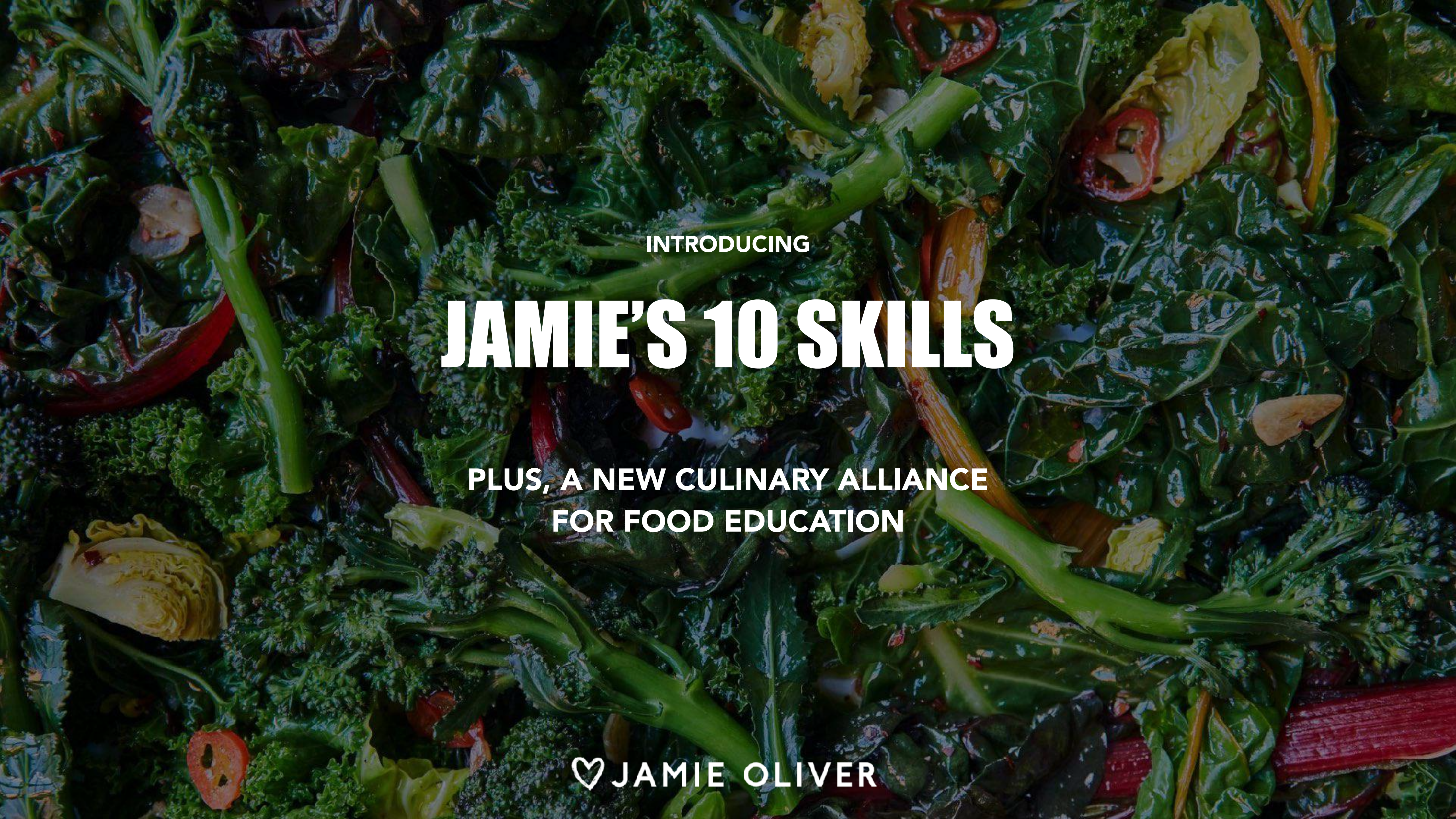




INTRODUCING

JAMIE'S 10 SKILLS

PLUS, A NEW CULINARY ALLIANCE
FOR FOOD EDUCATION

♥ JAMIE OLIVER

“

**I profoundly believe that
the power of food has a
primal place in our lives
that binds us to the best
bits of life.**

— JAMIE OLIVER *

INTRO
4 AMERICANS
WALK THROUGH MY EYES
HOW MANY PARENTS

*** 2010 TED PRIZE WINNER**

♥ JAMIE OLIVER

25

YEARS

STILL STIRRING THINGS UP



25 YEARS OF CHANGE-MAKING THROUGH THE POWER OF FOOD

Jamie Oliver – **THE WORLD'S CULINARY TEACHER** – has been leveraging the power of food to bring more health, joy and life to people across the globe for a quarter of a century

JAMIE'S JOURNEY SO FAR...

