

FOR IMMEDIATE RELEASE

Tefal renews partnership with Justine Schofield for fifth consecutive year in 2021



Groupe SEB is delighted to renew their partnership with Justine Schofield for the fifth year. The long-term partnership began in 2017 with Justine representing Tefal as a Brand Ambassador with exclusivity in Small Kitchen Appliances and Cookware. The partnership is greatly valued by the entire team at Groupe SEB and has been wonderfully beneficial for all involved.

Marine Pestel, Marketing Director of Groupe SEB says, “At Tefal, what we love about Justine is her down to earth approach to cooking and her willingness to help Australians become more confident in their everyday cooking, while enjoying the entire process.”

Justine embodies the values that define the Tefal brand, with the motto being ‘Tefal. By your side, to get the best out of every day.’ Tefal believe that you should not have to adapt to the product, but that the product should adapt to you, whether you are an expert or a beginner, demanding or uninvolved.

Pestel goes on to explain, “We also have a great cultural fit with Justine. Her heritage is half French, half Australian, and she grew up seeing her mum cooking with Tefal products. For Tefal we found that it was the perfect opportunity to give our own French heritage an Aussie twist.”

When asked about the partnership, Justine Schofield says, “I am so thrilled to be a part of the Tefal family again for 2021. As Tefal’s ambassador for the last five years our partnership has allowed us to reach home cooks across Australia, inspiring them to create amazing meals in their kitchens using my favourite kitchen appliances and cookware. This year is going to be huge with a few really exciting new products launching and lots of delicious new recipes I’m currently developing for the Tefal community.”

This year Justine will be busy cooking with the latest generation of Tefal cookware, as well as the new all-in-one cooking food processor, the Tefal i-Companion XL, along with many more new cooking appliances that will be launched later in 2021. www.tefal.com.au

About Justine Schofield:

Intelligent and sassy, Justine Schofield brings a youthful energy and touch of French flair to everything she does. A poster girl for today’s busy, motivated career woman, she is the host of popular daytime cooking show ‘Everyday Gourmet’ on Network 10 now filming its 11th Season. She also hosts cooking and travel series; Justine’s Flavours of Fuji, Outback Gourmet, New Caledonia and Macau and appears all over Australia at top food festivals and events. In 2016, Justine’s first cookbook, Dinner with Justine was published with Pan Macmillan. Her 2nd book Simple Every Day was released in July 2017 & her 3rd book The Weeknight Cookbook launched in April 2019. Her next book ‘The Slow Cook’ is due for release in April 2021.

As one of the most popular contestants to come out of Series one ‘MasterChef’ in 2009, years on, Justine has built a career out of everything she loves and has well and truly established herself as a familiar and well-respected face of the Australian food and media industry.

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