

TASTED HERE.

ROKU | GOOGLE TV | NATIONAL TV | SOCIAL MEDIA

A premium Canadian travel & lifestyle series

TV SERIES - 30
MINUTES
SEASON 2

*An unprecedented media
event focusing on Canadian
Landscapes & Communities,
Adventure, Travel, Food,
Makers and more.*

tasted.media

CANADA, SHARED WITH THE WORLD

TASTED HERE is a cinematic journey across Canada, celebrating the people, places, adventures and experiences that make this country extraordinary.

From iconic landscapes and vibrant cities to Indigenous cultures, local communities and lesser-known discoveries, each episode reveals the stories that define Canada from coast to coast to coast.

More than a travel series **Tasted Here** celebrates Canadian innovation, craftsmanship, culture and adventure; inspiring Canadians to explore their own country while introducing international audiences to a side of Canada few have experienced.

Seen on:

tasted.tv

A premium streaming channel available on:

ROKU &  **Google TV**

- * Roku is North America's number one streaming platform with more than 100 million active monthly users.
- * Google TV / Android TV is the world's largest streaming ecosystem, with more than 300 million active devices worldwide.
- * Originally launched in prime time across Canada, **Tasted Here, S1** has now surpassed **3 million views** across television and streaming platforms.

Premium long-form destination storytelling.
Not advertising.



WHY TASTED HERE?

**Canada's greatest stories are found
beyond the guidebooks.**

Every episode celebrates:

- * Extraordinary people and local changemakers
- * Indigenous cultures and living traditions
- * Food, agriculture and regional flavours
- * Innovation, craftsmanship and Canadian makers
- * Adventure, nature and remarkable landscapes
- * Hidden gems, iconic experiences and communities worth discovering
- * Stories of purpose, conservation and giving back

Rather than simply promoting destinations, **Tasted Here** celebrates the people and experiences that make Canadians proud and inspire visitors from around the world.

WHAT WILL IT LOOK LIKE?

See 2 episodes from season 1 here:

[Tasted Here - Nova Scotia - Sea to Shore](#)
[Tasted Here - South Okanagan Stories](#)

(private links - no accrued views)



AUDIENCE INSIGHTS

Independent audience research shows that Tasted Here attracts:

- * Ages 30-60
- * High net-worth and ultra high net-worth individuals
- * Food, wellness, culture and adventure enthusiasts
- * Travellers who stay longer, spend more and seek authentic experiences
- * 29% CAD views (3+ million WW as of July 1, 2026)

INTEGRATED MEDIA VALUE

Independently assessed value of Tasted Here:

USD \$400,000+ Per Episode

USD \$16,000+ Per Minute

**This is not cost.*

Premium long-form Canadian storytelling distributed across Canada via **traditional TV and TASTED.TV, Roku and Google TV / Android TV**, with performance exceeding **3 million views** across broadcast and streaming platforms.

CANADA HAS EXTRAORDINARY STORIES... **TASTED HERE** SHARES THEM WITH THE WORLD.

Contact Us

Let's tell Canada's story together.

tasted.media

