



Devin Alexander



OVERVIEW





# Devin Alexander

Media Personality, Healthy Comfort Food Chef, Weight Loss Expert, and New York Times Bestselling Author Devin Alexander is Chef on NBC's "The Biggest Loser" and the author of 8 cookbooks including "The Biggest Loser Cookbook" Series and "The Most Decadent Diet Ever".

Devin's unique approach to healthy cooking and her motivational personal story have landed her regular appearances on talk, news, weight loss and fitness shows for over a decade, making her America's Go-To Expert for decadence without consequence.



A close-up portrait of a woman with long, wavy brown hair, smiling warmly at the camera. She is wearing a bright red, button-up top. The background is a soft, out-of-focus blue and white, suggesting an outdoor setting like a beach or a bright sky. The overall mood is positive and professional.

# CAREER HIGHLIGHTS

TV Host

National & Local Media Star

NY Times Bestseller

Weight Loss Expert

& much more



# DEVIN'S MESSAGE

Wherever you are on your fitness journey, you can have it all.  
Eat what you love, do what you love, and own it!



Devin has maintained a 70-pound weight loss for close to 30 years – she lives and eats her advice!

# NY TIMES BESTSELLING AUTHOR





# CHEF FOR NBC'S THE BIGGEST LOSER

- Host of Video Series on BiggestLoser.com
- Columnist for Biggest Loser Online Club
- Columnist for NBC.com
- Sold Biggest Loser Cookware on QVC
- Satellite Media Tours on behalf of the show
- Biggest Loser Brand Ambassador





# TV Series Host of AMERICA'S CHEFS ON TOUR

Aired on Public Television Stations Nationwide



 **MACY'S**  
**CULINARY**  
**COUNCIL**



Marcus Samuelsson



Tim Scott



Nancy Silverton



Ming Tsai



Takashi Yagihashi



Rick Bayless



Michelle Bernstein



Cat Cora



Tom Douglas



Todd English



Marc Forgione



Emeril Lagasse



Wolfgang Puck





# TV SERIES HOST

*Healthy Decadence with Devin Alexander*

Aired on Discovery Health and Fit TV

2007-2011





# FOODSERVICE SAVVY

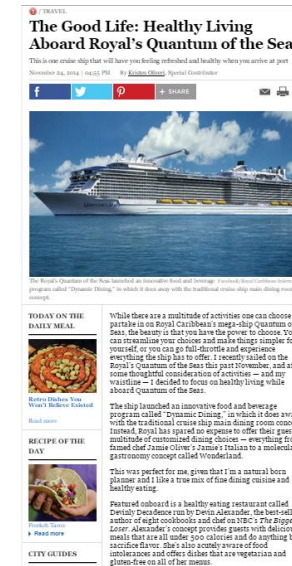
- Consulted to a chain restaurant and overhauled their menu.
- 30 day partnership with a boutique hotel bringing people Devinly Decadence for the new year (that became the pilot for Devinly Decadence restaurant on Royal Caribbean).
- Devinly Decadence Royal Caribbean – licensed restaurants on two cruise ships, set up entire restaurants, launched at Aspen Food and Wine with rave reviews & killed it in the press.



## Seven Things You'll Enjoy on Quantum of the Seas

11/14/2014

**3. Devinly Decadence** – We can't forget the food, can we? I love my tasty meals on cruises, and I've been known to overindulge. But this restaurant on Quantum of the Seas offers healthful, delicious meals in 500-calories-or-fewer portions designed by celebrity chef Devin Alexander of TV's "The Biggest Loser" fame. And the foods taste fantastic. I enjoyed a delish salad with Thai beef and papaya and samples of barbecue chicken flatbread (on whole wheat lavash), chicken satay and free range beef meatballs. The desserts are incredible, too.



Featured onboard is a healthy eating restaurant called Devinly Decadence run by Devin Alexander, the best-selling author of eight cookbooks and chef on NBC's *The Biggest Loser*. Alexander's concept provides guests with delicious meals that are all under 500 calories and do anything but sacrifice flavor. She's also acutely aware of food intolerances and offers dishes that are vegetarian and gluten-free on all of her menus.



Facebook/Royal Caribbean International

Her meals showcase her talent as a chef and commitment to using fine ingredients. Dishes like salmon-topped arugula quinoa salad and grilled chicken enchiladas made with corn tortillas are just a few of the options guests have to choose from. And for those who have a sweet tooth but don't want to overindulge, desserts like the chocolate peanut butter frozen yogurt pie are all made without any artificial sweeteners.

