

A woman with dark, curly hair, wearing an orange sleeveless top and a gold watch, is smiling and stirring a pot on a stove. The pot is orange and contains a colorful mixture of ingredients. The background is a kitchen with white subway tiles and a stainless steel range hood. The brand name 'Evette Rios' is written in a large, blue, handwritten-style font in the upper right corner, with a trademark symbol. To the right of the text are three overlapping triangles in shades of pink and orange.

Evette Rios™

BRAND BOOK • 2018

ABOUT EVETTE

- Hailed as “The Latina Martha Stewart”
- Celebrity Lifestyle Expert
- Bilingual TV host, Interior Designer, Cook, Writer and Native New Yorker of Puerto Rican heritage
- Host of Emmy nominated Recipe Rehab on CBS and Rachael Ray’s designer and Design Buddy. Responsible for home design/renovation content on Rachael’s daytime show, website and magazine.
- Regular appearances on national morning shows including Today on NBC, Telemundo and Univision programs.



STYLISH
BOLD
RESOURCEFUL
UNIQUE
BEAUTIFUL
BRIGHT
ENERGETIC
NATURAL
CREATIVE
BOLD
STYLISH

*Evette Rios*TM

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STYLISH

A unique LIFESTYLE BRAND that brings
the beauty of Evette's rich heritage,
traditions and culture to life with a
refreshingly contemporary
and colorful twist.

.....





OUR PEOPLE

- Women living in America, ages 25-45
- Mothers, interested in preserving and passing on multi-cultural traditions
- Our people want to celebrate the beauty of their culture and feel proud to be building a life for their families and themselves.



THE VIBE

- Fun, Colorful and Accessible
- Design Conscious, but not exclusionary
- Festive and Flirty



INSPIRATION





THE ATTRACTION

Evette Ríos shows how to be a stylish
& fun Mom who embraces food, fashion,
world views & culture, travel
and family activities.

BRAND ENGAGEMENT



Evette Ríos reaches millions of engaged and loyal consumers through her frequent appearances on National TV shows.

Social Media Following



2+ million views



11K



20K



19K



800+

FEATURED IN...



Host of Emmy nominated **Recipe Rehab** on **CBS**

Host of **The Way Home** on **Lifetime, FYI, A&E & LMN**

Host of **Freestyle** on **HGTV**

Host of **Better TV & Better Homes & Gardens 100 Days of Holidays**

Today Show – frequent contributor

Rachael Ray's Design Buddy (on TV & in the Magazine)

Correspondent for Emmy nominated **The Chew** on **ABC**

Lead designer of **In A Fix** on **TLC**

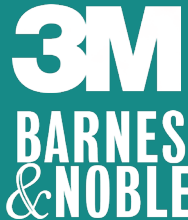
Co-Host of the **G-Word** on **Planet Green**



Broadcast Relationships



Partnerships Include



Evette Ríos and
her mom in
Woman's Day
Magazine





Media Partners

Better
Homes
and Gardens

EveryDay
with Rachael Ray

eHow Parade
LATINA

Woman's Day

FOR Latinas

Healthy FAMILY MEALS

Easy new recipes from TV's **Evette Ríos**

SLOW COOKER TACOS

(¡Delicioso!)

REVAMP YOUR LOOK

STYLES FROM \$11

PRETTY PRESENTS
(for you, too!)
p. 20

"We lost 248 lbs!"
Inspiring get-slim tips

WINTER 2014
womansday.com/wdforlatinas



EVERY DAY
with RACHAEL RAY



Better Homes
and Gardens.

coming home again

In October 2012, Hurricane Sandy generated a Hudson River surge that briefly but violently tore through Evette Rios' childhood home—a ground-floor apartment on Manhattan's western edge. It upended all her parents' possessions and left a polluted mess behind. Evette, an interior designer and host of *Recipe Rehab* on CBS, set out to revamp the space into something her parents could call home again—for years to come.

BY KRISTINE KENNEDY | PHOTOS DAVID A. LAND | STYLING ED GALLAGHER



EVETTE RIOS - INTERIOR DESIGNER



my**magazine**™

Latin flavor

celebrating life
with food, fun
and fiestas!

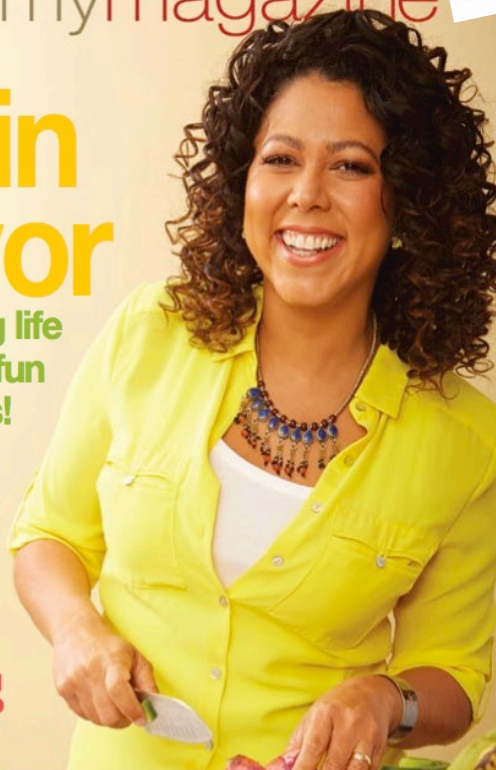
*Sabor latino
¡celebra la vida
con comida,
fiestas y diversión!*

Q&A with Evette Rios

*preguntas y respuestas
con Evette Rios*

festive ideas for celebrating Cinco de Mayo

*ideas festivas para celebrar
el Cinco de Mayo*



COSMOPOLITAN
Latinas Recipe Redo



A remake of Puerto
Rico's classic *arroz*

Better Than Rice Pudding

THIS HEALTHY DESSERT FROM
EVETTE RIOS, HOST OF *RECIPE
REHAB* ON CBS, WILL SATISFY
ANY SUGAR CRAVING.

