

Come Dine With Me continues drive to reach new fans as it enters the Metaverse

Published Wed 26 Apr 2023



[Corporate](#)

ITV Studios label MultiStory Media and Metaverse creative agency Metavision, have partnered up to launch Channel 4's award-winning, globally popular 'Come Dine With Me' into the Metaverse, with players now able to go head to head to become the ultimate dinner party host in a newly released Minecraft world.

Come Mine With Me, which has been created by Metavision, Blockworks and the show's producer Multistory Media, is a bespoke experience in which players around the world are invited to step into the bustling town of Minechester to design and build a dinner party from scratch.

Once there, players will be able to shop at custom stores, from a grocer's to a builder's yard, and have the opportunity to discover new recipes and build a dinner party beyond their imagination to share with friends. And of course, at the end of the 'evening', each player will give a score out of 10, with the contestant with the highest score crowned the winner... at least until next time.

The experience has been inspired by the international hit show, distributed by ITV Studios, which has been commissioned in 46 territories across the world - from Chile to Brazil, Germany to Serbia - and has had over 17,000 episodes produced globally. There have also been several spin-offs, the most recent of which, 'Come Dine With Me: The Professionals', where teams of professional chefs and restaurateurs take each other on, has been commissioned for a second series by Channel 4.

The launch of Come Mine With Me is the latest in a number of initiatives enabling the show to reach new audiences, including the launch of two FAST channels: on Samsung in the UK, where it quickly became one of Samsung's top entertainment channels, as well as on Roku in the US. In addition, the show is also available on Netflix in the UK.

'Come Dine With Me' has also developed a strong presence across social media, including Youtube, Twitter, Instagram and Tik Tok - where its hashtag has amassed hundreds of millions of views - and the launch of this game format on the Minecraft platform is another example of how traditional TV shows can expand their engagement through newer services and platforms.

By enlisting Dave Lamb, the show's beloved narrator, to provide his iconic voiceover for the experience's [trailer video](#), Metavision aims to bring the familiar format beats of 'Come Dine With Me' to the next generation of fans.

Pukar Mehta, COO at MultiStory Media, said: "Keeping this beloved show fresh and relevant for our evolving audience has been a key focus over the past few years. The concept the team at Metavision came up with for the show's evolution into the Metaverse was perfect, and something we had to bring to fruition. We continue to work with Channel 4 on exciting ideas and hope to continue Come Dine With Me's journey into new and unexpected places."

Ryan Norrington, Creative Lead at Metavision, said: "The further in development we went with Come Mine With Me, the more we asked ourselves, 'Why hasn't this been done already?' The format feels like it was designed from the very beginning to be played with friends on Minecraft. We're very excited to be bringing a cultural heavyweight like Come Dine With Me to the Metaverse, where it can be discovered by an entirely new, highly engaged and younger audience."

Emma Derrick, Commercial Innovation Leader at Channel 4, said: "Come Dine With Me is already a hugely popular show, providing viewers with all the

drama and excitement through its iconic format; I think we've all secretly wanted to take part ourselves. With our excellent partners, MultiStory Media and Metavision, we have been able to make this dream a reality by launching it into the metaverse and opening the world of Come Mine With Me to the next generation."

ENDS

Press Contacts

lee.taylor@itv.com

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>