

# Italian Chef Vincent Fiore Brings Cowboy Heritage to Streaming Audiences with *Cookin with Cowboys*

*The new travel cooking series blends cowboy culture, culinary storytelling, and rural business spotlights for viewers nationwide.*

TX, UNITED STATES, September 30, 2025 /EINPresswire.com/ -- America's cowboy heritage is riding onto streaming screens nationwide with [Cookin with Cowboys](#), a travel cooking series hosted by Italian chef Vincent Fiore and produced by Black Rock Entertainment LLC. Combining authentic regional recipes with first-hand encounters at National Parks, ranches, and small businesses, the program offers audiences both an entertaining food journey and a cultural education.



The series has launched filming across Texas, Wyoming, and Montana, with future episodes planned for additional Western states. Viewers can expect a mix of open-fire cooking, behind-the-scenes looks at ranch life, and interviews with the people who keep cowboy traditions alive.

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Cookin with Cowboys honors cowboy heritage, celebrates small businesses, and shares authentic flavors with audiences everywhere.”

Vincent Fiore

Available on Roku and other major streaming platforms, the show brings the “Flavors and Spirit of America” directly into homes across the country.

## Preserving Cowboy Traditions for Modern Viewers

For generations, cowboys have been part of America's national identity, shaping foodways, music, and community values. *Cookin with Cowboys* aims to preserve this legacy

by presenting authentic stories of ranchers, cooks, and entrepreneurs who maintain Western traditions while adapting to contemporary life.

“Food is the perfect way to share heritage,” said host Vincent Fiore. “Every recipe connects us to the past, from a chuckwagon stew to a modern ranch table. We want viewers to see how these traditions remain vibrant and meaningful today.”

#### Elevating Small Businesses and Local Voices



In addition to showcasing recipes and landscapes, the series devotes significant attention to community businesses. Each stop on the journey highlights local establishments, ranches, diners, general stores, and craft producers, whose survival depends on visibility and community support.

By bringing these stories to a national streaming audience, *Cookin with Cowboys* offers viewers an appreciation of small-town resilience while providing real economic visibility to the businesses featured. “The program is national in scope, but community voices remain its heart,” said a spokesperson for Black Rock Entertainment.

#### Culinary Storytelling with an Educational Edge

Unlike studio-bound cooking programs, *Cookin with Cowboys* frames each dish in context. Viewers learn not only how to prepare regional foods but also why those dishes matter. Recipes are paired with cultural and historical insights, such as the role of beans and sourdough starters on cattle drives, or how ranchers adapt cooking traditions to modern needs.

The show is positioned as both entertainment and education, inviting audiences to explore cowboy heritage in their own kitchens and inspiring travel to the communities featured on screen.

#### Streaming Access and Audience Reach

Through its availability on Roku and additional streaming outlets, the show is designed to reach audiences nationwide, from urban viewers seeking authentic cultural content to rural audiences eager to see their traditions recognized on screen. Seasonal filming arcs ensure that each set of episodes provides a comprehensive look at the landscapes, businesses, and foods of a specific

region before moving to the next.

This structure also supports rural tourism by encouraging viewers to visit destinations highlighted in the show, from National Parks to family-owned ranches.

### [About Cookin with Cowboys](#)

Produced by Black Rock Entertainment LLC, Cookin with Cowboys is a travel cooking program hosted by chef Vincent Fiore. The series explores America's cowboy culture by filming across National Parks, ranches, and small communities, bringing authentic regional flavors and stories to audiences across the United States.

Vincent Fiore

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