



COOK YOURSELF THIN

Integration Opportunity

Production: May 2010

Broadcast: Spring 2011

Series: 13 x 30



Synopsis

- Hosted by three cool cooks – fun, hip young women who regularly have their cake, eat it and still look gorgeous!
- In each episode, our hosts will show one woman their skinny secrets, and they will prove that she (and you!) can drop a dress size in six weeks and still stuff her face.
- The fabulous threesome are serious foodies, who won't make any compromises when it comes to flavour - their dishes first and foremost must taste great. They'll show you their tricks - how to double the taste while halving the calories.
- These girls don't do denial. Burgers, curries, and chocolate cake are all on the menu and don't pile on the pounds if you cook it their way. So if you want to streamline those curves, get yourself back into the kitchen and Cook Yourself Thin

Suitable advertisers for integration include:

- grocery stores (shopping sequence)
- clothing stores (e.g. Winners) for reveal
- kitchen staples (e.g. herbs and spices, olive oil, vinegar, soy sauce)
- kitchen appliances, large and small, for set

Note: production and broadcast dates are tentative and subject to change

