

# goodFOOD

in partnership  
with

**TOWER**<sup>®</sup>

# Agenda

1. Discover more about the UK's number 1 food media brand Good Food, trusted by millions worldwide.
2. Explore the partnership between Good Food and Tower, a range of high-quality appliances and housewares designed to work alongside Good Food's trusted recipes.
3. Learn more about the Good Food in partnership with Tower product categories and the items within them.



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goodFOOD



## The Good Food Mission

As Britain's most **powerful**, **trusted** food media brand, we **ignite**, **empower** and **enrich** the **cooking passion** of our loyal audience.

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# About Good Food

- Good Food is the no 1. food media brand in the UK comprising the monthly food magazine launched in 1987, leading food website [bbcgoodfood.com](http://bbcgoodfood.com) and bi-annual BBC Good Food Shows.
- Good Food has been the home cooks' choice for over 35 years. It's the UK's most popular food media brand with [bbcgoodfood.com](http://bbcgoodfood.com) reaching over 50 million users.
- Good Food is proud owner of the UK's number one food website; a brilliant app, the UK's market-leading food magazine and digital edition; the UK's largest food event – BBC Good Food Show – and a hugely successful series of cookbooks. The website alone holds 20k+ individually created recipes.

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# The UK's No1 food brand

for more than 30 years

14.7m

Monthly UK  
digital users

66m

Monthly UK page  
impressions

11mins

Average  
dwell time

3.4m

Combined social  
media reach

1m

Monthly  
print readers

50k

Monthly  
podcast listeners

Good Food makes it easy for everyone to cook and eat well every day. We put the audience at the core of everything we do. We listen, react to, and predict, new behaviours and trends to produce timely, imaginative, useful content on whichever platform you choose to engage with us. Connecting with and growing our wide community is key

**good**FOOD

# The GoodFood Audience\*

61/39%

Female/Male

68%

ABC1

60%

Consider  
themselves foodies\*

80%

Are the main  
household shopper\*

38%

Have children in  
the household

77%

Agree:  
“I trust what I see in it.”\*

Ages

41%  
18-34

17%  
35-44

30%  
45-64

12%  
65+

The Good Food site had over 1 Billion Views in 2023.

Good Food has a highly loyal and engaged audience which is both affluent and high retail spend (£5Bn @ +16% higher than UK average demographic spend)

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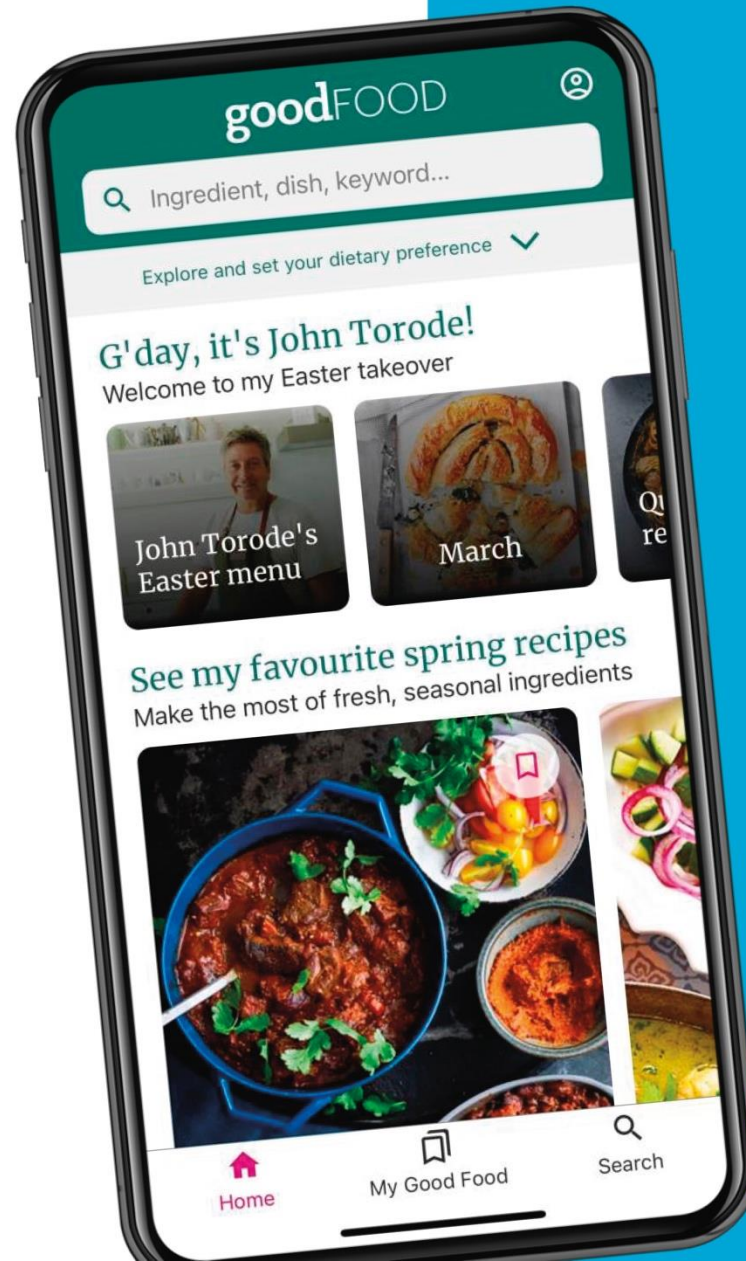
\*Source: PAMCo H2 2023 AIR



