



Wall Media

Kim Terakes

Kim Terakes lives for food. The son of a wholesale fruit merchant, Kim spent his working life until a few years ago on the management side of advertising, in some of Australia's largest and some of the best creative agencies. Food was his passion but secondary career.

Through the late eighties and the nineties, Kim wrote for *Australian Gourmet Traveller*, *Vogue Entertaining*, *BRW*, *Good Living*, *The Sunday Telegraph*, reviewed for eight *Good Food Guides*, wrote the restaurant reviews for the *Sun Herald* for two years and the wine column with Peter Bourne for the next two. He has been the food writer for *GQ* for the past five years.

After a period of transition, handling the advertising requirements for food and liquor clients and consulting to food marketers, the last couple of years have seen him move out of advertising completely.

Kim is now involved in a number of food related enterprises.

He consults to food marketers and restaurants through his own business, Blue Umbrella. Kim launched his *Boys Can Cook* cooking school late in 2004. It has enjoyed great success with both the consumer and corporate markets. Kim was a regular on 702 with Sally Loane and has done countless other radio spots, appeared on the *Today Show*, *Sydney Weekender*, *Sports Tonight* and *Fresh* several times as well as receiving coverage in print media from the *Daily Telegraph* to the *Financial Review*.

Boys Can Cook led to some barbecue classes which led to aussiebarbie.com.au, Australia's most significant barbecue entity with sponsorship from Masterfoods, Swap'n'Go, Everdure barbecues and Meat & Livestock. Aussiebarbie.com.au consists of an expansive website, cooking lessons on a national basis, promotions, branded products and a lot of media work.

Kim Terakes is a unique character in the Australian food scene.

He has a practical ability to cook and is a very well practiced teacher. He has written over three hundred recipes in the past year alone.

But he marries his food skills with a sound marketing background and an ability to communicate to groups small or large from his long career in advertising.

Find out more by contacting Peter Wall at www.wallmedia.com.au or on 0408 489057.



media management



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