

Kenyan version of *The Great British Bakeoff* to be produced

Showstopper Media and BBC will adapt the hit cookery show *The Great British Bake Off* for the East African market.



Image source: Gallo/Getty.

The Kenyan production company signed a deal with BBC Studios for local rights, making it a first deal in East Africa, it was announced recently.

Showstopper, co-owned by Daniel Prior and Kiran Jethwa, has successfully adapted such hit reality formats such as *Food Unwrapped* and *Dragon's Den* for the East African market.

The Kenyan version of *Bake Off* will be sponsored by the local food company Unga Group, whose operations include various baking and animal nutrition products, as well as wheat and maize milling. A local broadcast partner is expected to be announced shortly.

Created by Love Productions, the brand *Bake Off* is now licensed in 32 countries around the world. Showstopper plans to bring the show to air by the end of 2019.

Source: *NexTVAfrica.com*.

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