

Love Cooking Company Teams With Hell's Kitchen To Produce Branded Kitchenware

The housewares development and brand extension experts at Love Cooking Company have entered into a marriage made in Heaven with the producers of the long-running Hell's Kitchen television show. The multi-year agreement will see Love Cooking Company develop, design, produce, and distribute a line of kitchenware carrying the Hell's Kitchen brand. The product line will include cookware, cutlery, meal-prep, textiles, ceramic oven-to-table, gadgets, and accessories—all integrated together with a distinctive Hell's Kitchen logo and motif.

Love Cooking Company is currently known for several high-quality, popular brand lines of housewares, including Mrs. Fields, Harry & David, Monster Bakeware, and Kreative Kitchen.

"As with our other brands, our Hell's Kitchen line will be developed from the ground up to encapsulate the look, feel, and vision of our brand partner," explained Scott Nicholson, President of Love Cooking Company. "In the case of Hell's Kitchen, these products will be for the cook who wants to put their heart and soul into their culinary creations and push their skills to a new level."

"Plus", Nicholson added, "the Hell's Kitchen housewares collection will set itself apart from the competition through our ability to create massive consumer engagement after the purchase via our brand partner's extensive social media presence and star power. Unlike competing housewares brands—where the brand-to-end-user connection stops at the retail store's door—the Hell's Kitchen home-chef will have access to unique QR Codes and dedicated interactive websites that will keep them connected to a vibrant community of chefs, where they can share their own recipes and creative prep and cooking techniques. This after-market outreach will allow our customers to tap into the true Hell's Kitchen experience every time they use one of our products."

Hell's Kitchen is produced by ITV Studios for FOX Television. The show has been on the air since 2005. The show quickly gained popularity thanks to the intensity of its fiery host, Gordon Ramsey, and the drama built by the cooks who give their all each and every episode as they vie to survive and thrive the challenges of being a great chef under pressure.

"The products in the Hell's Kitchen line will stand up to the rigors of the most intense kitchen," stated Lori Long, Vice President of Product Development at Love Cooking Company. "They will align perfectly with the standards of excellence that the show's vast audience has come to expect and demand."

The Hell's Kitchen audience numbers nearly 5.5-million viewers per episode, so that is a indeed a large number of people hungry for what the show—and the coming product line—have to offer. This large viewership has also spawned an active YouTube and social media community in the millions, with a key demographic of both men and women ages 35 to 49, the prime drivers of household purchases.

Retailers who look to bring the buying dollars of that demographic will find an extremely enthusiastic and capable partner in Love Cooking Company. The company plans to support the Hell's Kitchen brand with integrated display and merchandising tools including line-wide cohesive packaging, end-cap decorations, and a social media and advertising effort that will feature user-interaction, recipes from actual Hell's Kitchen chefs, and instructional videos that will help create a cohesiveness between the television show and the home-user experience.

Consumers will begin to find Hell's Kitchen cookware and accessories in stores during Q1 of 2018.