

MEDIA KIT
2025

IRINI
TZORTZOGLOU

Irini



CONTENT CREATOR
FOOD
DRINK
CULINARY TRAVEL



WHY WORK WITH ME

Since winning MasterChef UK in 2019, I went on to train as an olive oil and honey sommelier. I have published a book 'Under The Olive Tree' (recipes from my Greek kitchen and my world now revolves around the joy of food, drink and travel. With a deep passion in everything I choose to do, I bring an unmatched level of authenticity and expertise in Mediterranean cuisine—particularly the culinary traditions of Greece. My Greek heritage, coupled with extensive knowledge of the Mediterranean food culture, allows me to create content and experiences that are rooted in genuine tradition while resonating with contemporary tastes.

What sets me apart is my commitment to delivering high-quality, meaningful content. Whether I am creating culinary experiences, retreats, or collaborations, I ensure that the material produced aligns with the values of authenticity, heritage, and a true sense of place. My aim is to attract the ideal customer for the brands or clients I work with by providing rich, engaging content that connects with food lovers and discerning travellers alike.

STATISTICS

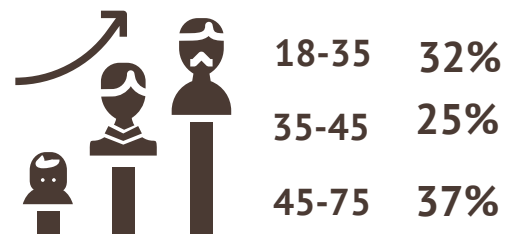
170K+ FOLLOWERS

3K+ AVERAGE
LIKES

205K AVERAGE
VIEWS

♀ Female **58%**

♂ Male **42%**



TESTIMONIALS

- It was absolute bliss having Irini in Marbella Nido and Marbella Elix holding extraordinary culinary events with the 'Irini' touch! All our customers and staff loved being part! C. Ktenides, CEO, The Marbella.*
- Irini's organisational skills are superb. It couldn't be better because of her passion, enthusiasm, care, and values. Bravo! This was far better than I was imagining, and I was expecting it to be brilliant! – E.J.*



SERVICES

24 hour Instagram/FB story - To post a well crafted video that will disappear after 24 hours	£250
1 permanent video post on instagram/FB with dedicated story and link in my bio	£350
1 Recipe creation with both the above	£550
Hourly Rate ★ (digital or in person)	£350
Day Rate ★★ in person	£1,250

NOTES:

- ★ This could be a demo on line, interview, podcast - plus travel costs if in person
 - ★★This could be a demo, a culinary event, public speaking event, panel discussion, etc.
- Travel, accommodation and sustenance costs where applicable



COLLABORATIONS



SAGA



Olive Oil Times

Sawday's



cook
away