NAKED CHEF
BEGINS



1999-2001

JAMIE'S SCHOOL DINNERS
CHANGES SCHOOL FOOD
FOREVER



2005

FOOD REVOLUTION DAY
IS BORN



2010

FRIDAY NIGHT FEAST TV
TACKLES WONKY VEG,
CAGED EGGS, AND ENERGY
DRINK CONSUMPTION



2014

5 INGREDIENTS
COOKBOOK - NUMBER
ONE SELLING COOKBOOK
IN OUR PORTFOLIO



2017

2004-2005

2008

2010-2012

2015

2019



FEED ME BETTER CAMPAIGN TO
IMPROVE SCHOOL LUNCH
ACROSS UK



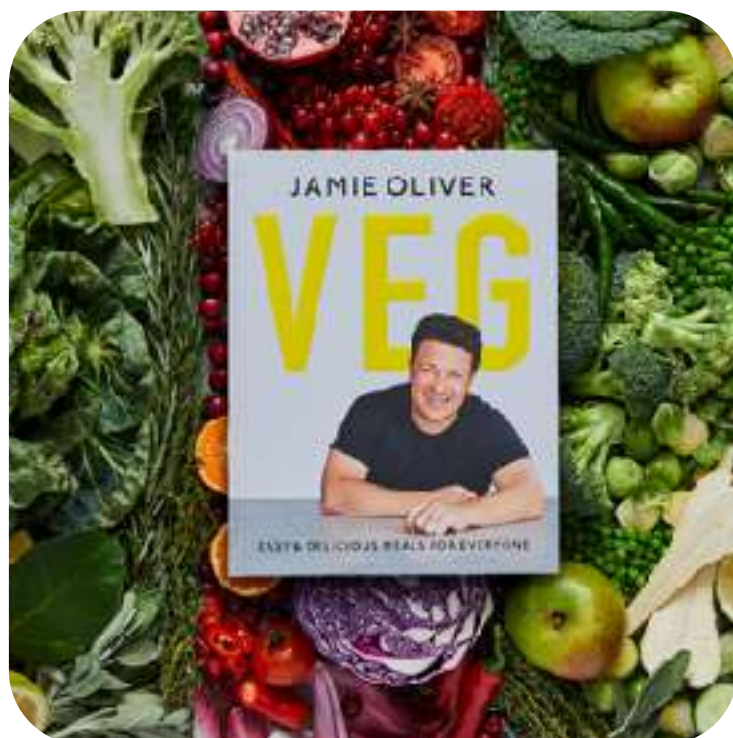
MINISTRY OF FOOD IS
BORN, LAUNCHING OUR
FOOD ED PROGRAMS



EMMY-AWARD WINNING
FOOD REVOLUTION TV
SERIES IN THE US



UK IMPLEMENTS SUGAR
TAX AFTER SUGAR RUSH
DOC



OUR VEG COOKBOOK IS
BEST SELLER IN UK &
AUSTRALIA

JAMIE'S JOURNEY SO FAR...

KEEP COOKING AND
CARRY ON DURING THE
PANDEMIC



2020

2021

ONE SIMPLIFIES COOKING
& SELLS 2M COPIES



2022

2023

SCHOOL FOOD AWARDS
LAUNCHES IN AUSTRALIA



2024

2024

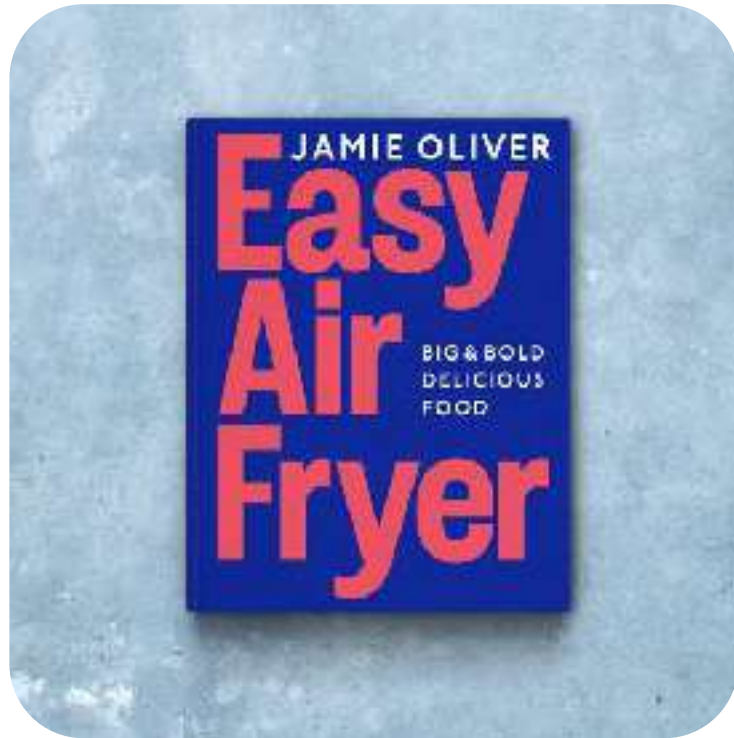
FROZEN FOOD LAUNCH



2025

2025

LAUNCHES EASY AIR FRYER



10 SKILLS FOOD EDUCATION
LAUNCHED IN THE UK



GOOD SCHOOL FOOD
AWARDS UK CELEBRATING
UNSUNG HEROES



10 SKILLS FOOD
EDUCATION LAUNCHED IN
THE US (PILOT)



CHEF'S TABLE GLOBAL
LAUNCH OF THE "LEGENDS"
SERIES

AND MORE TO
COME...

