



cooks  
who  
feed

Media Kit 2025



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# COOKS WHO FEED INC.

## COMPANY PROFILE

At Cooks Who Feed, we create kitchen linens that empower food lovers to take action toward a hunger-free world. Our flagship product, our handcrafted canvas aprons, provides 100 meals for every apron sold. We fulfill this promise through our charity partners that provide immediate hunger relief.

**To date, we've provided close to 2 million meals to those suffering from food insecurity.**

What makes us relevant to our customers is what makes us different, our multilevel impact. There is a social benefit in every step of our process.

- 1) For every product sold, there is a giveback providing meals to those in need.
- 2) All our linens are ethically handmade by a team of underprivileged women in India. We provide these women with safe, fair trade work with the goal of getting them out of poverty.
- 3) We bring sustainable fashion to the kitchen. We only use natural, local, and recycled fabrics and we take an eco-friendly approach to every stage of production. A lot of detail has gone into designing our linens to make them stylish, functional, and eco-friendly.

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From the moment the fabric hits the sewing machine to the time it ends up in your kitchen, our eco-friendly apron has employed poor women, fed their families, and provided 100 nutritious meals to the hungry. That's a lot for one apron.

SEEMA SANGHAVI, FOUNDER



## MISSION

To empower food lovers to take action towards a hunger-free world.

## VISION

To create a hunger-free world following the most sustainable path possible.

## LAUNCH

March 8, 2019 on Kickstarter

<https://www.kickstarter.com/projects/741405375/cooks-who-feed-fighting-hunger-by-reducing-food-waste>

At Cooks Who Feed, we are uniting food lovers to fight hunger.

## MANAGEMENT & OWNERSHIP

The company is managed by the founder, Seema Sanghavi. Seema is the sole owner of the business.

Our goal is to provide at least 1 million meals per year.





## FOUNDER'S STORY

The journey that led me to create Cooks Who Feed began in 2016. I visited an NGO in India that provided paid training and fair, safe work to marginalized women. After meeting them and seeing them work so hard, I felt compelled to help in some way so that more women could have the same opportunity. At that point in time, I was not sure how I could be of service but I knew I could not go back to Canada and forget what I had seen.

Later, in 2018, I came across an article about food waste. I learned that about 1/3 of the food produced gets thrown out. This fact struck a chord with me so I started doing a bit of research. One headline that I came across stood out amongst the rest. It stated that the amount of food we waste could feed the entire world's hungry four times over. How could so many go hungry when so much food is just being thrown out?

This was when I started connecting the dots and the idea for Cooks Who Feed was born. What better way to fight hunger than with an apron; the uniform of a cook?

I never set out to create a company. I set out to find a way to empower foodies everywhere to fight hunger in the most socially responsible way possible.

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I firmly believe in the quote, "The two most important days in your life are the day you are born and the day you find out why". Cooks Who Feed is my "why".

SEEMA SANGHAVI, FOUNDER



## OUR PRODUCTION

All of our production takes place in Delhi, India. Here, our focus is to hire women who live in poverty and provide them with a safe work environment, paid training, a living wage, and income security.

Every linen that leaves our facility comes with a hangtag that explains the impact and is signed by the maker. This way, you know who made your product!



The empowered woman is powerful  
beyond measure and beautiful  
beyond description.

STEVE MARABOLI



# COLLABORATIONS

We've partnered with chefs, influencers, and organizations to design our kitchen linens. These linens are named after their creators and added to our retail line, allowing our customers to purchase products inspired by those they admire.

To date, we have collaborated with 7 celebrity chefs.

## Notable Chef Ambassadors

### Chef Amanda Freitag

Born and raised in New Jersey, chef, television personality, and author Amanda Freitag has become a culinary maven. She sharpened her skills through world travel, including working under Chef Alain Passard in Paris, and continued expanding her culinary expertise into a variety of international cuisines. Outside of the restaurant business, Amanda has become a household name for her work both on and off the television screen. She 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," Guy Fieri's "Tournament of Champions," and more.



### Chef Art Smith

Art Smith is the executive chef and co-owner of several restaurants including Blue Door Kitchen & Garden, Art and Soul, and Southern Art and Bourbon Bar. Art has received the culinary profession's highest awards and has cooked for some of the world's most famous celebrities. In 1997, Smith became the personal, day-to-day chef to Oprah Winfrey, a position that lasted ten years. Smith now coordinates and cooks for special events all around the world. Art's expertise lies in southern-style cooking. He is well known for his world-famous southern fried chicken.



