



FOR IMMEDIATE RELEASE

**Amateur chefs surprised at home by "Fix This Kitchen"**

**SBS 6 and IKEA looking for kitchens needing replacement**

**Amsterdam, February 2, 2012 - SBS 6 and IKEA announce the launch of "FIX THIS KITCHEN", a new reality series that surprises passionate amateur cooks with complete kitchen makeovers led by their favorite professional chefs. Hosted by Vivian Reijs, and featuring a different professional chef and homeowner each episode, the program premieres Sunday, April 15 at 5:30pm on SBS 6.**

**"Fix This Kitchen" is based on the successful American TV format created and developed jointly by IKEA and its global media agency MEC Entertainment, part of MEC, and broadcast on the A&E Network. The American show is in its second season. Telegraaf Media Video and GroupM/MEC Entertainment produces the Dutch version of the show.**

With awkward layouts, crooked kitchen cabinets, and old appliances, many amateur chefs in the Netherlands cook in kitchens ill-suited to their talents. In "Fix This Kitchen", these struggling foodies are surprised with the kitchens of their dreams, with a renovation led by their favorite professional chef.

During construction, the homeowner goes to the professional chef's restaurant where they receive a cooking lesson from the top chef. At the end of the program, professional chef and homeowner return home to cook together for friends and family in their brand new kitchen.

As with the US version, IKEA is a sponsor of the new program. "The kitchen is the center of the house. This is where people cook, eat, and congregate throughout the day. At IKEA, people can find a kitchen style to suit every need and situation, as we offer a variety of styles, low prices, high quality, and expert advice. This program provides a great way to showcase our top quality kitchens to the Netherlands," says Eva-Lotta Sjöstedt, Managing Director of IKEA Netherlands.

#### **About IKEA**

IKEA was founded by Ingvar Kamprad in Sweden in 1943 and has since grown into a global enterprise. Currently there are 333 IKEA stores in 44 countries. IKEA offers functional and well-designed furniture and home accessories at low prices. IKEA makes use of environmentally friendly options and supports grassroots initiatives that are good for children and the environment. IKEA has 12 offices in the Netherlands: Amersfoort, Amsterdam, Barendrecht, Breda, Delft, Pigeons, Eindhoven, Groningen, Haarlem, Heerlen, Hengelo and Utrecht.

**- END PRESS RELEASE -**

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Note to editors (not for publication)



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