

Chefclub appoints License Connection as Licensing Agent to represent the fastest growing digital cooking brand

License Connection will represent Chefclub on consumer products and brand promotions in the Benelux. They will develop and manage new partnerships in the territory.

Chefclub is the fastest growing and most promising cooking brand on social media. It presents inspirational, fun and approachable recipes that are clearly catching the audience's imagination. Their quick, easy and entertaining recipes, that are watched by more than 250m people every month globally, will help surprise everyone!

Quote from Chefclub – Marie-Laure Marchand

“With over 6,5m unique viewers in Benelux and our recent entry in Snap Discover in the Netherlands, we believe that it is the right moment for us to expand our licensing activities in the territory. Daphne really captured the essence of Chefclub and I trust that License Connection will be able to develop many interesting opportunities in Benelux.”

Quote from License Connection – Daphne Kellerman

“We are really excited about this relationship with Chefclub. We love the brand and look forward to creating profitable licensing programs in the Benelux,” said Daphne Kellerman, owner of License Connection. “Home cooking is becoming a hot topic in Benelux. We would like to expand this social brand with new products to kids and families throughout the region so kids can experience their own cooking and creativity and have fun in the kitchen.”

XXX

About Chefclub

<https://www.chefclub.tv>

Chefclub, the eat-ertainment brand, is a French digital cooking brand founded in 2016 by brothers Thomas, Jonathan and Axel Lang. The brand has grown rapidly worldwide as a result of its spectacular cooking videos distributed on social media. The company's mission is to bring people together in the kitchen through the creation of fun, inspirational, and approachable content, products and services. Chefclub's unique position between food and entertainment resonates well beyond the sphere of cooking enthusiasts: with more than 1.5 billion organic views every month and 100 million followers, Chefclub is the fastest growing global brand on social media.

About License Connection

License Connection is an International Licensing Agency & Consultancy Company that connects top brands with a range of quality products in Europe. Since the start of the company in 2002 License Connection works closely together with their partners to translate creative ideas into concrete sales promotions, successful campaigns and licensed products. With years of experience, License Connection offers its licensing partners a unique service.

For information on License Connection contact Daphne Kellerman:

daphne@licenseconnection.com