



Jess Pryles is an Australian born food and cooking personality who is widely known for her expertise in barbecue, meat and smoking techniques. She has established herself as a respected authority on all things meat and grilling with her own unique style and flair. Jess' expertise in the meat world grew from humble beginnings, a regular consumer who enjoyed the occasional steak at home, but frustrated by her own lack of knowledge on the different cuts available, and more importantly, how to cook them. Pryles spent years educating herself on all things related to meat which eventually led her to become a professional chef, cookbook author, TV personality, and meat scientist.

Jess is the founder of the Hardcore Carnivore brand, which produces a line of meat seasonings and rubs that have gained popularity in the cooking and grilling community. Pryles' website is one of the highest ranking resources for meat cookery and information on the internet, reaching millions of meat-fans around the globe each year. Her love for barbecue and meat led her to become a member of the Kansas City Barbecue Society and founder of the Australasian Barbecue Alliance, the largest body in the southern hemisphere.

Jess has made several notable TV appearances, showcasing her expertise in meat, grilling, and barbecue. She hosted BBQquest on Hulu and Channel 7's Aussie Barbecue Heroes. She has also grilled live on the Today Show on multiple occasions, and is a regular on Food Network. Off the screen, Jess created the menu for the G'day USA Australia Day event at the Texas Governor's Mansion, in addition to speaking at SXSW, Camp Brisket, National Barbecue & Grilling Association, Ducks Unlimited and American Meat Science Association conferences.

Her dedication to the craft of cooking, and her innovative approach to smoking and grilling techniques has earned her a place among the top chefs in the industry. Touted as "the meat nerd" by loyal followers, Pryles has pioneered a unique brand encompassing cookery, 'meatducation' and the Texan way of life, all while encouraging folks to cook meat like they mean it.