



LicensingWorks

What we do..

Licensing Works is a specialist brand and licensing consultancy focusing on the global food and homewares industry. We connect:

Brands & Talent → Manufacturer → Retailer

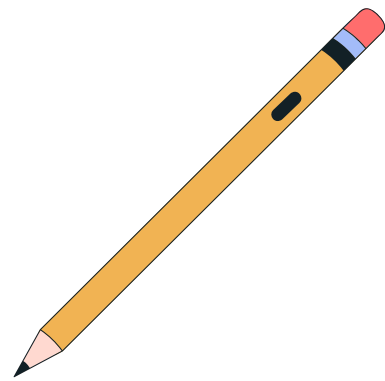
Through licensed product we drive incremental revenue growth for our clients, transforming their influence into products that sell

We also work closely with retailers to deliver listings, endorsements and direct licensing deals



How we do it..

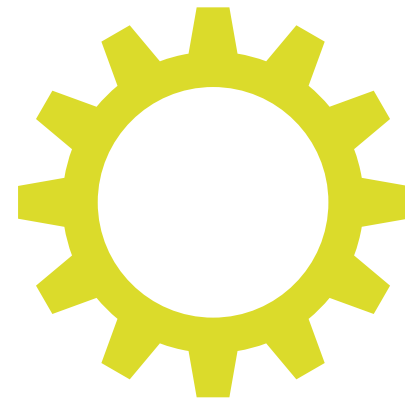
We bring ideas to life — thoughtfully crafted, beautifully branded, and ready for retail success.



Brand Creation & Storytelling



We create a compelling brand world and narrative rooted in talent identity.



Product Development



We appoint and work with trusted licensing partners to turn concepts into high-quality products.



Retail Strategy & Activation



We create launch plans that turn awareness into consumer sales.



Licensee & Royalty Management



We manage licensee relationships to ensure everyone wins from every unit sold.

Who we are..

I've worked in the food industry for over 35 years — starting with major manufacturers including **Heinz, Müller Dairy, and Campbell Soup Company.**

I then spent 11 years as **CEO of Jamie Oliver's Retail & Licensing division**, developing his **global food and kitchenware brand.**

In 2018, I founded **Licensing Works**, a specialist consultancy helping talent & brands expand into retail and homewares through strategic licensing.

Guy Mottershead

Founder, Licensing Works

HEINZ
ESTD 1869

müller

**Jamie
Oliver**





OUR CLIENTS...



JAMIE OLIVER

A globally-recognised **chef** and **food campaigner**, Jamie Oliver has shaped how people cook and eat for over two decades, since the **Naked Chef** hit our TV screens **in 1999**.

The host of **numerous TV shows** and **prime-time specials** in the UK and **over 120 countries** internationally.

The UK's bestselling non-fiction author with **over 50 million cookbooks sold worldwide**, and founder of the **Jamie Oliver Group**, spanning **media, retail products, restaurants, education** and **social impact**.





MATT TEBBUTT

A **trained chef** and **author** of several cookbooks, Matt is one of Britain's most recognisable food personalities.

For the past nine years, he has fronted **BBC Saturday Kitchen**, bringing modern British cooking to millions every week. He is also a presenter on **Channel 4's Food Unwrapped**, exploring the science and stories behind the food we eat.

In February 2026, Matt joined **MasterChef: The Professionals** as the newest judge — bringing his chef's background, expertise, and passion for great cooking to an exciting new chapter of the competition.



MasterChef



SATURDAY
Kitchen
LIVE

MASTERCHEF

MasterChef is a **global TV phenomenon** and the most successful **food-entertainment** format in the world.

It reaches more than **300 million viewers** and airs across over **200 territories**.

With local versions produced in **62 countries** and counting, its influence and fanbase continue to grow worldwide.

The brand has become a trusted **seal of quality**, shaping how millions cook, eat and discover food.



A GLOBAL TV PHENOMENON





GOOD FOOD

Good Food is the **UK's No. 1 encyclopedia for recipes** and a 360° platform spanning digital, print, and live experiences.

