



# ZOE BINGLEY-PULLIN

NUTRITIONIST  
CHEF & COOK

WRITER & AUTHOR  
TELEVISION PRESENTER  
RADIO PRESENTER  
DIGITAL INFLUENCER  
EDUCATOR

# WHO IS ZOE



An established and trusted expert in whole food nutrition and wellbeing. As founder of *Nutritional Edge*, Zoe created a consultancy business that focused on achievable and sustainable eating habits.

She is an established media personality across television, print and digital. Zoe was co-host of *Good Chef Bad Chef* (Network Ten) for 5 seasons and in 2017 joined *House of Wellness* as segment host (Seven Network). Since 2018, Zoe's role with *House of Wellness* expanded to being a co-host on the weekly radio program of the same name for Nine Radio.

Two editions of her 2013 cookbook *Eat Taste Nourish* have been published by New Holland and was re-released in early 2016.

Zoe self-published her second book, *Falling in Love with Food* to coincide with the launch of her online program of the same name. The eight-week program helps members build a realistic stable and healthy food foundation through weekly modules, video lessons, weekly handouts, live questions and answers.

Her long-standing passion for food has empowered her to help people embrace the benefits of food through education. Her clients range from everyday Australians to high profile personalities as well as corporate clients. Zoe provides nutritional and food preparation seminars, workshops and classes.

Zoe is an internationally trained chef (Le Cordon Bleu School, London) with a passion for home cooking.

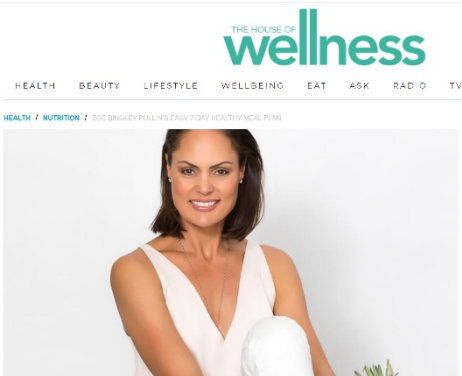


# TELEVISION PRESENTER, AUTHOR & WRITER

Zoe was the co-host of 325 episodes of [Good Chef Bad Chef](#) on Network Ten.

She is a segment presenter on [Studio 10](#).

In 2017 she joined Seven's [House of Wellness](#) as a segment presenter.



[Falling in Love with Food](#) features recipes categorised by different phases of her life including her childhood, her time spent at Le Cordon Bleu School in London, motherhood and more.

Zoe's work and online program promote a healthy relationship with food and behind every recipe is an experience that has inspired her from her life journey, with her own modern and nutritional spin on it.

Zoe is an industry health expert writer who contributes to her own website, a weekly newsletter, various social media platforms and to a number of publications including:



The Sunday Telegraph

AUSTRALIAN Women's Health

BAZAAR Harper's



# DIGITAL

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## Educating, Inspiring And Supporting You For A Tastier Lifestyle.

Lets me show you how to fall in love with food. If you want to create the healthy life you desire you will need a proven and fool-proof health plan, sign up to my 8 week program. Hurry! Limited places!

[Play Video](#)[Learn More](#)



# DIGITAL CHANNEL REACH

## Website

**7,000+** Website visitors (p/month)  
**8,400+** EDM Subscribers  
46% Weekly EDM average open rate

## Facebook

**18,900+** Followers  
81% women, 9% men  
Core age 25-44  
90% Australian


## Instagram

**26,600 +** Followers  
86% women, 14% men  
Core age 25-44

Example: [Thai Beef Salad](#)

### Subscriptions

Home > Subscriptions Showing all 7 results Default sorting

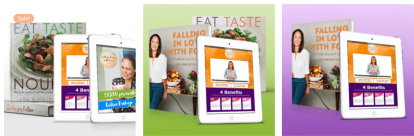


**FILWF TRIBE**  
\$39.00 / Month

**FILWF 8 WEEK PROGRAM**  
\$13.00 / Week For 8 Weeks

**FILWF 8 WEEK PROGRAM - UPFRONT PAYMENT**  
\$99.00

**FILWF TRIBE + 8 WEEK PROGRAM BUNDLE**  
\$52.00 New  
Then \$13.00 / Week For 8 Weeks + \$39.00 / Month



**TOTAL BUNDLE BOTH ONLINE PROGRAMS & BOOKS**  
\$166.00 New  
Then \$39.00 / Month + \$13.00 / Week For 8 Weeks

**BOTH BOOKS + \$13 PER WEEK 8-WEEK PROGRAM BUNDLE**  
\$13.00 / Week For 7 Weeks And \$17.00 Sign-Up Fee

**NEW BOOK + \$13 PER WEEK 8-WEEK PROGRAM BUNDLE**  
\$47.00 New  
Then \$13.00 / Week For 8 Weeks

Post Details

**Zoe Bingley-Pullin**  
Published by Mark Mac · November 12, 2017 ·

What is the number one food you crave?

Get More Likes, Comments and Shares  
Boost this post for \$27 to reach up to 7,900 people.

