



FOOD NETWORK TO PRODUCE *CHOPPED SOUTH AFRICA*

SOUTH AFRICA – NOVEMBER 25, 2013. Food Network, the 24/7 food entertainment channel on DStv Channel 175 today announced that the channel will produce a local version of hit international show ***Chopped*** for broadcast in Q2 2014.

Chopped South Africa (10 x 60') will follow the same format as the internationally acclaimed series. Each episode will feature four chefs tasked with turning a selection of everyday ingredients into an extraordinary three-course meal. After each course, a contestant gets "chopped" until the last person standing claims victory with a cash prize of R40, 000.

Chopped South Africa will be presented by TV presenter and entrepreneur Denvor Phokaners, co-presenter of the SABC2 travelogue programme *MooiLoop!*, and judges will include South African food celebrities Jenny Morris, Siba Mtongana, David van Staden, Lindsay Venn and Rebecca Hurst.

Nick Thorogood, SVP Content and Marketing at Scripps EMEA says he is thrilled that ***Chopped South Africa*** is being produced to meet the needs of the local and passionate foodie scene. "*Chopped* is the most highly rated and popular series on Food Network in South Africa, and this new, local commission will give more than 40 home-grown chefs the chance to compete for victory in South Africa's very own Chopped kitchen."

The production company is Snelco Prod with Executive Producer, Sue Nell in association with Ukhamba Communications, and the Director is Eugene Naidoo.

The production of ***Chopped South Africa*** follows closely on the heels of the success of Food Network local commissions **Jenny Morris Cooks Morocco**, **Siba's Table** and **Reza's African Kitchen**.

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EDITOR'S NOTES

About Food Network:

Food Network delivers a fresh approach to food programming and celebrates everything that is bold, fun and entertaining about the genre. It is not your typical 'how to' cooking channel.

The channel is available 24/7 to all DStv Premium and Compact subscribers on Channel 175 and offers a combination of credible cooking, new culinary ideas and high-energy entertainment to inspire foodies and non-foodies alike. Packed with award-winning cooking and competition shows, Food Network is one of the most popular lifestyle and entertainment brands on DStv.

Foodnetworktv.com is the 24/7 companion to the TV channel. Find daily TV listings, episode guides, chef biographies, recipes featured on air, blog posts and more. Recipes are organised by season, ingredient, chef, course, and cuisine, making meal planning easy.

Food Network is owned by Scripps Networks Interactive (SNI), one of the leading developers of lifestyle content for the television and internet worldwide. Its sister brand in the US, Food Network, is one of the most popular networks on US television and www.foodnetwork.com is the leading food website in the US.

About Scripps Networks International:

Scripps Networks International is the global development arm of Scripps Networks Interactive, Inc. (NYSE: SNI). The growing global presence of Scripps Networks International includes the launch of Food Network in the United Kingdom, Europe, the Middle East and Africa (EMEA) and Food Network Asia. Fine Living Network, a full-spectrum lifestyle television channel and interactive brand, is available across more than 60 EMEA countries.

Scripps Networks Interactive is one of the leading developers of lifestyle-oriented content for television and the Internet, where on-air programming is complemented with online video, social media areas and e-commerce components on companion websites and broadband vertical channels. The company's media portfolio includes popular lifestyle television and Internet brands HGTV, Food Network, Travel Channel, DIY Network, Cooking Channel, country music network Great American Country and Asian Food Channel.

About Snelco Prod:

Established in 1983 as a TTL agency, Snelco Prod creates concepts that deliver compelling media content and a relevant brand experience. The company launches campaigns that drive business and deliver scale at a favourable CPP and ROI. Snelco Prod's consumer insights and knowledge of the market environment enables the company to tailor make communication for specific markets, deliver on time, in budget, against set objectives and in line with brand DNA.

Snelco Prod is BEE compliant and manages a full spectrum of creative, strategic, media, activation, promotional, and client service with administrative support to manage cash flow, budget and the critical path. Capabilities include in-house editing facilities, audio studio, journalism and viral media support. Snelco Prod understands alternative media and content allowing the company to combine classic and new media effectively and most importantly to incorporate marketing messages and branding for all parties without jeopardising content and audience appeal.