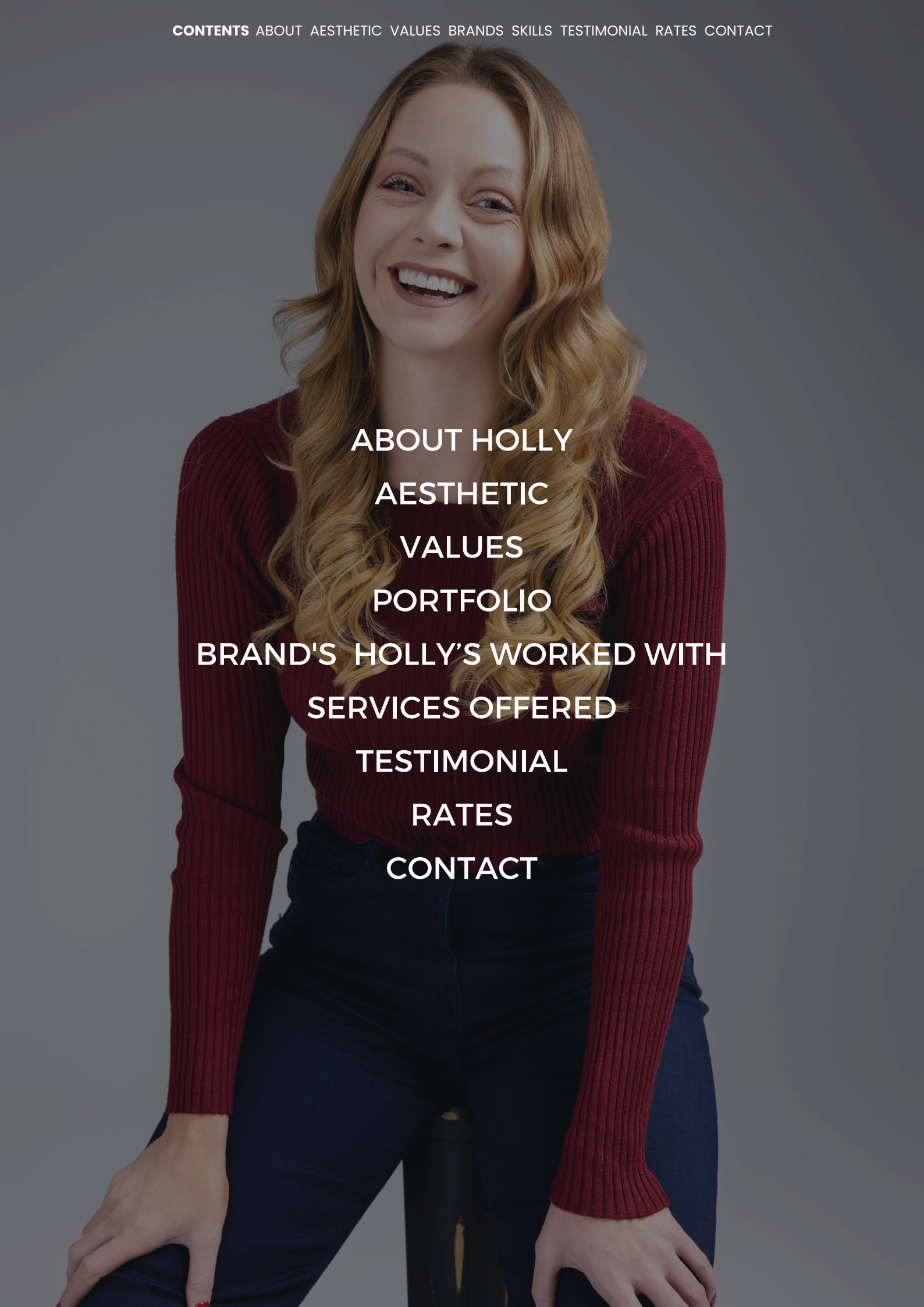


MEDIA KIT

HOLLY *Parnell*





**ABOUT HOLLY
AESTHETIC
VALUES
PORTFOLIO
BRAND'S HOLLY'S WORKED WITH
SERVICES OFFERED
TESTIMONIAL
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About Holly

From orchestrating award-winning hospitality operations to commanding attention on MasterChef UK, Holly Parnell brings 17 years of industry expertise to the screen. As a MasterChef UK 2022 Semifinalist and the driving force behind 2024's Best Pub winner, Holly combines operational excellence with natural camera presence.

Her journey from the hospitality frontlines to television is backed by multiple accolades, including the prestigious Caterer Middle East Restaurant Manager of the Year 2023. Armed with a degree in acting and hands-on experience in every aspect of hospitality management, Holly offers unique insights into the industry's inner workings.