11,321 people reached

Boost Post

Lulalé Mesi Stapes, Janet Penny-Mendes and 28 others · 115 Comments

Like Comment Share

Performance for Your Post

11,321 People Reached

169 Reactions, Comments & Shares

Reaction	On Post	On Shares
Like	27	0
Love	1	0
Wow	1	0
Sad	1	0

139 Comments

Post Clicks	On Post	On Shares
Comments	136	3

0 Shares

1,121 Post Clicks

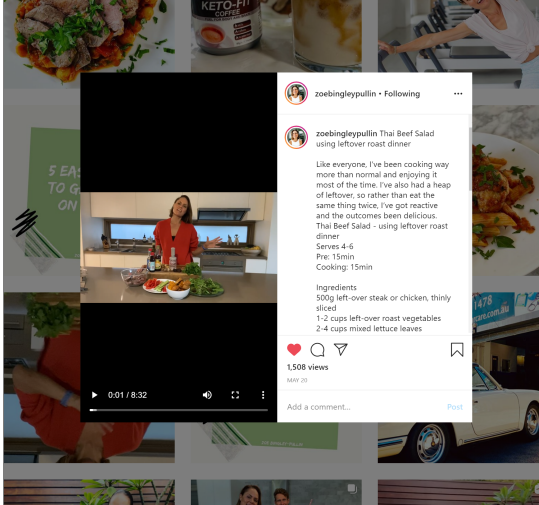
Click Type	Count
Photo Views	0
Link Clicks	0
Other Clicks	1,121

NEGATIVE FEEDBACK

5 Hide Post 8 Hide All Posts

0 Report as Spam 0 Unlike Page

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zoebingleypullin · Following

zoebingleypullin Thai Beef Salad using leftover roast dinner

Like everyone, I've been cooking way more than normal and enjoying it most of the time. I've also had a heap of leftover, so rather than eat the same thing twice, I've got reactive and the outcomes been delicious. Thai Beef Salad - using leftover roast dinner

Serves 4-6  
Prep: 15min  
Cooking: 15min

Ingredients  
500g left-over steak or chicken, thinly sliced  
1-2 cups left-over roast vegetables  
2-4 cups mixed lettuce leaves

1,508 views  
MAY 20

Add a comment... Post

# EDITORIAL

The Daily Telegraph

Daily Mail  
AUSTRALIA

BAZAAR

Honey Kitchen

Fitness First mag



© Zoe Bingley-Pullin's Christmas hacks for a merry Christmas without the sting of overindulgence.

WENTWORTH COURIER

## ZOE BINGLEY-PULLIN'S CHRISTMAS HACKS TO KEEP US ON TRACK FOR A HEALTHY AND HAPPY HOLIDAY

The Sydney Morning Herald



LIFESTYLE HEALTH & WELLNESS NUTRITION

## Zoe Bingley-Pullin's top five mood-boosting foods

By Zoe Bingley-Pullin  
Updated 21 March 2017 – 11:55am, first published at 11:05am

f t e A A A

Our mood can drastically affect whether we get the most out of our day. When feeling confident and focused, we can tackle any challenge that gets thrown our way without a sweat. However, when feeling a little off or down, even the smallest of issues can feel like a giant boulder in the road.

Eating well and taking care of the body's nutritional needs is one of the most effective ways to ensure you're feeling on top of your game. Consuming a diet rich in amino acids (the building blocks of protein that the body can't produce itself) has been found to help boost mood – they are essential for the production of neurotransmitters, the chemical messengers that control communication throughout the brain. The three key neurotransmitters responsible for affecting mood are serotonin, GABA and dopamine. It's important to consume the right nutrients to help the body produce these neurotransmitters.



Falling in love with food



RECIPE RESIDENCY: ZOE BINGLEY-PULLIN'S ASIAN-STYLE PRAWN COLESLAW WITH LIME COCONUT DRESSING

The healthy nutritional claims for prawn dishes



Nutritionist Zoe Bingley-Pullin's ten ways to fall in love with food

By Zoe Bingley-Pullin – 11/10/2017



First and foremost, Zoe (pictured) said in the first few weeks of a new season, it pays to keep a food diary to 'accurately assess what you are eating' - this can help you to make changes

### KEEP A FOOD DIARY

First and foremost, Zoe said in the first few weeks of a new season, it pays to keep a food diary to 'accurately assess what you are eating'.

# CURRENT PARTNERSHIPS

Woolworths Bunch  
House of Wellness(TV and radio)  
Keto-Fit  
Dietlicious



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## Food for thought

### All topics

[Bunch food](#)

[Bunch buzz](#)

[Bunch fun](#)

### Trending topics

### Topics archive

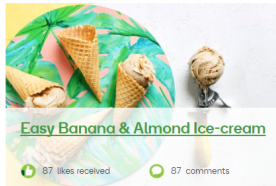
[July 2017 \(1\)](#)

[June 2017 \(5\)](#)

[May 2017 \(1\)](#)

[April 2017 \(3\)](#)

### All topics







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