



Instagram: @afirimpristine Twitter: @afirimpristine

Bio
 Afrim Pristine is Canada's premier cheese expert and owner of the Cheese Boutique, with over 24 years of experience in the art of cheese making. From studying with some of the world's greatest cheesemakers like Luigi Guffanti, Stefano Sarti, Carl Schilt, Jean-Paul Morin as well as hands on training from his father and world's most renowned dairy farms, Afrim's passion and commitment stems from his family business of 48 years, Cheese Boutique.



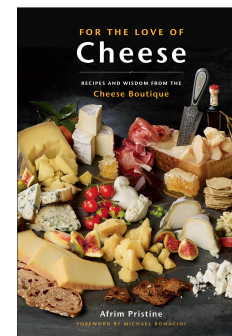
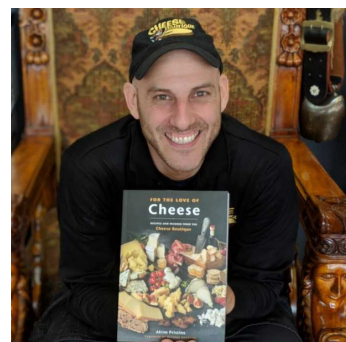
As one of the world's youngest "Maitre Fromager", an honour bestowed in February 2013, by the France based *Guilde Internationale des Fromageres*, an exclusive association representing more than 5,000 dairy professionals worldwide, Afrim is the only Canadian to receive this title, awarded to those who demonstrate exceptional cheese knowledge and recognized within their community.

Prior to that achievement, Afrim was also the youngest Canadian recipient to the "Chevalier," a distinction from the *Confrérie des Chevaliers du Taste Fromage de France* (March 2007), following an upgraded status to "Officier du Fromage" in April 2010. He was also awarded with Top 30 Under 30 in the Food Industry by Ontario Hospitality Institute.

Afrim's media appearances include *The Marilyn Denis Show*, *City TV's Breakfast Television*, *CTV's Your Morning*, *Food Network*, and expert consulting for *Top Chef Canada*, *MasterChef Canada*, *Chopped Canada*, and more.

Most recently, he was honoured as top 50 Most Influential People in Canadian Food by the *Globe and Mail*, July 2016, and named top 10 Most Influential People in the Food Industry by *LCBO Food & Drink Magazine*.

Afrim's first cookbook "For the Love of Cheese" hit shelves in October 2018!



Work with Afrim

Afrim has travelled around the world putting on workshops, doing demos and learning all he can about his favourite ingredient- but his obsession with food is not limited to this versatile ingredient- with over 60,000 products in his store he can cook anything!

His services include but are not limited to:

- Spokesperson & Brand Ambassador Work
- Branded TV and Radio Segments
- Live Cooking Demos
- On Stage Food Events
- Sponsored Travel, Events & Brand Promo
- Recipe Development
- Influencer Event Hosting
- Cooking Class Events and more

For more information or to book Afrim please contact Jordie McTavish at jordie@plutinogroup.com or 416-358-6848