## The fast-growing Good Food app

- **17,000+ ad-free** recipes, including 400+ exclusive to the app
- **Save, organise and share** your favourite recipes
- **Meal plans** to suit every diet and budget, with added shopping lists
- **Stay on screen** with Cook Mode, with built-in timers
- **Daily editor's pick** of what to cook tonight
- Learn with helpful **how-to videos**

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132k

Subscribers

12ms+

Engagement time  
per session



## Making it as easy as possible for everyone to enjoy Good Food

- Good Food is looking to build on its success and expand the brand into new product markets linked to its consumer's passion for food
- Cooking, Food Prep and Kitchen Housewares categories have been identified as clear opportunities for Good Food brand stretch

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**TOWER<sup>®</sup>**

**BUILT FOR BETTER SINCE 1912**



# Tower

Since 1912, Tower has delivered high-quality kitchen appliances and housewares for millions of consumers across the world.

As a UK brand with real heritage and amazing longevity, it is trusted by millions to deliver high quality products that offer exceptional value for money.

Tower's 100+ year history as a trusted, dependable high street name combined with Good Food, the UK's number one food media brand have created a powerful partnership to deliver a high-quality range of products.



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## Good Food & Tower

- Good Food, in partnership with Tower, presents a range of products designed to get the most out of Good Food's 15,000 trusted recipes.
- Developed and tested in the Good Food Development Kitchen, the product range integrates seamlessly with Good Food's extensive recipe database.
- With a loyal audience of 37 million, consumers can now effortlessly recreate Good Food's inspirational dishes and see Good Food in partnership with Tower as the top choice for kitchen appliances and housewares.

Every day deserves good food.







## Tried, Trusted and Tested Guarantee

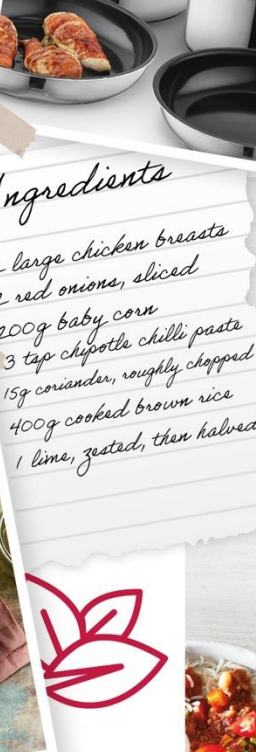
All Good Food in partnership with Tower products have been awarded with the 'Tried, Trusted and Tested' guarantee. All products in this range have undergone vigorous rounds of testing by Good Food's resident chefs to meet the highest standards and ensure satisfaction after every use.





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in partnership with  
**TOWER**



**Be Inspired...**

### Ingredients

- 2 large chicken breasts
- 2 red onions, sliced
- 200g baby corn
- 3 tsp chipotle chilli paste
- 15g coriander, roughly chopped
- 400g cooked brown rice
- 1 lime, zested, then halved



**Over 15,000  
recipes**

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in partnership with  
**TOWER**



## Packaging





# Driving Success Through Marketing

The collection launch is supported with heavy weight marketing across Tower and Good Food's marketing estate to drive consumer awareness and demand.

