most notable restaurants and activities. The success of this special led to the production of **Giada in Paradise: Capri and Santorini**.

-**Giada Entertains** proves that throwing a party can be downright easy with crowd-pleasing eats and drinks, and good to know strategies.

-**Giada in Italy**, which has aired 3 seasons thus far is co-produced by her production company, Linguine Pictures, Giada is following in her grandfather's footsteps and making her mark in the entertainment industry.

-In June 2010, De Laurentiis became a regularly appearing mentor to the finalists on the popular Food Network competition show **Food Network Star**, where she is now head judge, alongside Bobby Flay.

-Her most recent television endeavors include Bobby & Giada in Italy, which airs on Streaming Site, Discovery+, Giada On The Beach & Giada at Home 2.0.



Giada

TELEVISION REACH

- Giada's TV Shows reach over 90 million viewers worldwide.
- Giada is a featured contributor for the Today Show on NBC.
- Giada is regularly featured on The Ellen Show & Steve Harvey Show, where she promotes her cookbooks, restaurants/hotel partners and television shows.

ACCOLADES

-In 2020, Giada won 2 Emmys for Outstanding Culinary Host & Outstanding Culinary Program for her show, Giada Entertains.

- Daytime Emmy Award, Outstanding Culinary Host Nominee (2019)
- Daytime Emmy Award, Outstanding Culinary Program Nominee (2019)
- Daytime Emmy Award, Outstanding Lifestyle Host Winner (2008)**
- Daytime Emmy Award, Outstanding Lifestyle Host Nominee (2010)
- Daytime Emmy Award, Outstanding Lifestyle Host Nominee (2012)
- Gracie Award, Outstanding Host (2012)**
- Culinary Hall of Fame (2012)**

-Giada was recently nominated for an Emmy for Outstanding Lifestyle Host for 2018 for Giada Entertains.

-Other notable Television appearances: The Rachel Ray Show, The Chew, The Best Thing I Ever Ate, Beat Bobby Flay, The Dr. Oz Show, Late Night with Seth Meyers, Access Hollywood, The Talk, Jimmy Kimmel Live!, The Meredith Vieira Show, Wendy Williams Show, Hollywood Game Night, Extra, The Tonight Show with Jimmy Fallon, Cutthroat Kitchen, The View, Conan & Chopped.



Giada COOKBOOKS

Giada is an acclaimed writer, having written 9 cookbooks over the course of her career. She has won many accolades, including her cookbooks being featured on the New York Times Best Seller list.

-Everyday Italian: 125 Simple and Delicious Recipes. New York: Clarkson Potter. 2005.

-Giada's Family Dinners. New York: Clarkson Potter. 2006.

-Everyday Pasta. New York: Clarkson Potter. 2007.

-Giada's Kitchen: New Italian Favorites. New York: Clarkson Potter. 2008.

-Giada at Home: Family Recipes from California. New York: Clarkson Potter. 2010.

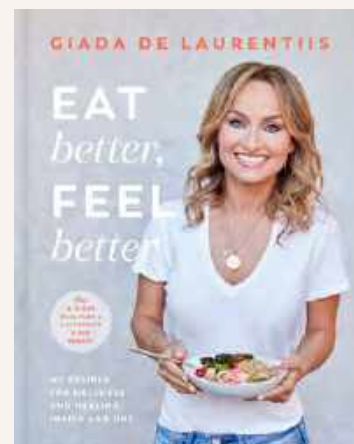
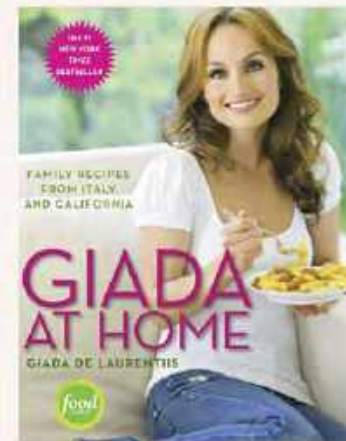
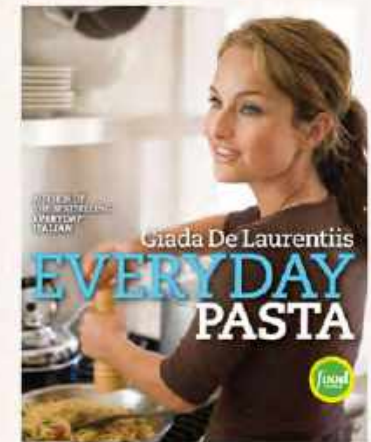
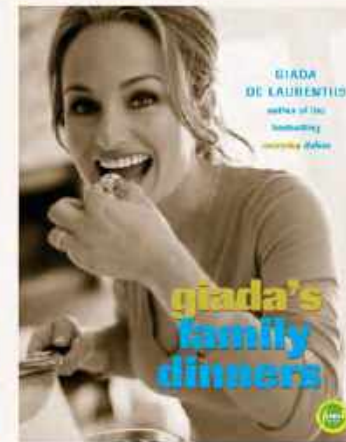
-Weeknights with Giada: Quick and Simple Recipes to Revamp Dinner. New York: Clarkson Potter. 2012.

