



Media Release

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***Plate of Origin* serves up a feast for sponsors**

Seven today announced the sponsors that have joined its upcoming prime time tentpole, *Plate of Origin*. Coles, KFC, Lilydale and Harvey Norman have all confirmed their position as sponsors for *Plate of Origin*, set to be the world cup of cooking when it premieres on Channel 7 this Sunday.

Set to continue the prime time audience growth Seven has delivered with *Big Brother* and *Farmer Wants A Wife*, *Plate of Origin* will present the best food from around the world when 10 teams compete to prove that their cuisine is the planet's best to superstar judges Matt Preston, Manu Feildel and Gary Mehigan.

Commenting on the sponsors joining *Plate of Origin*, Natalie Harvey, SWM Network Sales Director, said: "*Plate of Origin* is set to be an incredible battle between the best cuisines on the planet, judged by three cooking superstars in Matt Preston, Manu Feildel and Gary Mehigan. *Plate* will be a celebration of cultural diversity in Australia.

"Plate will continue the strength we've shown in prime time, building off the success of Big Brother and Farmer Wants A Wife. We're thrilled to welcome Coles, KFC and Lilydale as the sponsors of the first season of what will prove to be an incredible prime time show and strong performer on BVOD. We can't wait for the cooking to begin on Plate of Origin later this month."

Coles has teamed up with *Plate of Origin* to highlight the power of cooking to bring people from different walks of life together. Lisa Ronson, Chief Marketing Officer at Coles, said: "*We are so proud to be partnering with Channel 7 on this delightful program which showcases food from all over world prepared by talented Aussies. The stories being shared on Plate of Origin are a celebration of food and we love that they inspire Australians with flavours and recipes from different cultures. At Coles, we want to help our customers live healthier and happier lives and we know how much they love watching wonderful cooking moments come to life on fabulous cooking programs like this one.*"

KFC is partnering with Seven and *Plate of Origin* to celebrate the best of passionate cooking and quality ingredients. Kristi Woolrych, Chief Marketing Officer, KFC Australia said: "*Plate of Origin* is looking to be an absolute home-cooking hit and we're excited to announce KFC's partnership with Channel 7. At KFC, we love to celebrate food made with passion and quality ingredients and can't wait to see what delicious 'secret' family recipes are brought to life on our screens. Good luck from everyone at KFC!"

Lilydale has joined *Plate of Origin* to continue to showcase its dedication to taste. Yash Gandhi, Head of Marketing at Baida Poultry, said: "*Lilydale Free Range Chicken and Plate of Origin* are perfectly aligned to bring world class taste and flavours to Australians looking to extend their repertoire in the kitchen. We are thrilled to further extend our partnership with Channel 7 to showcase our 'Dedication to Taste' and see the finest ingredients transform into memorable dishes."

Katie Finney, Seven Strategy and Solutions Director “*We are excited to provide our partners with the opportunity to interact with consumers across the entire Plate of Origin ecosystem. Our partners will showcase the role they play in facilitating Australians’ love of food through the lens of pride and culture. Various executions across multiple touchpoints have been carefully designed to drive results across specific metrics, leveraging the power of our talent, show content and engaged audience.*”

Plate of Origin premieres on Channel 7 this Sunday at 7.00pm, continuing on Monday and Tuesday at 7.30pm.

Ends.

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 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 Seven Studios. Home to iconic brands such as Big Brother, House Rules, Farmer Wants a Wife, 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.