INTRODUCING

MINISTRY OF FOOD

Founded by Jamie in 2008 to fill a leadership void in the UK, **MINISTRY OF FOOD** is delivering **FOOD EDUCATION** through **JAMIE'S 10 SKILLS** to schools, communities and workplaces, while tirelessly **CAMPAIGNING** for a fairer and healthier food system. Together, we can help make healthy and joyful cooking a reality for every person, everywhere.

♡ JAMIE OLIVER

MINISTRY OF FOOD

CAMPAIGNING

OVER 25 YEARS, JAMIE HAS MET WITH 30+ GLOBAL POLITICIANS TO CAMPAIGN FOR A FAIRER, HEALTHIER FOOD SYSTEM, LEADING TO...



**£1.5
BILLION**

RAISED THROUGH THE SUGAR TAX

**46,000
TONS**

OF SUGAR REMOVED FROM KIDS DIETS
EACH YEAR IN THE UK

108 COUNTRIES

ADOPTING A SUGAR TAX

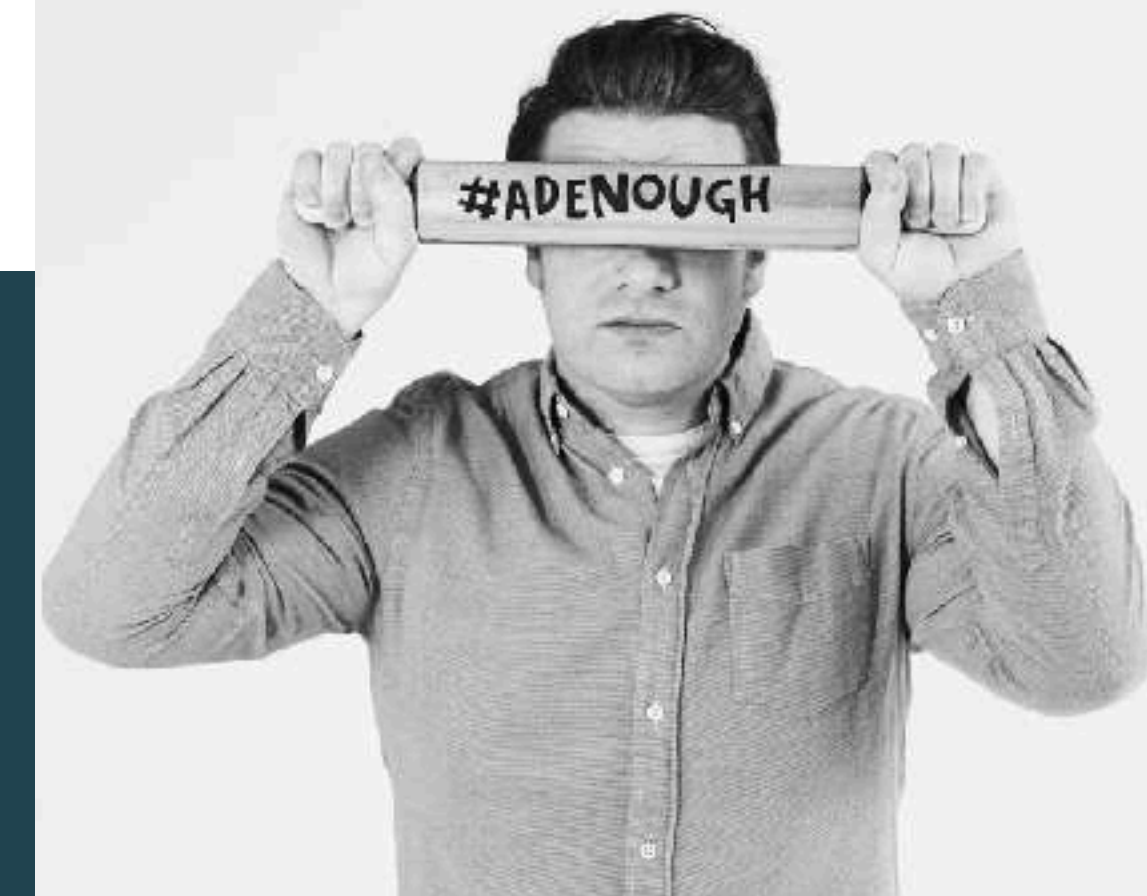
**STOPPING THE SALE OF
ENERGY DRINKS**

TO UNDER 16'S IN THE UK

#ADENOUGH

**STOPPING FLOOD OF JUNK
FOOD ADVERTISING TO
CHILDREN**

ON THE TRANSPORT FOR LONDON
NETWORK, AND LATER ON ALL FORMS
OF MEDIA

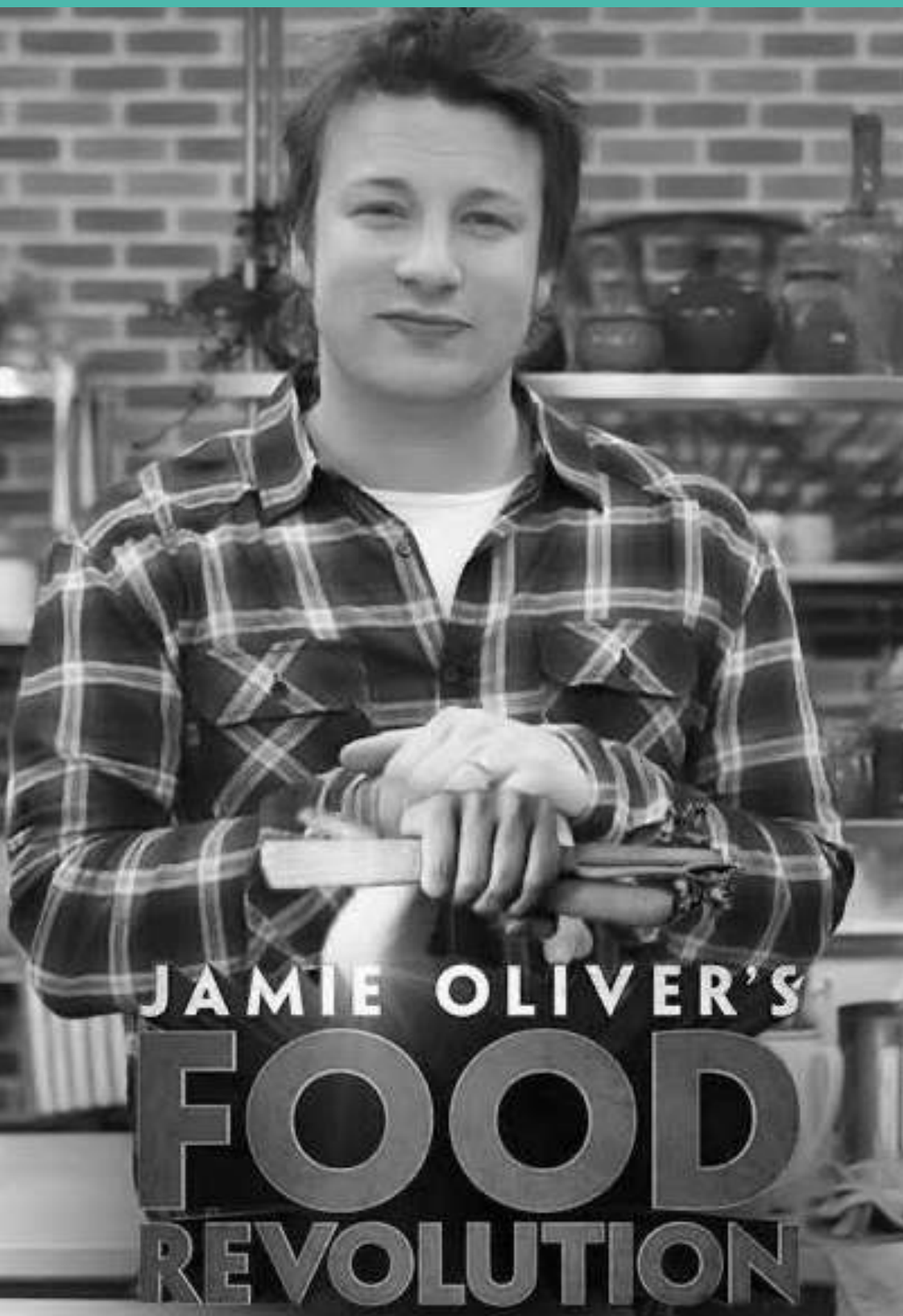


♥ JAMIE OLIVER

MINISTRY OF FOOD

FOOD EDUCATION

JAMIE IS A RELENTLESS CHAMPION FOR HEALTHY SCHOOL MEALS, FOOD EDUCATION, AND RAISING STANDARDS AND ACCESS FOR ALL KIDS



JAMIE IS THE
**TOP
SELLING**

NON-FICTION AUTHOR IN UK HISTORY

**EMMY-AWARD
WINNER**

FOR JAMIE OLIVER'S FOOD
