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THE WORKSHOP

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CHEF AMANDA FREITAG PARTNERS WITH THE WORKSHOP CONTENT STUDIOS TO CO-PRODUCE NEW COOKING COMPETITION SERIES

'Chef Swap at the Beach' to Feature New Twist with Chefs Switching Restaurants and Staffs while Competing to Win; Series set for October 1st Premiere on Cooking Channel

PHILADELPHIA, PA / MYRTLE BEACH, SC – **AUGUST 23, 2022** – Continuing its lengthy track record of producing celebrity-fueled, engaging content, [The WorkShop Content Studios](#) today announced it has entered into a partnership with **Chef Amanda Freitag**, author and TV personality to co-produce a new competition cooking series – ***Chef Swap at the Beach*** (6x30-minutes). **Keystone Pictures** is also a production partner for the series which is slated to premiere on October 1st at 7PM ET/4PM PT on **Cooking Channel**.

Chef Swap at the Beach is currently being filmed in Myrtle Beach, South Carolina – one of America's most beloved vacation spots with a diverse array of restaurants. Chef Amanda Freitag is on a mission to uncover the hidden gems and highlight the best culinary talent in town. In each episode two noted Myrtle Beach restaurant head chefs will trade kitchens and compete in an unfamiliar venue with the other chef's staff to create a winning dish.

In this head-to-head culinary battle both head chefs will need to quickly bond with their new teams, experiment with new ingredients and do it all in another chef's kitchen. Also they will need to be creative, learning on the fly to develop and execute the winning dish while cooking a completely new cuisine – the one for which the other chef has built their restaurant's reputation.

If not already stressful enough, the chefs will experience multiple visits while they're working from Chef Freitag who will be checking in on their progress along the way. Finally, their entrees will be judged by Chef Freitag and two of her fellow culinary experts including Myrtle Beach's own Dylan Foster and Johanna Wilson Jones.

The WorkShop Content Studios' CEO and Executive Producer Tom Farrell, "***Chef Swap at the Beach*** is truly the result of combining awesome parts – the diversity and quality of the Myrtle Beach restaurant scene, hot competition, great chefs and, of course, Amanda aboard as host of the series. She's a triple threat with her vast knowledge and experiences across the culinary universe, her vast TV hosting appearances and her pure electric personality. I'm beyond thrilled to be partnering with Amanda, a perfectionist in all she does, and the great team at Keystone Pictures to bring this show to life."

Remarked Chef Freitag, “I am excited to be in partnership with The WorkShop and Keystone Pictures to bring our vision of a real-life culinary competition to fruition. I know first-hand how hard it is to cook in another chef’s restaurant kitchen from my own personal experience. I love seeing these talented chefs shine and pushing them to their best in an unfamiliar environment. It’s suspenseful, anxiety-inducing and emotional to watch as the chefs struggle to beat their peers and create a menu worthy dish on the fly. Any restaurant chef or viewer will be able to relate to the pressure of the clock and the desire to be the best!”

A culinary maven, Chef Freitag has worked in a diverse mix of restaurants in New York City, including Jean-Georges Vongerichten's Vong, Verbena, Il Buco, Cesca, and The Harrison, running the culinary gamut of Mediterranean, Italian and Classic American. She sharpened her skills through world travel, including working under Chef Alain Passard in Paris.

A household name for her work both on and off the TV screen, Chef Freitag is well known for being a judge on Food Network’s *Chopped* and has appeared on *Iron Chef America*, *Next Iron Chef*, *Unique Eats*, *Beat Bobby Flay*, *Tournament of Champions*, to name a few. Her mission to make cooking more approachable inspired her cookbook *The Chef Next Door*. Most recently, she launched a digital series called *Easy AF*, where she shows audiences that delicious food can be fun, easy, and quick to make right in your home kitchen.

In addition to working with Chef Freitag on ***Chef Swap***, The WorkShop Content Studios has developed and or produced content projects with numerous celebrities including Rickie Fowler, Charles Barkley, Ray Romano, Adam Levine, and Olympic Champion Michael Phelps, to name just a few. Under the leadership of Mr. Farrell, who founded the company nearly a decade ago, series and specials from The WorkShop have ranged from *Novak* for Amazon Prime, *Trading Spaces* for TLC, *The Haney Project* for Golf Channel, *True North* for PBS & Amazon Prime, and Netflix’s documentary series, *Basketball or Nothing*. *Basketball or Nothing* was Emmy Nominated alongside *Hard Knocks* and *Last Chance U* for Outstanding Serialized Sports Documentary.

About Keystone Pictures:

Formed in 2002 Keystone Pictures has expanded into a full service video production entity that provides field crews, equipment rentals and live events services, as well as streaming and live show production across all platforms. The company integrates seamlessly into every production environment to lead and support while consistently living up to its mantra of delivering WOW every day and in every way.

About The WorkShop Content Studios:

Formed in 2007 The WorkShop Content Studios has grown to become a prominent, vertically integrated company serving clients from the creative development stages of a project through final production. The company has had great success in structuring compelling stories and bringing them to life on the screen for platforms and networks ranging from Amazon, Netflix, PBS and TLC, to name a few. In addition to working with the major television networks the company’s productions span virtually all of today’s established and emerging platforms – ranging from linear to digital - with the goal being to entertain, inform and inspire the largest audience possible.

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