Now, Holly is channeling her expertise into creating compelling content that pulls back the curtain on hospitality excellence. Through her upcoming TikTok channel and media appearances, she shares actionable tips and behind-the-scenes glimpses that help both professionals and enthusiasts elevate their hospitality game.

Available for TV presenting opportunities, consulting, and speaking engagements in the food and hospitality sector

Aesthetic





"My core values are rooted in passion, integrity, and innovation. With a rich background in hospitality, I have learned the significance of delivering excellence through heartfelt service and authentic interactions.

As I embark on my journey into television, I am committed to bringing these values to the forefront, ensuring that every story I tell is both engaging and enlightening.

I am driven by a desire to push boundaries and create content that not only entertains but also educates and inspires, fostering a sense of community and shared learning."

Portfolio

Media Appearances

- MasterChef UK 2022 Semifinalist: Showcased culinary skills and creativity, earning a spot as a semifinalist in this prestigious competition.
- DXB Today: Featured as a guest, sharing insights and expertise in the hospitality industry with a focus on current trends and innovations.
- Guest Appearances: Multiple features on Dubai Eye Radio segment on healthy eating and living.
- The Holly Series Marriott International: healthy cooking series
- ITV's Models Misfits and Mayhem cast

Published Work

- Spinneys Magazine: Six Top Tips for Veganuary.
- Taste & Flavours: Exclusive Interview with Holly Parnell
- Caterer Middle East: A Day in the Life of Holly Parnell
- The Ethicalist: Vegan January with Holly Parnell
- Gulf News: Two British Expats Tackle Fussy Eaters
- The Sun: Braising the Steaks, Who is MasterChef's Holly Parnell

Awards

- Caterer Awards Restaurant Manager of the Year 2023
- What'sOn Awards Best Pub 2024 Goose Island Tap House
- Hotelier Awards Leading Café 2023 and 2024 for Bounty Beets

Recipe Development

- Holly's healthy eating recipe series focuses on gut health, brain power, liver cleansing, focus improvement, and immune boosting. She creatively transforms unhealthy favourites into nutritious options, ensuring our bodies get all the essential nutrients they need. Available at hollyparnell.com.

Digital Content

- The Holly Series available at hollyparnell.com.
- TikTok featuring mini masterclasses on hospitality hacks.

Speaking Engagements

- Bounty Beets Meets Cooking Master Class (200+ Audience)
- Barasti Awards MC (600+ Audience)
- Cherry Blossom MC (75+ Audience)



Brands
Holly's
Worked
With



Skills Offered

TV Appearances and Presenting

- Cooking show host
- Interviews
- Documentaries
- Journalism
- Food panelist judge

Live Panel Discussions & Cooking Workshops

- Leading interactive discussions
- Live cooking tutorials
- Industry insight discussions
- Hands-on workshops

Live Event MCing

- Hospitality industry events
- Food festivals
- Award ceremonies
- Industry conferences

Social Media Content and Partnerships

- Marketing
- Brand Ambassadorship
- Colabrations
- Social Media Content
- Interviews
- Live streaming
- Podcasts

Testimonial

"I'd like to say a huge thank you on a personal note for your time spent on MasterChef. You were an incredible contestant, a well deserved semi finalist, and a brilliant addition to this year's cast. Ever since the beginning, we knew we had to have you on this year's show. We made the right call. From my whole team, we want to say a huge collective thank you for all of your hard work and effort"

Danny Ord: Shine TV

"Holly is a powerhouse of exuberant energy and truly lights up the room. I have had the enormous pleasure of presenting with her at BB meets and Dubai Eye Radio. She is full of ideas, she is flexible, she is reliable, she is committed and people love her!"

Lisa Boyd – Happy Families

Holly has hosted a few events at Barasti. We love having Holly with us, she is always reliable and gets the crowd going. She is bursting with confidence and is such a joy to work with. With Holly you can relax knowing you're event will be in capable hands: a true professional, and an all-round good person.

Gaurrav Sharrma– Operations Manager Barasti

"Holly's fabulously charming yet professional demeanor made our event truly special. We cannot recommend her enough for any event or occasion! "

Rahul-Cherry Blossom

Rates

Holly Parnell's rates are provided upon request, with pricing tailored to the specific demands and scope of each project. This approach ensures that clients receive the utmost value and quality.

For more details or to explore collaboration opportunities, please contact her directly.



SOCIALS:

@HOLLYPARNELL

CONTACT:

WWW.HOLLYPARNELL.COM
HOLLY@HOLLYPARNELL.COM
+971 (0) 5851 99723