## Marketing Approach

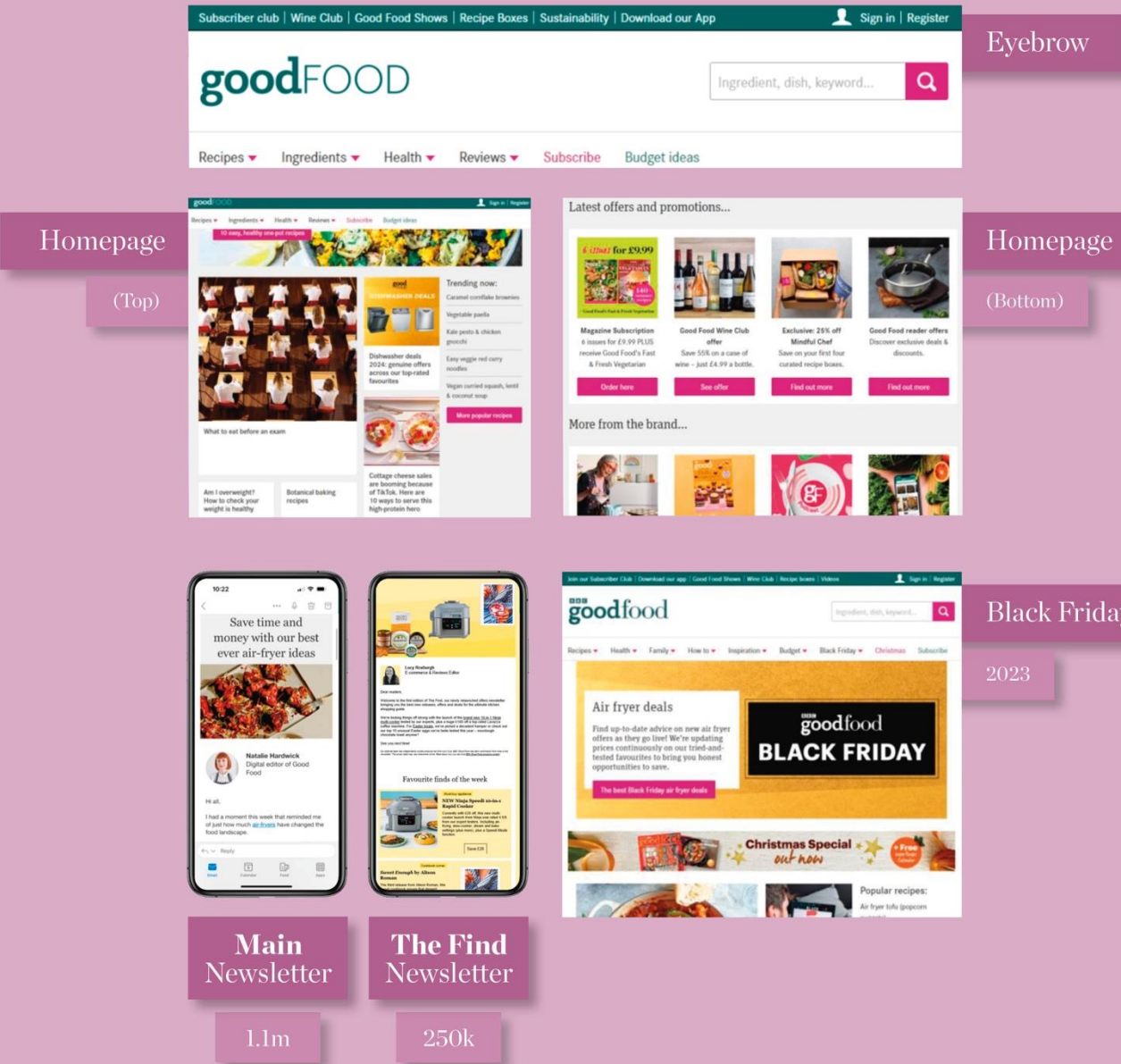
Good Food is deeply passionate about the range and is committed to driving its success.

To support its launch and ongoing promotion, Good Food is set to employ marketing activations across its variety of high-value inventory.

Good Food will also be incentivising every consumer who purchases a Good Food in Partnership with Tower product with a free 3 month subscription to their subscriber club giving them access to a whole host of additional benefits.