-Giada's Feel Good Food. New York: Clarkson Potter. 2013.

-Happy Cooking. New York: Pam Krauss Books. 2015

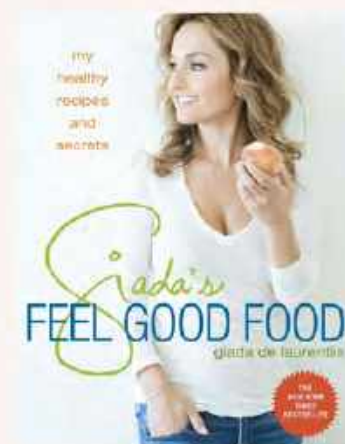
-Giada's Italy: My Recipes for La Dolce Vita. New York: Clarkson Potter. 2018

Both Giada at Home and Weeknights with Giada both landed in the number 1 position on The New York Times Best Sellers list.



Get an inside look at Giada's approach to healthy, balanced living. In her newest book, Giada walks you through how to select food that can actually make you feel better and curate a personalized wellness routine to support a healthy mind and body. Find out how reconfiguring her diet to control inflammation can turn your life around and how to use complementary wellness tactics like intermittent fasting, meditation, and other self-care routines to optimize your well-being.

Rodale Books, 2021.





VACANZE D'INVERNO

Giada

SOCIAL MEDIA & WEBSITE ANALYTICS



Giada de Laurentiis
Facebook.com/Giada
Page Followers: 1.6 million

Giada Vegas
Facebook.com/giadavegas
Page Likes: 35,000

Giadzy
Facebook.com/thegiadzy
Page Likes: 144,000

Pronto by Giada
Facebook.com/prontobygiada
Page Likes: 4,800



About [See All](#)

- #Chef, #Author, #Mother & founder of Giadzy.com
- 1,273,515 people like this including 3 of your friends
- 1,495,978 people follow this
- <http://www.giadzy.com/>
- Video Creator
- [gdelaurentiis](#)
- [gdelaurentiis](#)
- [Giadadelaurentiis](#)
- [giadzy](#)



Giada De Laurentiis
Followers: 1.6 million
twitter.com/GDeLaurentiis

Giadzy
twitter.com/Giadzy
Followers: 21,400

Giada Vegas
twitter.com/GiadaVegas
Followers: 12,200

Pronto By Giada
twitter.com/prontobygiada
Followers: 730





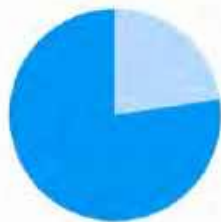
Accounts run by GDL Foods:

