

SHIMI AARON

Food with Soul, Story & Integrity







ABOUT SHIMI AARON

Chef Shimi Aaron is a Los Angeles–based culinary artist whose work blends modern Middle Eastern and Mediterranean cooking with deep family heritage, bold color, and emotional storytelling, shaped by his Egyptian, Iraqi, and Yemeni Jewish roots. Raised on the vibrant flavors and traditions of his multicultural home, Shimi learned early that food is memory, identity, and an act of love. These influences continue to guide his cooking, inspiring dishes that honor his lineage while reimagining it through a contemporary, expressive lens.

In 2020, the Los Angeles Times named him the “Babka King of LA,” bringing widespread recognition to his now-iconic babka and introducing his work to a global audience. Shimi’s culinary voice has since been featured in the New York Times, BBC Good Food, New York Magazine, The Nosh, Jewish Journal, JLiving Media, and more. He has appeared on Good Morning Washington, KCRW, and the series Fame to Table on The Design Network.

Today, Shimi creates across private dining, branded content, recipe development, workshops, and live culinary experiences. His work is defined by unapologetically bold flavor, visual richness, and a warm, personal connection to food that continues to resonate with audiences around the world.



I create food with bold emotion and intention dishes that tell stories, spark memory, ignite conversation, and bring people together. My work is shaped by deep feeling, expressive flavor, and the belief that food is a language of connection. Every plate is crafted with care, beauty, and a warm, personal touch that invites people in.

AUDIENCE

INSTAGRAM INSIGHTS

38.2% *United States*
6.7% *United Kingdom*
6.1% *Israel*
4.8% *Canada*
4.3% *Australia*

AGE RANGE

26% *35-44 (HIGHEST)*

GENDER

69% *Female*
31% *Male*

TOP CITIES

*New York, Los Angeles,
London, Sydney*

REACH & GROWTH

1.4M+ *monthly views*
700K+ *accounts reached*
82% *non-followers*

FOLLOWERS

92K *(Fast growing)*

SELECTED FEATURES & COLLABORATIONS

PRESS & PUBLICATIONS

LOS ANGELES TIMES / NEW YORK TIMES
BBC GOOD FOOD/ NEW YORK MAGAZINE
THE NOSHER/ JEWISH JOURNAL
JLIVING MEDIA/ THE KNOCKTURNAL

TV & MEDIA FEATURES

GOOD MORNING WASHINGTON
FAME TO TABLE - THE DESIGN NETWORK
KCRW -RADIO

RESTAURANTS & POP-UPS

BALA BAYA & KAPARA U.K. – BRAND AMBASSADOR
ELLA MIA – SBE GROUP – HEAD CHEF & CREATOR
BALABOOSTA NYC – POP UP COLLABORATION WITH
CHEF EINAT ADMONY
BUDAPEST, HUNGARY – POP UP COLLABORATION
WITH CHEF MAUTNER ZSOFI (CHILI VANILA)

BRAND FEATURED

BRIGHTLAND	BOBS RED MILL
RUFFONI	BRISCA
CALIFORNIA OLIVE RANCH	MUTTI
BRODO	LUCINNI
JUST DATE	DEISS
SEED & MILL	NEW WEST KNIFE WORKS
DEISS	GRAZA
KING ARTHUR	FLAVOUR BOMBS UK
RED STAR YEAST	

services

PRIVATE DINING & EVENTS

INTIMATE DINNERS, BESPOKE MENUS, AND IMMERSIVE CULINARY EXPERIENCES TAILORED TO CLIENTS' TASTES AND STORIES.

BRAND PARTNERSHIPS

RECIPE DEVELOPMENT, FOOD STYLING, SPONSORED CONTENT, AND CREATIVE CULINARY COLLABORATIONS WITH LEADING FOOD AND LIFESTYLE BRANDS.

CONTENT CREATION

HIGH-QUALITY PHOTOGRAPHY, VIDEO, AND STORY TELLING FOR SOCIAL MEDIA, CAMPAIGNS, AND EDITORIAL PROJECTS.

WORKSHOPS & CULINARY EDUCATION

HANDS-ON COOKING CLASSES, BAKING WORKSHOPS, AND CULTURAL FOOD EXPERIENCES FOR GROUPS AND CORPORATE CLIENTS.

MENU DEVELOPMENT & CONSULTING

CREATIVE DIRECTION, MENU DESIGN, AND RECIPE CONSULTING FOR RESTAURANTS, BAKERIES, AND EMERGING FOOD BRANDS.

“Aaron likes to use complex flavor combinations to transform simple ingredients into something exquisite and unexpected”.

Melissa Clark, *New York Times*

“Shimi’s food has a way of making you feel seen, cared for, and at home. Every dish he creates has heart — vibrant flavors, deep emotion. His cooking is truly unforgettable.”

Tom Daley, *Olympian & Author*

“When sliced, each babka reveals a swirling, psychedelic interior.”

Bill Addison, *Los Angeles Times*

“Chef Shimi Aaron’s jewel-toned babka might be too beautiful to eat.”

The Nosh





Instagram Collaborations

Rates are starting points and may vary based on scope.

SPONSORED REEL

Starting at \$1,750

SPONSORED FEED POST

Starting at \$850

INSTAGRAM STORIES

3 frames

Starting at \$550

BUNDLED CAMPAIGNS

Multi-post packages available upon request.

For usage beyond Instagram posting, licensing can be quoted separately.