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Big brands bring extra spice to My Kitchen Rules Spotlight, Woolworths, SharkNinja, Schweppes and Toscano sponsor sizzling new season

The new season of Australia's favourite cooking show, **My Kitchen Rules**, returns to Seven and [7plus](#) on Monday, 1 September, with a full plate of sponsors and partners.

Returning for another year as major partners are Spotlight, Woolworths and Seven's entertainment partner, SharkNinja. The new season is also sponsored by Schweppes and Toscano.

The brands are deeply embedded in the 2025 season – supporting the **MKR** contestants in program by shopping in Woolworths supermarkets for fresh fruit and vegetables, and Woolworths brand products; getting decor and dinnerware inspiration for their Instant Restaurant themes from Spotlight; and using premium appliances gifted from Ninja, coupled with integrated content produced by 7Red Engine.

MKR IP and talent is also being leveraged in stores and across owned assets, harnessing the full power of the show's brand for partners.

This season of **MKR** features co-hosts and judges Manu Feildel and Colin Fassnidge travelling across the country to meet Australia's most passionate home cooks, with one team serving up the most divisive dish in the show's history.

Seven's Director of Content, Unscripted, Majella Hay, said: "This is a great season of **My Kitchen Rules** – big flavours and big characters – that's what you can expect when Australia's favourite cooking show returns to Seven and [7plus](#) on Monday.

"Chef's kiss to our favourite culinary judges, Manu and Colin, our incredible home cooking teams and the amazing crew at ITV and Seven for serving up such a standout season of **MKR**."

Seven's National Television Sales Director, Katie Finney, said: "This season of **My Kitchen Rules** is a celebration of heritage, heart and homegrown talent – from cherished family recipes to bold new takes on traditional favourites.

"We're proud to have Spotlight, Woolworths and Ninja as major partners, with Schweppes and Toscano also on board. These brands don't just support the show, they're part of its story, helping contestants bring their culinary visions to life and inspiring audiences to do the same at home."

Spotlight CEO, Quentin Gracanin, said: "At Spotlight, we're passionate about inspiring creativity and bringing people together, whether it's through crafting or cooking. That's why we're proud to continue our partnership with **My Kitchen Rules** for the third consecutive year.

"This partnership showcases the best of Spotlight's Kitchen & Dining range, with contestants selecting our products to create and elevate their Instant Restaurants. We're excited for another season filled with creativity, flavour, and unforgettable moments."

Woolworths Interim Chief Marketing Officer, Michael Laxton, said: "As the Fresh Food People, we're excited to partner with a show that celebrates the best of Aussie home cooking.

"We're incredibly proud of our Australian grown fruit, veg and meat, and our great quality Woolworths brand products, and we can't wait to see how the contestants transform them into spectacular meals, just like our customers do every week."

SharkNinja APAC ANZ Managing Director, Aby Shukla, said: "We couldn't be more excited about our partnership with **My Kitchen Rules**, a show that celebrates creativity and the joy of cooking. This season, contestants will put our appliances to the test, showing their versatility and innovation.

"We're also proud to be part of an exclusive social collaboration with Colin Fassnidge, which showcases our award-winning air fryers and must-have new products in a five-part social series. With Ninja, you can make it - and we hope to inspire viewers at home to create restaurant-quality meals with ease."

Asahi Beverages Head of Non-Alc Brands, Jarrod Dooley, said: "We're so excited to be a key partner of **My Kitchen Rules** this season, especially as cooking is something we know our consumers really enjoy.

"With our broad range of drinks – from timeless classics to exciting new flavours – Schweppes brings a splash of Schweppervescence to the table, helping Australians elevate everyday moments into something a little more special."

As part of its sponsorship with **MKR**, Toscano has unveiled a new brand platform, *Together, we eat*, which celebrates those joyful moments that happen around the table – whether it's a weeknight dinner or a festive family feast.

Toscano Marketing Manager, Stephanie Nilson, said: "**MKR** is more than just a cooking competition - it's a celebration of the emotional and cultural bonds that food creates. This partnership allows us to bring our brand values to life, showing how Toscano pizza

bases can inspire Australians to come together and share unforgettable meals.

“As part of our campaign, viewers will see integrated content across broadcast, digital, and social platforms, featuring real stories, recipes, and moments that reflect the heart of *Together, we eat.*”

The 2024 season of **MKR** reached 9.8 million, which was the show’s biggest audience since 2019. Last season’s Grand Final reached 1.85 million, with an average audience of 1.13 million – up 9% on 2023. Viewers on [7plus](#) were also up 87% year-on-year for the 2024 Grand Final*.

According to Gemba’s broadcast effectiveness research,** **MKR** sponsors outperformed the industry benchmark in 2024 in the following metrics:

- 30% more likely to consider this brand alone or against one other;
- 24% more agreeance with a brand’s campaign messaging;
- 14% higher brand favourability; and
- 8% higher brand fit.

MKR is produced for Seven by ITV Studios Australia.

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About the Seven Network

The Seven Network is part of Seven West Media (ASX: SWM), one of Australia’s most prominent media companies, with a market-leading presence across broadcast television, publishing and digital. The Seven Network alone reaches about 17.5 million people a month.

Seven West Media owns some of Australia’s most renowned media businesses and platforms, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; [7plus](#); [7NEWS.com.au](#); *The West Australian*; *The Sunday Times*; [PerthNow](#); [The Nightly](#); and [Streamer](#).

The Seven Network is home to Australia’s most loved news, sport and entertainment programming, including **7NEWS**, **7NEWS Spotlight**, **Sunrise**, **The Morning Show**, **The Voice**, **Home and Away**, **Australian Idol**, **My Kitchen Rules**, **Dancing With The Stars**, **Farmer Wants A Wife**, **The Chase Australia**, **Better Homes and Gardens**, **RFDS**, **The 1% Club** and the **TV WEEK Logie Awards**. The Seven Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.

* Source: VOZ 5.0, Overnight data including spill. 2024 Series (9.9.2024 - 19.11.2024). National Total TV Reach include

rpts, and encores Reach based on con7 data available at the time of release. Series final based on first-run eps only - aired 3.10.2023 & 19.11.2024. Total People*

***Source: Gemba x Seven Broadcast Effectiveness Database, MKR 2024*