Giada De Laurentiis
 @giadadelautentiis
 Followers: 1,800,000

Giadzy
 @thegiadzy
 Followers: 478,000

Giada Vegas
 @giadavegas
 Followers: 158,000

Pronto By Giada
 @prontobygiada
 Followers: 13,800



77.3%
Women

22.7%
Men



2 MILLION

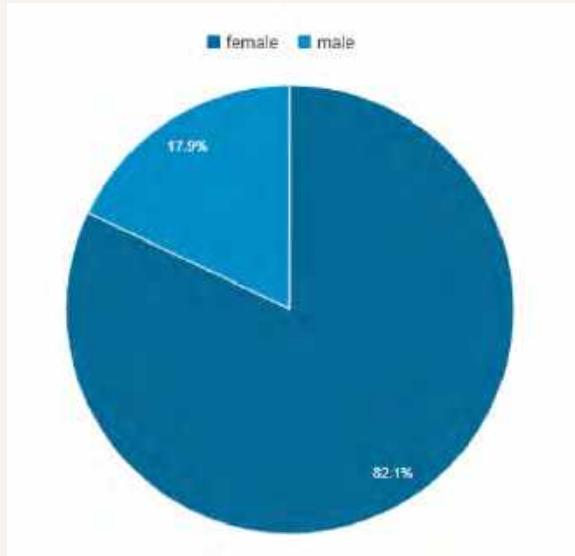
MONTHLY PAGE VIEWS

650K

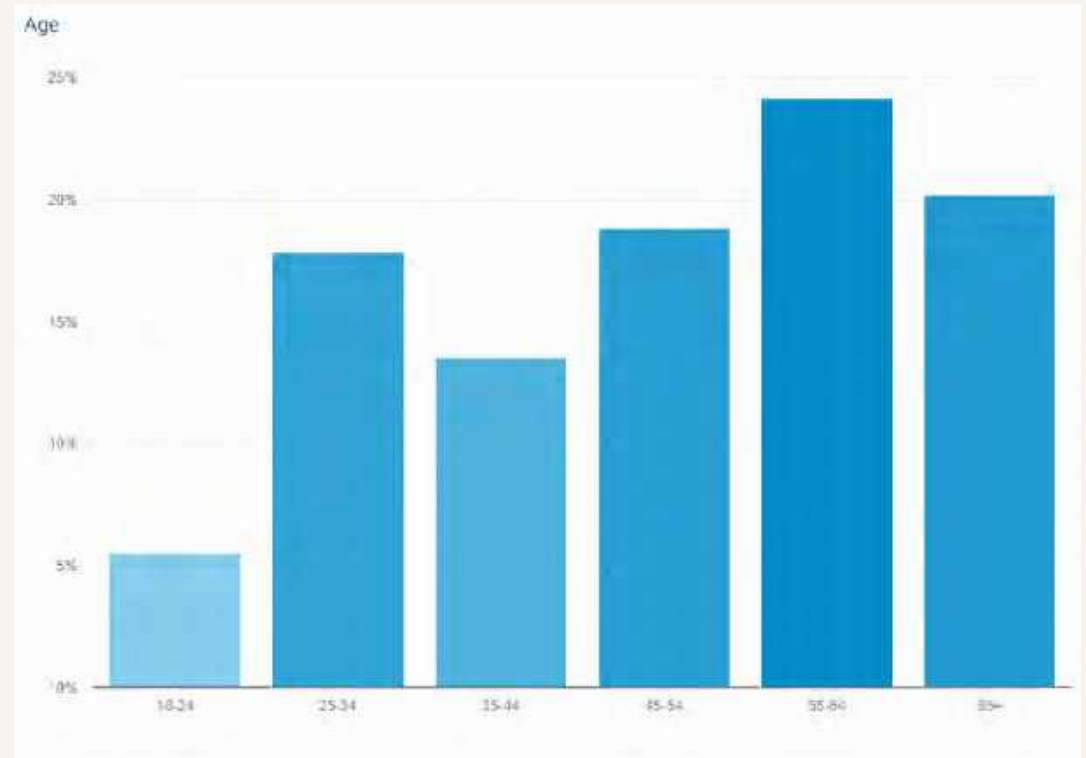
MONTHLY USERS

200K

E-MAIL SUBSCRIBERS



DEMOGRAPHICS





Giadzy.com is a digital platform founded by Giada De Laurentiis featuring Italian lifestyle content spanning recipes, entertainment, family and travel.



Giadzy launched "Giadzy Pantry" e-commerce in November 2020, featuring exclusive Italian ingredients - from small batch Neapolitan pasta to Sicilian olive oils, pomodorini tomatoes from Corbara, meal kits and more! - all imported from Italy and delivered straight to customers' doorstep.



Giada
RESTAURANT PORTFOLIO





Giada

GIADA VEGAS

- Located inside The Cromwell Hotel & Casino in Las Vegas, NV
- Serves dinner nightly
- Brunch Friday – Sunday
- 250 total seats
- 2 private dining rooms
- 1 semi private dining room
- 25 bar seats offering full menu
- Lounge seating area also offering full menu
- \$16.5 million annual revenue
- Dinner average check of \$108
- Brunch average check of \$55
- 70/30 food to beverage revenue split
- Italian cuisine with a California twist

Giada Vegas closed during pandemic. Financials available upon request.



