



Culinary Influencer Launches World's First Long-Form Interactive Cooking Show

“The Wellness Kitchenista” Show Features Clickable, Shoppable, Trackable Video Technology – a First-of-its-kind in the Category

FOR IMMEDIATE RELEASE

New York, NY, May 18, 2023 – Today, “The Wellness Kitchenista,” Jessica DeLuise, a physician assistant, certified culinary medicine specialist, TV chef, and wellness entrepreneur, announces the launch of the world’s first fully shoppable cooking show.

The show highlights a new approach to culinary entertainment while sharing interactive and shoppable information throughout the video, thanks to a partnership with the Clicktivated platform.

The pilot episode features podcast personality and entrepreneur Peter Gibaldi, also known as Premium Pete and foodie influencer Danny “Cug” Mondello. The show will go live on Monday, May 22nd, 2023, at 2pm ET.

Clicktivated’s proprietary video engagement platform embeds clickable, shoppable, trackable “items” within the video, allowing viewers to take action as they watch the show.

Chris Roebuck, Clicktivated’s founder and CEO, says the partnership was a natural fit. “We’re all about making it simple for consumers to instantly access products and information through video while creating a new way for content creators and brands to connect with their audience. It was an honor to work with Jessica, Pete, and Cug and their teams to showcase a new form of content in the food entertainment industry,” he said.

Jessica says the purpose of the show is to educate and entertain the viewer through engaging cooking content while simultaneously sharing products, tools, and brands that viewers can instantly access to bring the recipes to life. “We wanted a fun and interactive way to make our content more shoppable but elegant and inspiring at the same time,” she said.

“We want the viewer to walk away from this show understanding the relationship between food, lifestyle, and chronic disease prevention and allow them to engage with the curated products and ingredients on their own terms,” she said.

Marvin Segel, concept creator, and veteran direct response TV producer, spearheaded the collaboration and said shoppable video is ready for prime time. “We’re taking the concept of live stream shopping to the next level with a studio quality production, integration with Clicktivated, and a longer form TV style experience. The live-stream shopping experience can be the wild west for a brand. Our show offers live-stream excitement with the sophistication of studio production and even more interaction through the Clicktivated platform. It’s a total win for the viewer, the influencer or host, and the brands represented,” he said. “You watch great content when you want to, and then you can engage with that content anytime and even purchase what you like with one click.”

Brands that are featured in the show include [Pete’s Pasta Sauce](#), [Rallis EVOO Olive Oil](#), [On the Rox Drinks](#), and [Orgreenic Cookware](#).

The premier show was produced by Rival Productions and will launch to the public on May 22nd at 2pm ET and can be viewed at <https://thewellnesskitchenista.com/twkepisode1/>

For more information or to schedule a preview or an interview, please contact Brandy Alexander, CMO of Clicktivated, at brandy@clicktivated.com.

About The Wellness Kitchenista

Jessica DeLuise is a Physician Assistant, Certified Culinary Medicine Specialist, TV Personality, and Emmy Award Winner. Jessica has made it her mission to bring to the forefront the associated benefits of nutrition, physical health, and mental wellness on overall well-being and chronic disease prevention. She is a brand ambassador for several trusted national and local brands, contributes to media outlets and live events throughout the country, and educates her digital communities on social media. For more information, visit www.thewellnesskitchenista.com.

About Clicktivated

Clicktivated’s cutting-edge video technology transforms any new or existing video into a data-rich clickable experience designed to boost conversions and traffic to the brands, products, or destinations referenced in the video. Clicktivated’s clean UX allows viewers to instantly access information by clicking as they watch. Clicktivated is based in Detroit, MI, and serves clients around the globe. For more information, visit www.clicktivated.com.

About Emergent Health Company

Emergent Health Company produces original content in the health and wellness industry and curates companies and products to bring them to market in the regenerative health

industry. Products are distributed online and through content-based shopping using influencers throughout the United States and internationally. For more information, visit www.emergenthealthcompany.com.