



SIMON TOOHEY

COOK, PLANT BASED ADVOCATE & SUSTAINABILITY ENTHUSIAST

IT'S ONE THING TO BE ENTHUSIASTIC ABOUT PREPARING AND EATING FOOD, BUT SIMON TOOHEY'S PASSION GOES MUCH DEEPER THAN THAT.

Simon is a renowned chef and MasterChef Australia finalist, celebrated for his sustainable, plant-based approach to cooking. He gained national attention in 2019 after finishing third on MasterChef Australia and returned in 2020 to further champion plant-based cuisine. Simon's vibrant personality and innovative techniques helped redefine the perception of vegetables, making them exciting and accessible to a wide audience.

After his MasterChef success, Simon launched Melbourne's first plant-based smokehouse pop-up, which became so popular that it extended its run due to high demand. His commitment to promoting plant-based diets and sustainability led him to co-found the Sustainable Earth Network (SEN), a platform advocating for whole foods, zero waste, and plant-based nutrition. This initiative aligns with Simon's broader mission to transform food production and consumption in a way that supports environmental sustainability.

Since 2021, Simon has hosted Channel 10's Freshly Picked, a popular weekday series that celebrates local producers and showcases plant-based recipes. Now entering its fourth and fifth seasons, the show has become a hit with viewers, thanks to Simon's engaging

storytelling and his ability to bring farm-to-table cooking to life. His dedication to sustainable food practices continues to inspire audiences across Australia.

His influence extends beyond television, with partnerships involving major brands such as Bank Australia, Hemp Foods Australia, Dilmah Tea, and 1589 Hotels. His work with these brands promotes sustainable living, mindful eating, and eco-conscious initiatives. Simon's broader mission includes reducing food waste and supporting environmentally friendly practices throughout the food industry.

In addition to his culinary expertise, Simon holds an Advanced Diploma in Hospitality Management, a Bachelor of Tourism Management, and is pursuing a Master's in Gastronomy. With over 120,000 Instagram followers, Simon continues to inspire others through his media appearances, corporate hosting, speaking engagements, and brand partnerships, all while promoting a more sustainable future for food.

Simon is available for media, PR opportunities, TV presenting, corporate hosting, speaking engagements, and brand partnerships.

For more, contact hello@tlstalent.com.au
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