Giada

PRONTO BY GIADA

- Located inside the iconic Caesars Palace Hotel & Casino in Las Vegas, NV
- Open daily 6am-11pm
- QSR outlet with wine bar, gelato bar, antipasti case, fresh sandwiches, pizzas & pastas
- \$7.2 million in annual revenue (2019)
- Paced to do \$8 million in revenue (2021)
- \$15.65 average check (2019) & \$16.04 (2021)
- Extensive wine by the glass program
- Retail from Giadzy.com webstore
- Room service integration and main provider of in-room dining for Caesars Palace Las Vegas.





This charming Baltimore restaurant welcomes diners with warm colors and comfortable furniture in an open-concept dining room. Enjoy Giada's modern twist on traditional Italian dishes including Chicken Parmesan, Antipasti, Baked Lasagna, Tuscan Ribeye, and hand crafted cocktails with a very approachable, yet dynamic wine list. Located at The Horseshoe Casino, Baltimore, MD & open Wednesday – Sunday 5pm -11pm.

A casual, full service concept with a focus on the guest experience that is an infusion of Giada's lifestyle brand.

Large full-service bar & lounge with a total of 55 seats, offering guests multiple dining experiences within one location.

Dinning room seats 100
Outdoor patio seats 40

FINANCIALS

Gross revenue of \$5,300,000 for 2019

21% OI margin in year 1

Average check \$55

Food to Beverage Revenue split of 70% / 30%







Giada
RESTAURANTS UNDER DEVELOPMENT



Celebrated chef, author, philanthropist and television personality, Giada De Laurentiis, is anticipated to open her fourth & fifth restaurants, Luna by Giada, the cornerstone of the new Caesars Republic in Scottsdale, AZ and Pronto by Giada in summer 2022. Taking a page from her highly-successful, GIADA, at The Cromwell in Las Vegas, Luna, will offer guests De Laurentiis' signature Italian fare with California influences and a world class guest experience driven by personalized service.

As guests first enter Luna by Giada, they will be welcomed by a warm and inviting atmosphere that brings people together, as well as the intoxicating aroma of fresh baked breads and pizzas. Luna's menu will embrace Chef De Laurentiis' Roman heritage, mirroring her passion for Italian cooking with vibrant, Californian influences. GIADA utilizes the freshest ingredients to create a new take on the traditional Italian cuisine with a Mediterranean influence, while staying true to classic favorites.

The restaurant will offer a robust wine list artfully crafted from new and old world wines as well as a beautiful wine display. Signature cocktails will offer a fresh new twist on standard ingredients, and like the food menu will have seasonal elements. You can also expect to find Giada's signature Frose, a uniquely crafted frozen rose, to help cut the heat during the hot Scottsdale summers.

The property will also feature Chef Giada's wildly successful Pronto, which offers guests De Laurentiis' signature Italian fare with California influences but in a fast, casual format. The cuisine is made of the freshest ingredients and prepared in an abbreviated time, perfect for guests on the go or those looking for a leisurely bite. The beverage offerings will be vast as well, from a signature coffee program to healthy juices and teas.



Giada

LUNA BY GIADA

Entrees:

Bistecca alla Fiorentina for Two
Wood Grilled 32oz. Porter House, carved tableside and served
with treviso & salmoriglio

Creamy Polenta with Spicy Bolognese
plated tableside

Grilled Branzino or Trout
Mushroom & Sweet Pea Farrotto, Hazelnut Gremolata

Petite Filet
Grilled bitter lettuces, Sweet potato cavatelli, Gorgonzola Crust

Acqua Pazza (broth poured tableside)
Stripped Bass & cockles in “crazy water”

Filet of Salmon
Artichoke & Sundried Tomato Ragout, White Wine Sauce

Veal Saltimbocca Milanese Style
Prosciutto, Sage, Fontina

Rack of Lamb
Whole grain mustard crusted, Chanterelle & Potato Gratin

Barolo Braised Short Rib
Crispy fingerlings potatoes & Fennel Scapecce

Amalfi Lemon Chicken
Braised fairytale eggplant agro dolce & Parmigiano Risotto

Vegan Eggplant Stack
Crispy eggplant, avocado & vegan pomodoro





Rendering of Pronto by Giada, located adjacent to Luna by Giada.



Giada
SOCIAL HANDLES



Giada Vegas // @GIADAVEGAS

GDL Italian // @GDLITALIAN

Pronto by Giada // @PRONTOBYGIADA

Luna by Giada // @LUNABYGIADA



Opportunities Invited By:

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Chairman & CEO

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THE BEHAR GROUP

The Behar Group Realty Inc., Brokerage

* Broker



GRAZIE!

Giada