

Friday, 31 January 2020

## Partners enter the kitchen for MKR: The Rivals

Seven today announced the partners joining *MKR: The Rivals*, with new and returning partners across multiple sectors.

Returning to *My Kitchen Rules* in 2020 are Coles, A2 Milk, DeLonghi Group, KFC and Yellowtail, while new partners include Arnott's and Hyundai.

All partners will feature throughout *MKR: The Rivals*, which is a refreshed and reinvigorated format for *My Kitchen Rules*. For the first time it's Champions vs Challengers, as two houses, one of fans mentored by Colin Fassnidge, and one of favourites mentored by Manu Feildel, battle to prove their cooking superiority, with Pete Evans serving as the impartial judge.

*MKR: The Rivals* builds on the success of *My Kitchen Rules*, which in 2019 averaged 1.4 million viewers nationally each night and was one of the country's top 5 most watched CFTA BVOD hits, cementing its place as Australia's most watched and loved cooking show.

Commenting on the partnership line-up for *MKR: The Rivals*, Natalie Harvey, SWM Network Sales Director, said: *"We're thrilled with the partners joining MKR: The Rivals. With MKR: The Rivals, we're offering new and exciting opportunities for our partners to reach their target audiences across multiple platforms, allowing brands to follow the viewers wherever and whenever they consume MKR."*

*"In 2020 we've applied key learnings from previous seasons to use the scale of broadcast and leverage the complimentary dynamics of digital and enhanced targeting using Seven's data, social and digital capabilities. Seven is all about offering effective solutions that generates real business results and MKR is the original and still one of the very best to deliver on that promise for advertising partners. Brand safe and highly effective."*

Coles returns as a key partner of *My Kitchen Rules* for *MKR: The Rivals*, building off the success they have seen in past seasons with unique integration that has helped them reach their customers and deliver results in store.

Lisa Ronson, Chief Marketing Officer at Coles said: *"At Coles we're committed to sustainably feeding all Australians to help them lead healthier and happier lives. We love that the show inspires our customers all over Australia to enjoy delicious fresh produce grown by incredible Aussie farmers and encourages them to use, cook and entertain with these fresh ingredients in their homes."*

Hyundai joins *MKR: The Rivals* as a new partner, looking to reach their key audiences through the powerful integration opportunities.

Bill Thomas, Director of Marketing at Hyundai said: *"Our MKR partnership continues Hyundai's strong relationship with the Seven Network into 2020, following a successful Sunrise seven-car giveaway promotion in the fourth quarter of last year."*

*"MKR is a tent pole program which is taking on a refreshed look and a great new 'rivals' theme – we are confident it will help give Seven a fast start to the ratings year."*

*“The family-friendly nature of MKR aligns well with the Hyundai brand, and plays to the strengths of our key SUVs, the multi-award winning Santa Fe large SUV, and the capable mid-size Tucson.*

*“The popularity of MKR with young families and couples is a great fit for SUV practicality – it’s a fun and brand-safe environment that always creates conversation and audience at scale.”*

*MKR: The Rivals* premieres on Channel 7 and 7plus this Sunday at 7.00pm and continues Mon-Wed at 7.30pm.

End.

For more details:

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**About Seven West Media**

Seven West Media (ASX: SWM) is one of Australia’s most prominent media companies, with a market leading presence in content production across broadcast television, publishing and digital.

The company comprises of some of Australia’s most renowned media businesses, including the Seven Network and its affiliate channels 7TWO, 7mate, 7flix and BVOD offering 7plus, as well as, The West Australian and The Sunday Times and production powerhouse Seven Studios. Home to iconic brands such as MKR, House Rules, Home and Away, Better Homes and Gardens, Australia’s leading news and breakfast programs 7NEWS and Sunrise, Seven West Media is also the broadcast partner of the AFL, Cricket Australia and the Olympics.