REVOLUTION TV SERIES

**250,000
PEOPLE**

WILL LEARN TO COOK THROUGH JAMIE'S
TEN SKILLS IN 2025

MINISTRY OF FOOD & JAMIE'S
10 SKILLS ARE ACTIVE IN

**UK, AUSTRALIA,
CANADA & US**



GOOD SCHOOL FOOD
AWARDS
♡ JAMIE OLIVER

HAD A MEDIA AND SOCIAL REACH OF
230M IN 2024

♡ JAMIE OLIVER

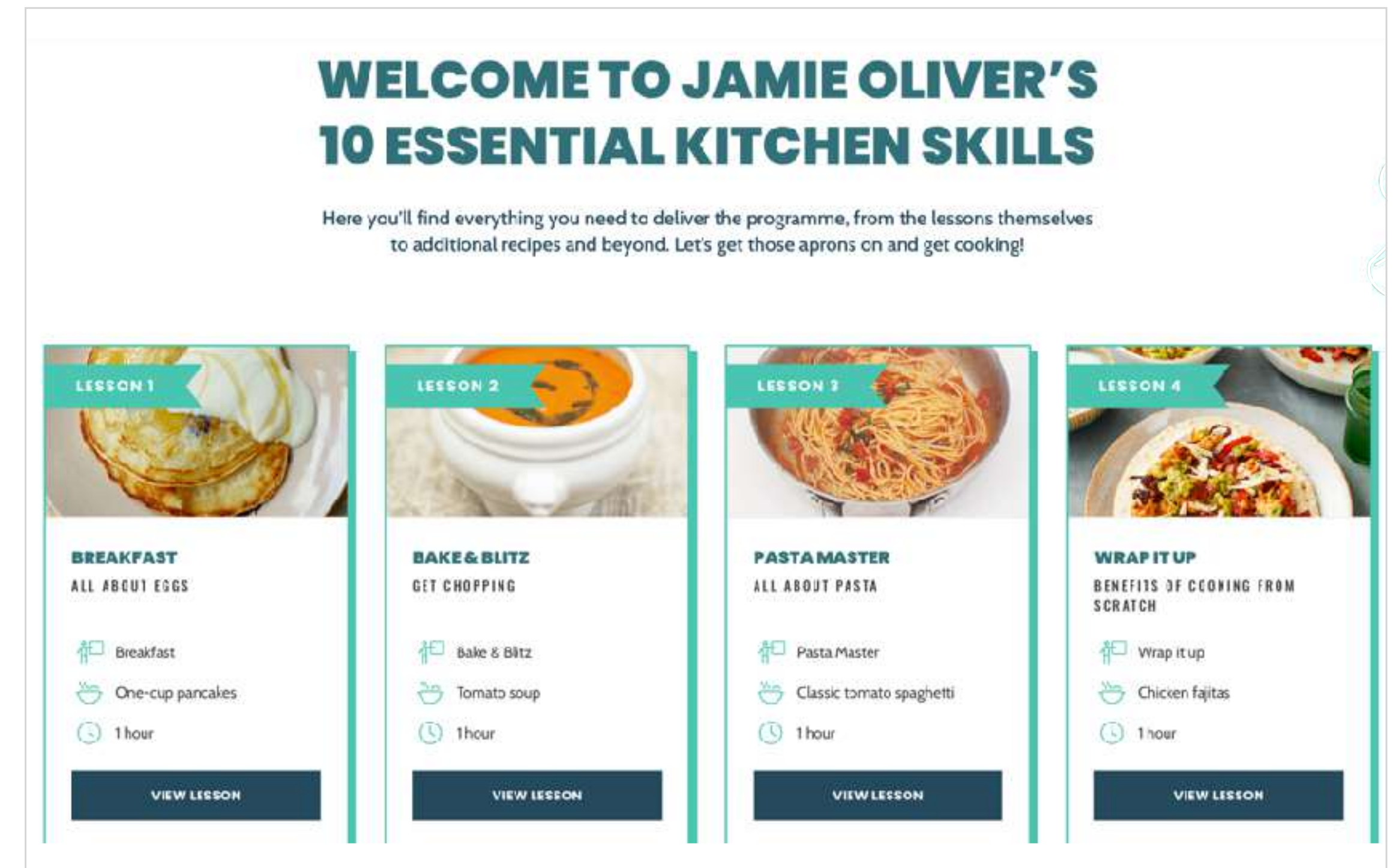
MINISTRY OF FOOD

INTRODUCING JAMIE'S 10 SKILLS

JAMIE HAS ALWAYS BELIEVED THAT LEARNING TO COOK IS JUST AS IMPORTANT AS LEARNING TO READ OR WRITE

JAMIE'S 10 SKILLS is a free, flexible online cooking curriculum designed by Jamie and his team of nutritionists to equip young people with essential life skills through fun, engaging lessons about food and cooking.

- Standards-aligned curriculum adaptable for schools, community centers, and afterschool programs
- Provides lesson plans, recipes, videos, and assessments for a comprehensive yet flexible food education experience
- Builds real-life skills like cooking from scratch, budgeting, nutrition, and sustainability
- Encourages behavior change, healthier food choices, and massive enjoyment of cooking
- Backed by independent research and evaluated in partnership with research institutions such as the University of Leeds



MINISTRY OF FOOD

EVIDENCE-BACKED OUTCOMES