Evette Rios's coconut chia pudding

ACTIVE 15 MIN • TOTAL 4 HR 15 MIN • SERVES 4
COST PER SERVING \$1.98

- ¾ cup sweetened coconut milk (we
used So Delicious)
- 1 2-in. piece fresh ginger, peeled and
sliced
- 3 small cinnamon sticks
- 2 whole star anise
- 1 13.5-oz can light (60% less fat)
unsweetened coconut milk
- ¾ cup chia seeds
- ¾ cup raisins
- 1 Tbsp granulated sugar or stevia
- Dried or fresh fruit, ground cinnamon
and shredded coconut, for serving

- 1 In a medium saucepan, combine the
sweetened coconut milk, ginger, cinnamon
and star anise. Bring to a boil, then
reduce heat and simmer until the mixture
is reduced to ½ cup, about 10 minutes.
- 2 In a large bowl, stir the unsweetened
coconut milk until smooth. Slowly add
the chia seeds, stirring to combine. Strain
the spiced coconut milk into the bowl,
discarding the spices. Stir in the raisins
and the sugar.
- 3 Refrigerate, covered, for at least 4
hours (stir vigorously after the first hour to
prevent the seeds from clumping).
- 4 Spoon into glasses and top with fruit,
cinnamon or coconut, if desired.

PER SERVING 106 CAL, 11 G FAT (7 G SAT FAT), 0 MG
CHOL., 15 MG SODI, 4 G PRO, 20 G CAR, 5 G FIBER

EVETTE RIOS - FOOD ENTERTAINER

Sweet tooth?
says Evette.



Latina te ríos



La catriona (left) La catriona, one of the symbols of Day of the Dead, is easy to make by decorating a small, Styrofoam ball with a colorful (adult) face and taping a paper plate covered with the scrapbook paper to make a dress. The flower is made of foil, and her hair is crafted from tissue paper.

For full instructions on these projects and more, go to latina.com/evetterios.

DEARLY DEPARTED

GROWING UP PUERTO RICAN, I DIDN'T CELEBRATE DÍA DE LOS MUERTOS. BUT AFTER LEARNING ABOUT THE IMPORTANCE OF THE HOLIDAY, I CREATED THIS. I FRENZIED WITH PHOTOS OF MY LOVED ONES PAST—MY GREAT-GRANDABUELA EUSEBIA, AND MY ABUELO FRANCISCO—AND THEIR FAVORITE FOODS AND DRINKS.

Flor de la Muerte The marigold is the official flower of Día de los Muertos. To make one, use a balloon, a paper plate, and a paper plate. Roll into an accordion and cut the edges to a point. Tie the middle with pipe cleaners, and pull the strands apart.

Catrina **Marichalones** Use the lids to help you decorate. Ink marichalones using food-coloring markers, making the faces vibrant.

Calabazas **Calabazas** Use one as an inexpensive symbol of this special day. To create the face, use a marker to draw the face. Use a marker to draw the face. Use a marker to draw the face.

the good life crafted by evette ríos

Follow me on Twitter @evetterios, Instagram @evetterios



Instagram Brownies Turn shared photos into a meaningful treat! Print downloaded Instagram images onto square brownies you bake from scratch (or from a mix—I won't tell). Just load your inkjet printer with edible ink and printable wafer paper.

NOTHING BATH "I LOVE YOU" MIRROR **THAN SCUMPTING** **YOUR OWN HANDS** I try to give everyone gifts for every occasion. In this busy world where we are all glued to a screen of some kind, taking the time to create something for someone you care about can make you feel good and make them feel even better. Giving truly is better than receiving. *Patricia Martinez*



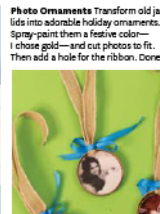
Dulce de Leche It is beyond easy to make this yourself. Just boil a can of sweetened condensed milk on the stove for three hours, making sure it's completely submerged the entire time. Open and voilà!

HOMEMADE HOLIDAYS

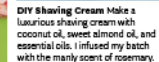
GIVE EVERYONE ON YOUR LIST A HANDMADE GIFT THEY WILL ACTUALLY LOVE. HERE ARE A FEW OF MY FAVORITES.

Bath Salts Homemade bath salts are an easy present that any bath lover will appreciate. Use coconut oil, kosher salt, and your choice of essential oils. Or like lavender, relax you, while mint and ginger invigorate.

Get full instructions for these projects and more at latina.com/evetterios.



Keepsake Dish Give a treat on a plate that showcases a family recipe. Simply print an inkjet transfer paper for ceramics, transfer, let dry, and spray with food-safe sealant.



DIY Shaving Cream Make a luxurious shaving cream with coconut oil, sweet almond oil, and essential oils. I infused my batch with the lovely scent of rosemary.

EVETTE RIOS - CRAFT EXPERT

Evette Rios is a TV host, lifestyle writer, and author of *Latina*. She has been featured in many publications, including *Latina*, *Teen*, *Teen*, and *Teen*. She is also a frequent speaker at various events and has been featured in *Latina*, *Teen*, and *Teen*.

PHOTO: JACQUELINE WATSON

EVETTERIOS.COM

Evette Ríos