With **37 million unique users online**, a market-leading **food magazine**, and **150,000 annual visitors to the Good Food Shows**, it connects consumers with food they trust across every touchpoint.

This is where Britain's love of food finds its home — in print, online, and in person.



37M
Online users
per month

150K
Visitors to
Good Food Show

1.4M
Instagram
Followers

THE BEEFY BOYS

A Great British underdog story turned national success, 4 ordinary mates from Hereford placed **2nd at World's Best Burger Championships** in Las Vegas in 2024.

Five restaurants (with more planned with backing from TDR Capital Founder, Manjit Dale).

Their **best-selling cookbook, "The Beefy Boys"**, will be followed by a new title, **The Great British BBQ**, launching early summer 2026.

Regular TV appearances on top food programmes such as Hidden World of Hospitality and Sunday Brunch.



"Love the Beefy Boys, proper banging burgers!"

Tom Kerridge

The Hidden World of Hospitality





OLLY SMITH

A celebrated **wine and drinks expert** known for his infectious enthusiasm and deep knowledge.

A long-standing favourite on **BBC Saturday Kitchen** and the **author** of acclaimed wine and cocktail books, alongside regular newspaper and magazine columns.

P&O Cruises' resident wine expert, with his acclaimed Glass House wine bars across the fleet.

The face of **Morrisons' 2025 Christmas wine campaign** — bringing his trademark mix of expertise, warmth, and wit to food and drink lovers nationwide.



JOSÉ PIZZARO

Widely regarded as “**the Godfather of Spanish Cuisine** in the UK”.

José is a celebrated **restaurateur, author**, and media personality.

With regular appearances on Saturday Kitchen, Sunday Brunch, and **James Martin’s Saturday Morning**.

As a **P&O Cruises** Food Hero, he brings his signature Spanish flair to sea with exclusive tapas menus across onboard restaurants and bars, showcasing his unmistakable passion for authentic, joyful dining.



DIPNA ANAND

A leading voice in **modern Indian cuisine**, Dipna brings authentic flavour and warmth to audiences.

Regular appearances on **Saturday Kitchen**, James Martin's Saturday Morning, and Sunday Brunch.

A successful author and restaurateur at **Brilliant Gastro Pub** in Southall.

Dipna also partners with **Compass Group**, delivering Indian food experiences across **contract catering**, **stadiums**, and **pop-ups** — bringing real restaurant quality to large-scale audiences.





GEORGINA HAYDEN

A mediterranean chef, author, and storyteller from the **Jamie Oliver** family of chefs.

Georgina has become a familiar and much-loved face in British food media. A regular on **Saturday Kitchen, Sunday Brunch**, and former judge on **Jamie Oliver's The Great Cookbook Challenge**

Award-winning author of **Nistisima**, a celebration of the **plant-based dishes**, will be followed by a new book launching in Spring 2026 called **Mediterranean**.

Georgina champions Greek and Mediterranean home cooking, bringing warmth, authenticity, and accessibility to an under-represented yet **deeply loved cuisine**.

**Jamie
Oliver**

**Sunday
Brunch**

**SATURDAY
Kitchen
LIVE**

Why This Opportunity, Why Now?

Retail reality

- Buyers are actively prioritising instantly recognisable, food-credible branded ranges that reduce launch risk and can be ranged, scaled and executed with confidence

Why this works

1. Trusted talent reduces risk — instant recognition and confidence for retailers and shoppers
2. Clear category fit — retailer-ready formats that are easy to list, scale and repeat
3. Built to grow — a scalable branded range with headroom beyond the first launch



What Partnering With Us Looks Like

We bring

- Direct access to proven culinary talent
- Clear brand positioning and commercial guardrails
- Retailer-ready propositions designed to launch and grow

We're looking for Partners who want to

- Co-develop scalable ranges, not simply manufacture SKUs
- Commitment to long-term growth and repeat listings
- Willingness to help shape the proposition from the outset, from concept to launch



THANK YOU

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