

PRESS RELEASE

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# NetEnt cooks up a storm with new Gordon Ramsay Hell's Kitchen slot

Collaboration with celebrity chef and ITV to spice up supplier's branded game hall of fame



One of the world's most renowned and influential TV chefs is set to be top of the menu in NetEnt's licensed slots portfolio when his game launches later this year.

Also, notorious for his colourful language during his stellar global television career, the new addition to NetEnt's growing library of branded content will incorporate Gordon's famous catchphrases, as well as imagery to tantalise the taste buds.

The Hell's Kitchen and 24 Hours to Hell and Back presenter first graced TV screens in 1998 in the UK mini-series Boiling Point and has since become a global personality famed for his fiery temper and razor-sharp wit.

As an internationally renowned restaurateur, Ramsay's empire of eateries spreads from the UK and France to Singapore, Hong Kong and the US, with 16 Michelin stars under his toque.

"Gordon Ramsay is a true rock star of the restaurant world. His strong personality and use of colourful vocabulary as front-man of Hell's Kitchen have earned him legend status as a multi-Michelin starred celebrity chef, with fans all over the world. Just as importantly, this allows us to produce a true slot with a strong narrative and a lot of adult fun! We can't wait to see what our players think of what we have in store for them." says **Bryan Upton, NetEnt Director of Games**.

The deal was brokered by Gordon Ramsay's licensing agent, **Global Merchandising Services**, with **Licensing Manager, Jens Drinkwater** adding: "NetEnt's commitment to entertainment has made it a clear leader in the online casino industry and we're thrilled to support the company with the addition of Gordon's branded title."

**For additional information please contact:**

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**Global Merchandising Services Ltd** is an award-winning music artist, celebrity and brand merchandise company. Headquartered in London and Los Angeles, Global is a licensing powerhouse with best in class design, product development, manufacturing and direct-to-consumer sales.

Global executes and delivers business through all channels of retail distribution, live events, web stores, pop-up stores, brand origination and development, sponsorship, endorsements and third-party licensing.

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