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## Chef Christine Cushing

Christine Cushing is an award-winning chef with t.v. shows broadcast around the globe. She is a judge on the exciting hit Food Network program, Wall of Chefs, and also won the 2020 Taste Award for 'Best Chef' in a t.v. series for her food, travel documentary series "Confucius Was a Foodie", now airing on PBS across the US/Canada and on Nat Geo across the world. Christine has been showing Canada how to cook with love for more than 20 years, starting with her flagship Food Network Canada show, Christine Cushing Live.



## Chef Erica Wides

A chef, influencer, food writer, and food media host from Brooklyn, NY, Erica Wides has worked in the food industry for over 25 years. She's the creator and host of @TheChefsmartypants, on Instagram and TikTok, and of Youtube.com/funnypeoplemakingfood.



## Chef Vikram Vij

Vikram Vij is an Indian-born Canadian chef, cookbook author, and television personality. He is co-owner of the Indian cuisine restaurants Vij's Restaurant and Rangoli Restaurant in Vancouver, British Columbia. He also owns My Shanti, a restaurant in South Surrey, BC. In 2014, Vij was announced as a new "dragon" investor on the Canadian reality show Dragons' Den for its ninth season and departed at the end of the season.



# HANDCRAFTED APRONS

At Cooks Who Feed, we ethically produce high-quality, handcrafted aprons. We only use locally sourced and organic natural fabrics. Our aprons are designed to be both stylish and functional.

1 APRON = 100 MEALS

We offer aprons in both adult and child sizes. Our child aprons are little versions of some of our most popular adult designs.





# KITCHEN LINENS & CANVAS TOTES

## Kitchen Linens

In spring 2022, we introduced a small line of tea towels and linen napkins. These linens have been inspired by and designed with Canadian celebrity chef Vikram Vij.



Our tea towels and linen napkins also have a give-back model to fight hunger.

1 SET = 50 MEALS

## Canvas Totes

In the summer of 2024, we collaborated with Chef Erica Wides to create a line of canvas totes with quicky food saying printed on them. For every tote sold, 25 meals are provided to children in need. This initiative solely supports our charity partner No Kid Hungry.

1 TOTE = 25 MEALS



## HOW WE SELL

At Cooks Who Feed, we sell our products through both retail and wholesale channels.

### Retail Line

For our retail customers, we have created a small line of aprons and other kitchen linens. These are available on our website and at the various consumer shows we attend. Most of our products are designed through collaborations with well-known chefs and charitable food organizations.

### Wholesale/Corporate Gifting

For our business customers, we offer our retail line as well the option to create their own, custom linens. Producing custom products allows businesses to choose from a range of fabrics, colors, and styles as well as include their name and/or logo.

For custom products, we offer low minimums and reduced bulk pricing.



## OUR CHARITY PARTNERS

All of our products have a giveback providing meals to those in need. We fulfill this promise by sharing the proceeds from each sale with our charity partners that provide hunger relief. Over 1/3 of our profits go to our charity partners to support our model.

We currently have 3 partners; Second Harvest in Canada, and Rescuing Leftover Cuisine and No Kid Hungry, in the USA. Our partners are established and have proven, effective programs to deliver food to those in need. Each quarter, we share our financials with our charity partners so there is full transparency and they can easily assess the impact of our partnership.

### No Kid Hungry

No Kid Hungry is working to end childhood hunger by helping launch and improve programs that give all kids the healthy food they need to thrive. This is a problem we know how to solve. No Kid Hungry is a campaign of Share Our Strength, an organization committed to ending hunger and poverty.



### Rescuing Leftover Cuisine

Featured on CNN, HuffPost and Global Citizen, Rescuing Leftover Cuisine has rescued millions of pounds of food to provide over 3.6 million meals.



### Second Harvest

Second Harvest is Canada's largest food rescue charity with a dual mission of environmental protection and hunger relief. In 35 years, they have saved over 155 million pounds of healthy food from ending up in landfills.



IN THE MEDIA

The  
New York  
Times

**NEWS****NOW**  
FOX

**THE GLOBE AND MAIL**



CHICAGO'S VERY OWN  
**WGN9**

**Forbes**



**CONSCIOUS  
COMPANY**



**CTV  
NEWS**



**THE  
OPPORTUNIST**

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