I also indulged in Alexander's smoothie bar after a grueling boot camp class offered in the gym. I spent a fast-paced 45 minutes performing high-intensity moves including squats, push-ups, and burpees. Post-class, I was, naturally, famished and looking to satisfy my hunger; however, I was cognizant of my calorie intake. I went straight to the Solarium for the smoothie bar where I sipped on a banana, peanut butter, and spinach smoothie that hit the spot.

## Cruise Chefs Cater to Dietary Restrictions

While cruise lines have long offered a limited menu for passengers on special diets -- whether due to food allergies or intolerances, weight loss or simply healthy lifestyle choices - they are going much further in 2015. Royal Caribbean's Devinly Decadence on Quantum of the Seas, which debuted late last year, is an eatery in which all dishes have fewer than 500 calories. SeaDream Yacht Club didn't want to leave anyone out when it enhanced its tea service with gluten-free cookies so all can partake. In 2015, we expect to see cruise lines continue to make more (and tastier) food options for travelers with dietary restrictions, beyond the confines of the main dining room and without having to preorder.



# RAVE REVIEWS

## luxurious magazine

For both Natasha and myself, looking good and feeling good it very important and although copious amounts of delicious food may be a welcome treat to some, we prefer to enjoy food that doesn't come with a small burden of guilt and afterthoughts of hitting the gym, this is where Devin Alexander "steps up to the plate".



Devin is a renowned celebrity chef and author (along with being an extremely nice person) specialising in creating low-calorie versions of some of the world's most popular food. Here you'll find delights such as her take on the world's most famous burger, Bacon, Egg and Spinach Wraps, Chocolate Chip Pancakes, Chorizo Lasagna, Buffalo Grilled Chicken Salads, Greek Nachos, Pulled Pork Tacos, Chinese Pepper Steaks, Awesome Meatballs all at mindbogglingly low calorific levels. This is for us the perfect place to eat, chat and be merry. With Travis's Sushi offering and Devin's treats, Natasha and I could enjoy ourselves and walk off the Anthem of the Seas rather than being hoisted off at the end of the sailing.

### Luxurious Magazine

Hide

During my time on the Royal Caribbean Anthem of the Seas, I was lucky enough to sample some of the food at Jamie's Italian. It was lovely, lashings of olive oil, great cheeses, meats and breads - put simply high-quality super-fresh food. Jamie Oliver, your food makes me happy :)



Like • Comment (2) • Share • 1h ago

-  Debbie Hunt Looks amazing, am going for a weekend in August on the new Anthem of the Seas, will def head there for lunch.  
30m ago
-  Luxurious Magazine You really should do [Debbie](#), if you get the time you should also try Wonderland, and Izumi (Sushi). But overall, my #1 place to eat was Devinly Decadence - all my favourite foods but super low-calorie versions! It's by [Devin Alexander](#) who we should be interviewing soon. I enjoyed 'most' of my time on there, you can read my full thoughts here:  
<http://www.luxuriousmagazine.com/?p=36773>  
20m ago

Add a comment...



**Luxurious Magazine** You really should do [Debbie](#), if you get the time you should also try Wonderland, and Izumi (Sushi). But overall, my #1 place to eat was Devinly Decadence - all my favourite foods but super low-calorie versions! It's by [Devin Alexander](#) who we should be interviewing soon. I enjoyed 'most' of my time on there, you can read my full thoughts here:  
<http://www.luxuriousmagazine.com/?p=36773>  
20m ago





# A NATIONAL MEDIA HIT

Devin's passion and energy are captivating on broadcast media. She has won raves for her unique brand of advice and her healthy and Devinly decadent food – food that people actually want to make and enjoy eating – on national morning shows (*Today, Good Morning America*), talk shows (*The Doctors, Dr. Oz, Dr. Phil, The View*), entertainment and news channels (*E!, Access Hollywood Live, TV Guide, Fox, MSNBC, CNN, The Revolution*), and many more.

Devin is also a QVC veteran with sell-out performances.