JAMIE BELIEVES THAT ONCE PEOPLE HAVE MASTERED JAMIE'S 10 SKILLS, THEY FUNDAMENTALLY KNOW HOW TO COOK, RESULTING IN HEALTHIER CHOICES AND BETTER LIFE OUTCOMES FOR GENERATIONS

At least four independent evaluations provide evidence-based support that **JAMIE'S 10 SKILLS** has a positive impact on cooking ability, dietary habits, health outcomes, and more, including:



INCREASE IN COOKING CONFIDENCE

Greater enjoyment and confidence in tasting and preparing new foods



INCREASE IN FRUIT & VEGETABLE CONSUMPTION

By up to 1.5 portions per day



DECREASE IN JUNK FOOD CONSUMPTION

As high as a 77% reduction in junk food intake



INCREASE IN SCRATCH COOKING FROM HOME

And decreases in spending on takeout by an average of 25%



DECREASE IN SNACKING

Outcomes show a decrease in snack spending by an average of 50%



IMPROVED HEALTH OUTCOMES

Improvements in general and mental health outcomes

BY 2030, WE WILL TEACH 1M KIDS TO COOK HEALTHY MEALS



“

Everyone should have the opportunity to learn to cook; otherwise we become dependent on others to feed us, or on convenience foods to fuel us – neither of which is sustainable. It's crucial that young people have a good understanding of where food comes from, how to cook it and how it affects our bodies for good health in later life.

