



FOR IMMEDIATE RELEASE

Contacts:

Karen Edwards

karen@maudborup.com

651.260.8062

Cynthia Modders

CynthiaModders@fireflymanagement.com

818.209.2678

Hell's Kitchen® and Maud Borup, Inc.® Form Strategic Partnership to Develop Branded Gourmet Food Gifts

Maud Borup To Bring Hell's Kitchen Confections To Retail

(Minneapolis, MN) September 25, 2012 – *Hell's Kitchen* and Maud Borup, Inc. today announced a strategic partnership to develop *Hell's Kitchen* branded gourmet food gifts that will be marketed to specialty and mass retailers in the United States and Canada. The agreement fulfills a long-term strategy to brand *Hell's Kitchen* across the candy, confections, and food gift category. "It was important for us to team up with an established company that understands our brand and how to translate it into food gifts that appeal to consumers," said Carol Lee, SVP Consumer Products, ITV Studios Global Entertainment.

The three-year agreement, facilitated by Firefly Brand Management, was put in place to support the award-winning show, featuring Chef Gordon Ramsay, now in its tenth season. "When we met Maud Borup it was clear they not only knew how to develop custom formulas and blends that reflect the essence of the *Hell's Kitchen* brand, but also had long-standing, trusted relationships with major retailers," adds Cynthia Modders, president, Firefly Brand Management.

Under the agreement, Maud Borup will develop a portfolio of licensed products for *Hell's Kitchen* including fiery sauces, spicy rubs, decadent baking kits, yummy popcorn, gourmet chocolates, and indulgent confections. "Our partnership with *Hell's Kitchen* combines the strength of their brand with the strength of our knowledge and reputation in the food gift industry," comments Christine Lantinen, president, Maud Borup. Lantinen continues, "Retailers are anxiously awaiting the arrival of *Hell's Kitchen* food gifts."

Hell's Kitchen branded food gifts will be available at major retailers in 2013.

About Maud Borup

Maud Borup is a privately-held, woman-owned, Minnesota-based wholesale confections company specializing in gourmet candy and food gifts that whisk you back to memories of Grandma's cookie jar and Mom's special treats. Maud Borup designs and manufactures licensed, branded, and private-label products supported by an in-house design and merchandising team with over 20 years in the specialty food gift industry. Maud Borup supplies mass and specialty retailers with confectionary gifts designed to fit their store needs and customer preferences.

In 2011, Maud Borup announced **eco eggs™**, a green, environmentally-friendly division producing the first 100% renewable, compostable plastic Easter eggs made from corn in the USA. Maud Borup and **eco eggs** were founded on business practices that respect employees, the environment, and the earth. Visit www.maudborup.com and www.ecoeggs.com.

About Hell's Kitchen

Hell's Kitchen USA, produced by ITV Studios America, is now in its tenth season. Hosted by superstar chef Gordon Ramsay, *Hell's Kitchen* puts aspiring restaurateurs through rigorous culinary challenges to see who has the skill, passion, and fortitude to win a life-changing prize. Airing nationally on FOX, *Hell's Kitchen* has regularly drawn over 6 million viewers per episode and in its latest season was among the top evening programs on FOX with adults 18-49.

About ITV Studios Global Entertainment

ITV Studios Global Entertainment is one of the world's leading international TV distribution and consumer products businesses representing over 40,000 hours of prestigious content to 3,000 broadcasters around the world.

Global Entertainments' Consumer Products division brings together Home Entertainment, Promotions, Licensing and Publishing under one umbrella. As partner to more than 200 licensees worldwide, Global Entertainment's Merchandise and Publishing operation brings brands to life off screen, working with licensed partners and retailers to bring quality products to consumers.

Part of ITV PLC, which includes the UK's largest commercial broadcaster, ITV Studios Global Entertainment has offices in London, Cologne, Hong Kong, Los Angeles and Sydney.

About ITV Studios America

ITV Studios America, the US based production entity of ITV Studios in the UK, is one of the largest international producers for the US market and a major force in acquiring, developing and producing reality and scripted programming for US networks. ITV Studios America has a slate of formats in production with major networks and syndicators, including *Hell's Kitchen*, *Kitchen Nightmares*, *The First 48*, *After the First 48*, *Four Weddings, Four Houses*, *The Mathis Project*, *The Bill Cunningham Show*, *America Now*, and *The Jeremy Kyle Show*.

###