# A STAR IN LOCAL MEDIA

Albuquerque, NM

Atlanta, GA

Baltimore, MD

Biloxi, MS

Boise, ID

Boston, MA

Burlington, VT

Charlotte, NC

Cheyenne, WY

Chicago, IL

Cincinnati, OH

Cleveland, OH

Colorado Springs, CO

Columbus, OH

Denver, CO

Des Moines, IA

Detroit, MI

Flint, MI

Ft. Myers, FL

Gainesville, SC

Hartford, CT

Indianapolis, IN

Jackson, TN

Jacksonville, FL

Kansas City, MO

Laredo, TX

Lexington, KY

Lincoln, NE

Los Angeles, CA

Lubbock, TX

Malibu, CA



Thousands of TV, radio, and newspaper features/appearances nationwide including **Good Day NY**, **KTLA** in LA, **10!** (Philadelphia), **Good Morning Arizona**, **AM Northwest** (Portland), and **Good Day Colorado** consistently for 10 years.

Devin is an experienced, expert, and welcomed guest on national satellite TV and radio tours.

Minneapolis, MN

Montgomery, AL

Myrtle Beach, SC

Nashville, TN

New York, NY

Oklahoma City, OK

Orlando, FL

Palm Springs, CA

Philadelphia, PA

Portland, OR

Portsmouth, VA

Raleigh, NC

Roanoke, VA

Rochester, NY

Sacramento, CA

Saginaw, MI

San Antonio, TX

San Diego, CA

San Francisco, CA

Seattle, WA

Spokane, WA

St. Louis, MO

Tampa, FL

Toldeo, OH

Topeka, KS

Waco, TX

Washington, D.C.

West Palm Beach, FL

Wichita, KS

Youngstown, OH

Yuma, AZ





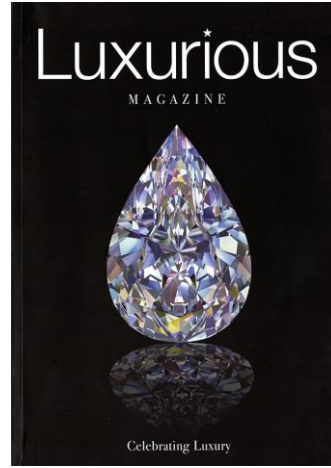
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 March/April 2014 \$6.99

**SPRING FASHION**

High Intensity  
 Just a Craze or  
 Here to Stay?

Earm Extra CEE  
 Patellofemoral  
 Pain Syndrome

**DEVIN ALEXANDER**  
 Eat Without Sacrificing  
 the Foods You Love



Celebrity chef Devin Alexander used to weigh 200 pounds – a human double-helping – but declared war on calories and made her name creating less fattening versions of all the foods we love to eat. Here, in her own words, is how.

[illegible]



# NATIONAL MAGAZINE CONTRIBUTOR





# BRAND AMBASSADOR





## FORMER CULINARY ADVISOR

- Men's Fitness
- Women's Health

## FORMER COLUMNIST

- Muscle and Fitness
- Muscle and Fitness Hers
- Clean Eating
- American Health and Fitness



# GIVING BACK



Celebrity Guest Speaker



Event Partner & Sponsor



Member of First White House

Team to Help Schools



Celebrity Guest Emcee for

Red Carpet Event



Devin's Partner for "Kitchen

Butterflies" Initiative



Go-To Chef to Speak on Obesity



Event Partner & Sponsor



White Light White Night

Partner & Sponsor



Event Partner & Sponsor



Healthy Chef Mentor



Mentor to Obese Teen Girl



Ambassador &

Tour de Cure Partner



Advisory Board Member



# KEYNOTES & SPEAKING APPEARANCES

- USC Keck School of Medicine Leadership Panel
- Go Red for Women Keynote
- American Culinary Federation
- Cisco Women's Leadership Foundation
- Disney's California Food & Wine Festival
- CNN Fit Nation
- Jillian Michael's Wellness Cruise
- American Heart Association Conference
- Make-a-Wish Foundation
- Self Magazine "Work Out in the Park"
- LA Magazine Food & Wine Event
- Healthy Foods International Conference
- Soy Foods Council
- Friends Health Connection
- Bed Bath & Beyond's "Celebridey" Events
- Independent Writers of Southern California
- Grand Ole Opry





## PUBLICISTS

To Interview or Feature Devin  
Or Invite Her to Media Events:  
[pr@devinalexander.com](mailto:pr@devinalexander.com)

## BOOK DEVIN

Television Bookings, Spokesperson  
Bookings, Keynote/Speaking  
Engagements:  
[manager@devinalexander.com](mailto:manager@devinalexander.com)

## FANS

To share comments with Devin  
and her team directly:  
[fans@devinalexander.com](mailto:fans@devinalexander.com)



devinalexander



chefdevin



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