

Appetite for cooking formats in Asia

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Cooking shows are hot! Several territories in Asia are ready to serve up a slew of ITV Studios cooking formats, all lined up for 2023, with Rat in the Kitchen, Hell's Kitchen and the Come Dine With Me franchise all landing brand new commissions in the region.

In Mongolia, Central TV has commissioned two seasons of the whodunnit cooking format Rat in the Kitchen, following its debut in the USA earlier this year, with season 1 to be on air early next year. In Thailand, Channel 7 will be spiced up with its very first season of Hell's Kitchen produced by The Heliconia Group. And soon to be announced, the super popular Come Dine With Me, with over 17,000 episodes produced across 46 territories, will land in Asia.

Brand new to the portfolio of ITV Studios is the cooking format Bad Chefs. This hilarious cooking show was launched during MIPCOM this year and gained an

appetite from buyers all over the world. This fun reality cooking format challenges takeaway addicts to ditch the delivery apps and swap convenience food for culinary flare as they learn to cook for the very first time. Faced with daily challenges the rookie chefs have to learn fast to avoid eviction and stay in the competition.

Ayesha Surty, SVP Licensing Asia Global Entertainment at ITV Studios said: *"People are really passionate about food across Asia, Mongolia is no different. It's no surprise then, that cooking shows are hugely popular in the region. The genre is successful because people love learning to cook and find content involving home cooks and professional chefs entertaining."*

"A fun, brand-new take on the genre where cooking meets gaming in our brand new show, Rat in the Kitchen is poised to be massively engaging to audiences. I'm delighted with the success around this genre and that the ITV Studios catalogue has a wide array of delicious cooking formats for audiences to tuck into!"

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About ITV Studios

ITV Studios is a creator, producer and distributor of world-leading programmes that people can't get enough of. We connect millions of people every day and shape and reflect the world they live in, we are More Than TV.

ITV Studios is home to some of the best creative minds, crafting over 7,000 hours of original programming across 60 production labels. Our global footprint spans 13 countries including the UK, US, Australia, France, Germany, The Nordics, Italy and the Netherlands and our global distribution business sells our catalogue of 90,000+ hours to broadcasters and platforms around the world.

ITV Studios is part of ITV PLC, which includes the UK's largest commercial broadcaster.

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