

Thursday, 24 September, 2026

Top brands turn up the heat as My Kitchen Rules dishes up a fresh season

Spotlight, Woolworths and SharkNinja pull up a seat at Australia's favourite dinner table



Australia's favourite home cooking contest is back to serve up bold new flavours and bring a lively mix of heart and rivalry to screens nationwide. **My Kitchen Rules** returns with a full plate of major brand partners on Monday, 28 September on Seven and [7plus](#).

Major partners Spotlight, Woolworths, and SharkNinja are returning to nourish the show's cross-platform audience. **MKR** also welcomes Jaecoo, kaboodle kitchens, Ingenia, and Dettol, as new sponsors for the upcoming season.

From bustling capital cities to regional outposts, Australia's ultimate culinary showdown returns with co-hosts and judges Manu Feildel and Colin Fassnidge hitting the road to unearth the nation's next generation of home cooks. This season, prized family heirlooms face off against bold, rule-breaking innovators in an all-out battle of flavour. With tensions simmering, rivalries flaring, and explosive dinner-table revelations on the menu, expect high-stakes scoring where every single point could make or break a dream.

Seven's Director of Content, Unscripted, Majella Hay said: "After a record-breaking 2025, this season of **My Kitchen Rules** is next level - filled with food you want to cook and contestants you can't help but have an opinion on. Our partners are a perfect pairing with the show, in episodes and with our audience wherever they are watching or engaging."

Seven's Director of Sales, Television and Streaming, Katie Finney, said: "**MKR** continues to be a

recipe for real commercial success, giving our partners a rare, highly active seat at the Australian family dinner table every night. What makes this show special is that our partners aren't just sitting in the background, they are the essential tools and ingredients fuelling the contestants' passion.

"When viewers watch a dish come together, they see Woolworths fresh produce, Spotlight styling and SharkNinja premium appliances, and can take those exact ideas straight into their own homes and shopping carts. This seamless connection from television inspiration to everyday consumer action drives incredible, proven ROI for our returning major partners. At the same time, we are thrilled to welcome our new sponsors - Jaecoo, kaboodle kitchens, Ingenia, and Dettol - into the **MKR** family, offering them a powerful platform to build immediate trust, cultural relevance, and high-impact brand association with millions of engaged viewers nationwide. Spanning broadcast, 7plus, digital, and social platforms, these integrated brand partnerships bring the show to life."

Spotlight CEO, Quentin Gracanin, said: "At Spotlight, inspiring creativity is at the heart of everything we do. That's why we are proud to continue our long-standing partnership with **My Kitchen Rules**, now entering its fourth year.

"We can't wait to see this season's teams use products from our Kitchen & Dining range to create memorable Instant Restaurants and inspire viewers with ideas they can recreate themselves."

Chief Marketing Officer at Woolworths, Sean Barrett said: "Partnering with a show that celebrates home cooking is a natural fit for us as the Fresh Food People. We take huge pride in our fresh produce and Own Brand range, and we can't wait to watch the contestants turn these everyday staples into extraordinary meals, just like our customers do at home every week."

SharkNinja APAC ANZ Managing Director, Aby Shukla, said: "We're thrilled to return to **My Kitchen Rules** for a second year with an even bigger presence in the 2026 season. We love our partnership with **MKR**, it's a natural fit for Ninja that celebrates creativity, innovation, and the joy of cooking, just like our brand. Ninja will once again be part of the action across the MKR kitchens, with contestants putting our appliances through their paces and highlighting what they can achieve.

"We're also excited to continue our relationship with Colin Fassnidge through a whole new social content series. Highlighting our award-winning air fryers and must-have new products, we hope to inspire viewers at home to create restaurant-quality meals with ease."

JAECOO's General Manager - Marketing, Nariné Salmasi said: "We're excited to join the **My Kitchen Rules** family and celebrate the shared connection food creates. Just as **MKR** inspires Australians to discover new flavours and experiences, the JAECOO J5 EV brings a fresh perspective to everyday journeys, inspiring drivers to discover more."

Kaboodle Marketing Manager, John Harrison said: “We’re delighted to be partnering with **My Kitchen Rules** this season, celebrating Aussies who come together to create, cook and impress the toughest critics. From making a meal to making your own dream kitchen, kaboodle celebrates the moments that create the heart of your home. YOU MADE IT, with kaboodle.”

The series comes off a massive performance in 2025, that crowned **MKR** as Seven’s highest-rating show of the year. It reached more than 9.5 million people nationwide (including 7.98 million on broadcast and 2.4 million on 7plus) and averaged 1.29 million viewers across Seven and 7plus. Total audience grew 16% year-on-year, driven by an 82% surge in digital streaming on 7plus. The season culminated in a massive grand finale that pulled in an average audience of 1.47 million and reached 2.62 million viewers.

According to Gemba’s broadcast effectiveness research** **MKR** sponsors outperformed the industry benchmark in 2025 in the following metrics:

- Consideration increased on average by 18% (6 percentage points) among Seven MKR Viewers
- Claimed purchase increased on average by 10% (3 percentage points) among Seven MKR Viewers
- Agreement with brands key perceptions (e.g., "Fresh" for Woolworths, "Easy to use" for Ninja) increased on average by 23% (7 percentage points) among Seven MKR Viewers

MKR is produced for Seven by ITV Studios Australia.

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About the Seven Network

Seven West Media merged with Southern Cross Media Group (ASX:SXL) (Southern Cross) in January 2026 to create one of Australia's most prominent media companies, with a market-leading presence across broadcast television, audio, publishing and digital.

The company owns some of Australia's most recognised media brands, including the Seven Network and its channels 7two, 7mate, 7flix and 7Bravo; as well as 7plus, 7NEWS.com.au, LiSTNR, the Hit and Triple M audio networks, The West Australian, The Sunday Times, PerthNow, The Nightly and Roam.

The Seven Network alone reaches more than 17.5 million people a month. Seven 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, Farmer Wants A Wife, The Chase Australia, Better Homes and Gardens, The 1% Club, The Front Bar** and the **TV WEEK Logie Awards**.

The Seven Network and Triple M are also the broadcast partners of key sporting Codes and events including the AFL, Cricket Australia, the **2026 Rugby League World Cup** and the **Glasgow 2026 Commonwealth Games**.

* Source: VOZ 5.0 National. MKR Full 2025 Season average as at 06/09. First Runs only. Data Consolidated 7 (Including Spill).

** Source: Gemba MKR Broadcast Effectiveness Research