– **Jamie Oliver**

JAMIE'S 10 SKILLS PROGRAM HAS ARRIVED IN THE U.S.

The very first **10 SKILLS PILOT PROGRAM** launched in the US in 2024, serving 100 students in the **BELLFLOWER SCHOOL DISTRICT**, a 10,000 seat K-12 district nestled in the middle of south Los Angeles County.





A man in a white long-sleeved shirt is holding a black smartphone up in his right hand, showing the screen to a group of students. The students, mostly young women, are wearing blue aprons over their clothes and are looking towards the man. The background is slightly blurred, showing an outdoor setting with a fence and a car.

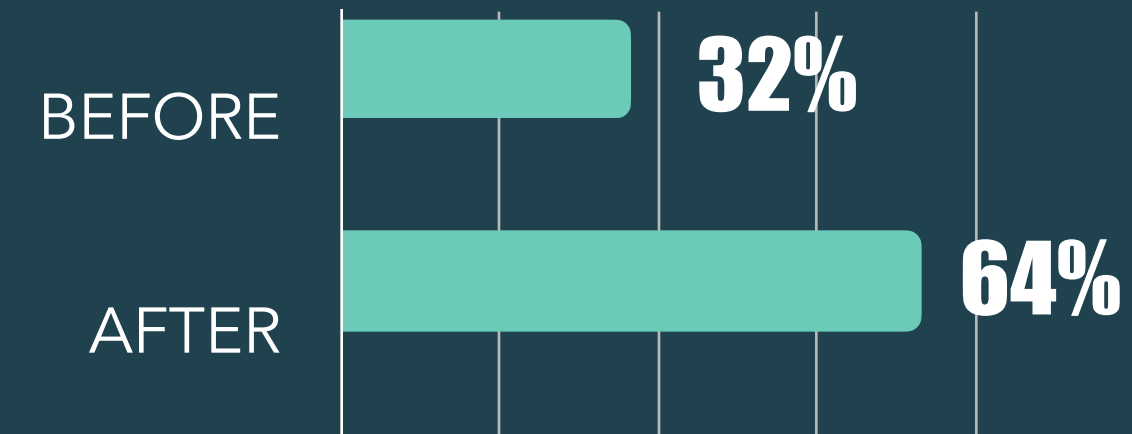
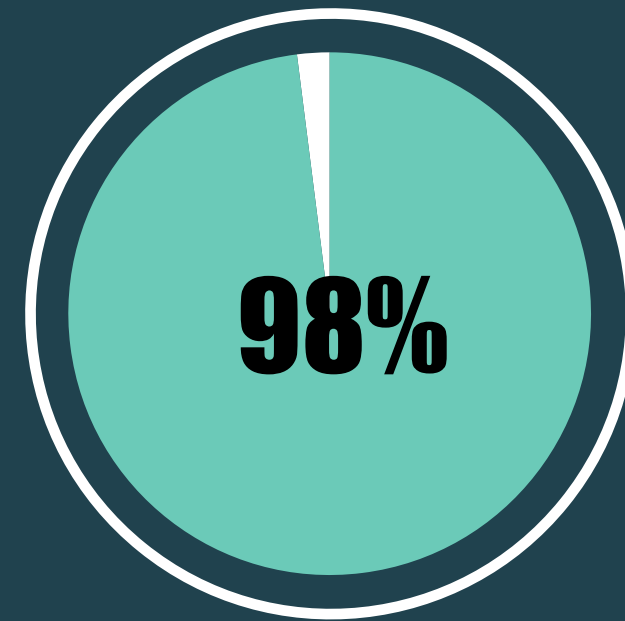
“

The impact from Jamie's 10 Skills has been incredible! We're honored to have piloted the program in the US and encourage other schools and organizations to take advantage of the curriculum.

– Supt. Lisa Azevedo, Bellflower School District

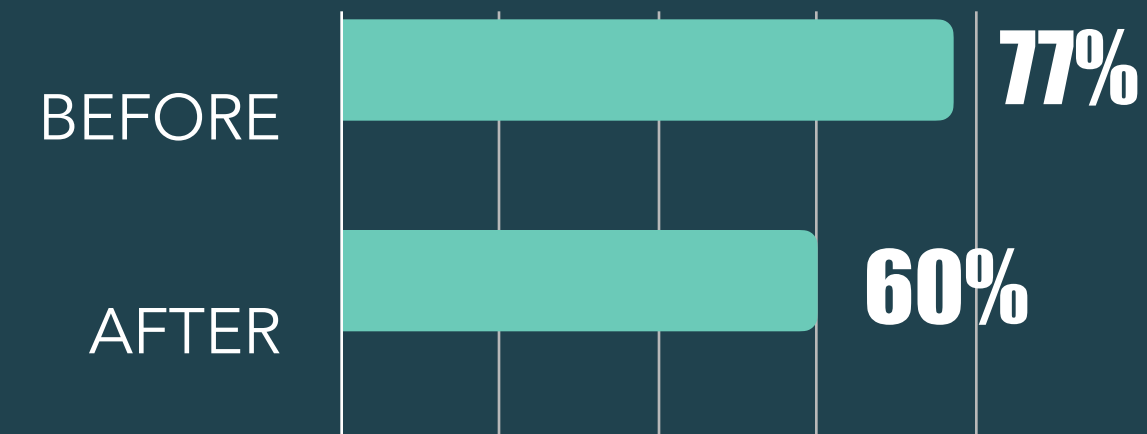
IMPACT @ BELLFLOWER HS

STUDENTS WITH
IMPROVED COOKING
CONFIDENCE*



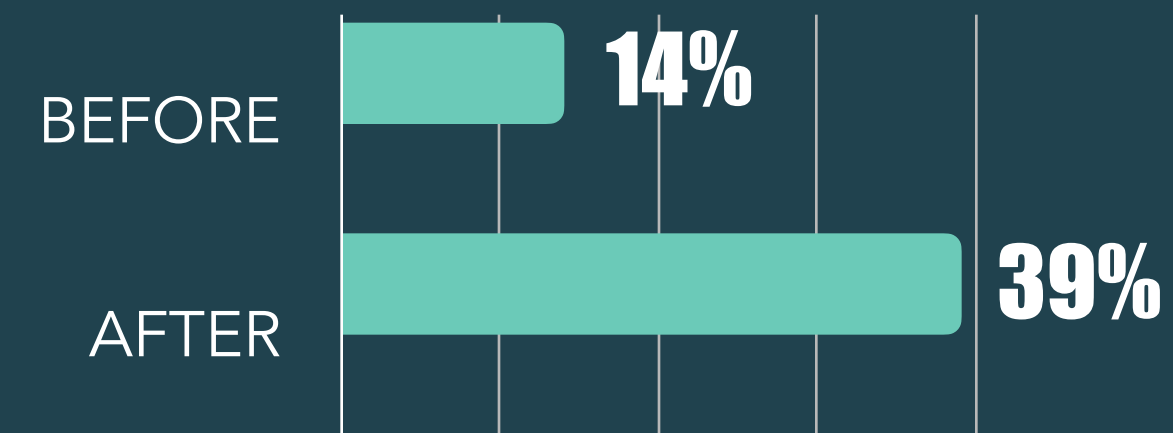
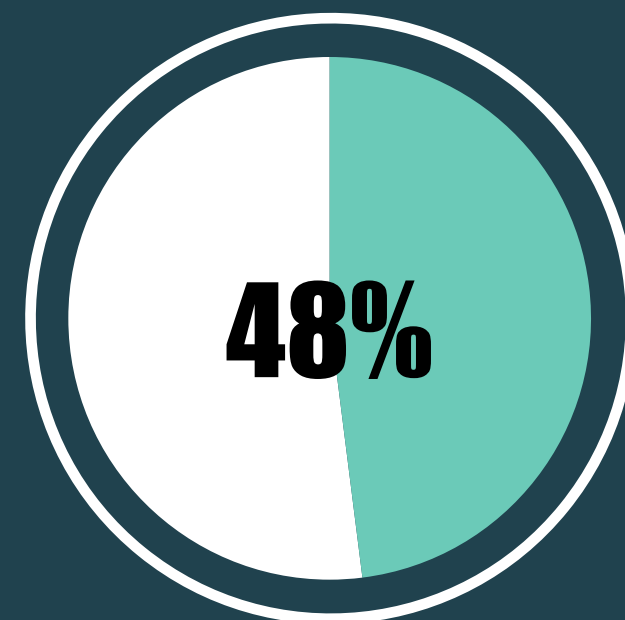
STUDENTS WHO PREPARED
MEALS FROM **RAW**
INGREDIENTS ONCE A WEEK
OR MORE

STUDENTS WITH
IMPROVED **ENJOYMENT**
OF COOKING**



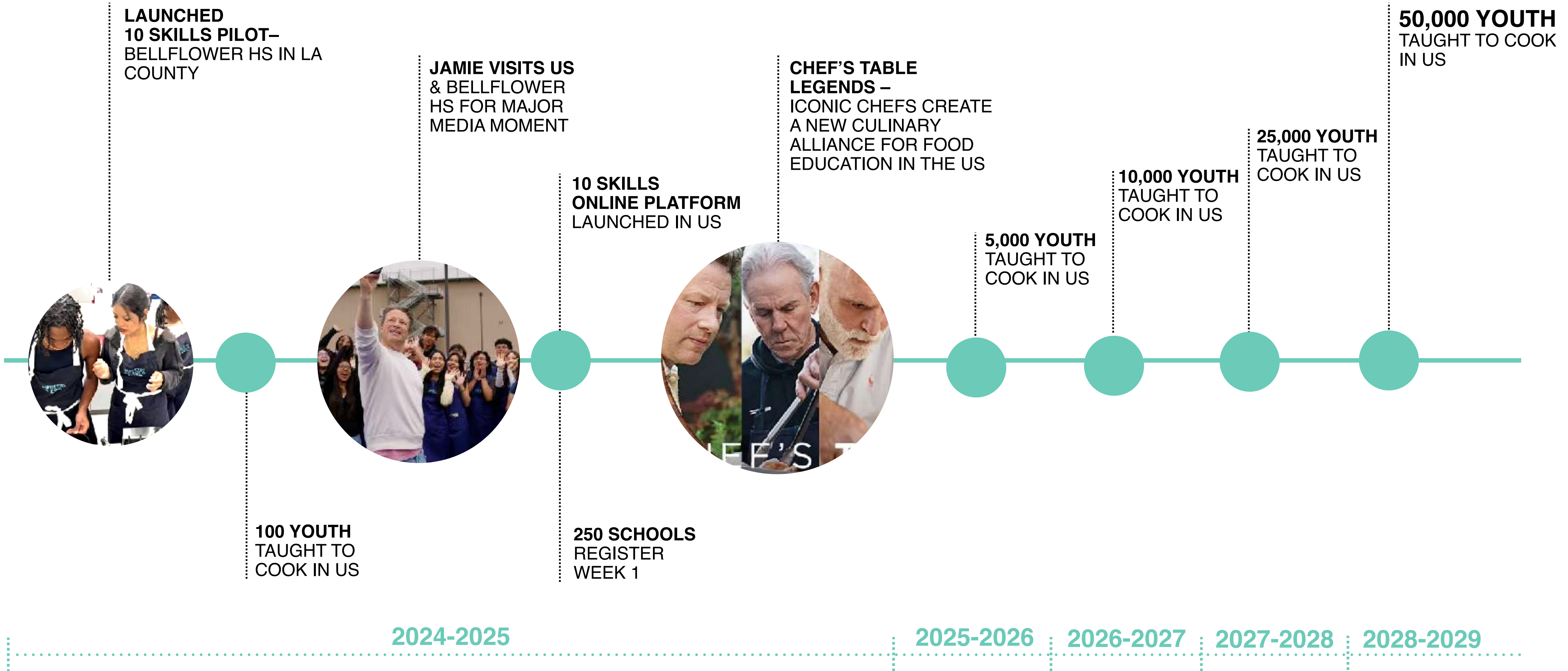
STUDENTS WHO REPORTED
EATING **JUNK FOOD** 2-3
TIMES A WEEK OR MORE

STUDENTS WHO
MADE CHANGES TO
THEIR **DIETS**



STUDENTS WHO REPORTED
EATING **VEGETABLES** 4-5
TIMES PER WEEK OR MORE

US GROWTH TIMELINE, 2024 – 2027 & BEYOND



GOOD FOOD THAT GIVES BACK

THROUGH EVERY PURCHASE, CONSUMERS ARE HELPING TEACH THE WORLD HOW TO COOK

Jamie’s business is a full circular economy, where every product and service that we sell contributes to our mission to teach the world about food.

In 2024 alone, **WE DONATED NEARLY £500,000** to deliver our programs within 500 schools and 35 communities in the UK and Australia, with a goal to reach 250,000 people, including the US, in 2025.





**GOOD FOOD
THAT GIVES BACK**

Thank you for buying this delicious Jamie Oliver product!
You're contributing to Jamie's Ministry of Food Programme,
which is on a mission to teach 1 million people to cook by
2030. Visit jamieoliver.com/MOF



**JAMIE OLIVER
MINISTRY
OF FOOD
FOUNDATION**

INTRODUCING

A CULINARY ALLIANCE FOR THE RISING GENERATION

Together, these iconic chefs and cultural luminaries are forging a **NEW ALLIANCE** to teach the rising generation about the transformative power of food. Sparked by the release of Netflix's **CHEF'S TABLE: LEGENDS**, this group came together to make cooking a life skill for every young person, ensuring access to **HEALTHY FOOD, FOOD KNOWLEDGE, AND THE JOY OF FOOD**—no matter their zip code.



JAMIE OLIVER

“

I want to showcase how the power of food can help our youth reclaim their health and their futures.



ALICE WATERS

“

When we teach children about food—where it comes from, how to prepare it with their own hands, how to share it at a table—we are nurturing agency, beauty, and a deep sense of belonging.



JOSE ANDRES

“

You want to change the world? You start by feeding one person. You empower one child. Food has the power to make peace and fill stomachs.

NETFLIX



JOSÉ ANDRÉS

JAMIE OLIVER

THOMAS KELLER

ALICE WATERS



PRESS PLAY



THANK YOU!

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MIKE@THEFIREBRAND.CO
WWW.10SKILLS.JAMIEOLIVER.COM