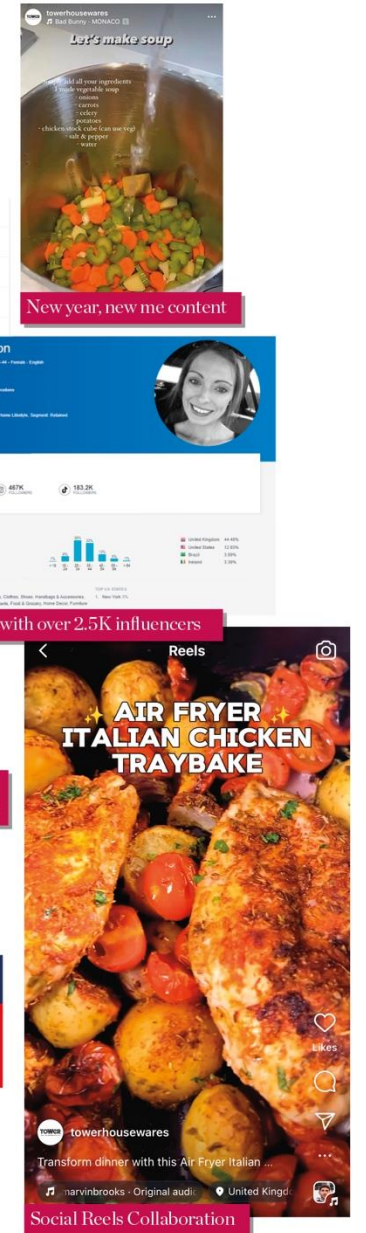
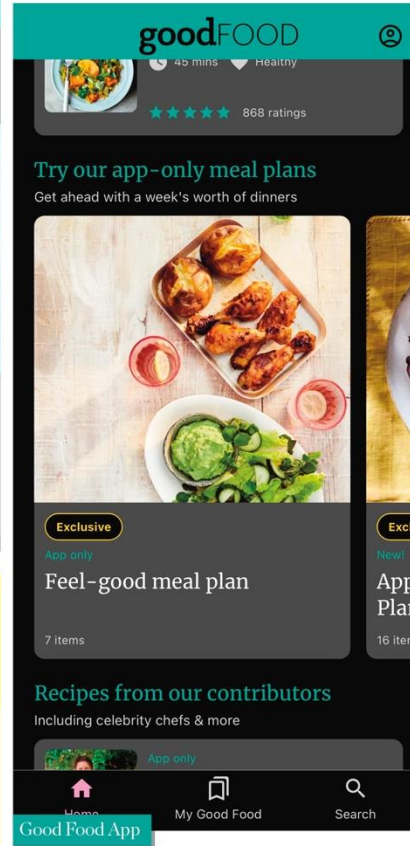
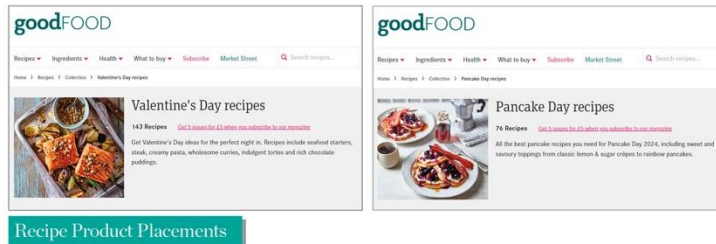
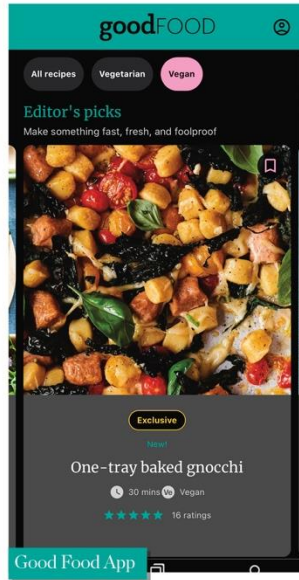


## Marketing activity: inventory examples





# Example campaign activities





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# Product Range

# Air Fryer Range



## GF17014

8L Dual Basket  
Air Fryer  
SSP £129.99  
RRP £239.99

- 2 x 4L baskets
- Digital display
- Can cook up to 2kg of food per basket
- 12 cooking pre-sets - Chips, fish, ribs, veg, toast, chicken wings, steak, prawn, dehydrate, bake, keep warm & defrost
- Sync function
- Match cook function
- Cook independently or together for versatility
- 0-60 minute timer
- Dishwasher safe crisper plates
- Overheat protection & auto shut-off
- Customisable programs for each basket



## GF17015

Hybrid Basket/Oven  
Air Fryer  
SSP £139.99  
RRP £259.99

- Oven chamber: 5.5L capacity
- Basket: 4.5L capacity
- Can cook food in two different ways at the same time
- Vortex technology
- Vizion viewing windows
- Smart Finish Function
- Sync Function
- 10 pre-sets including chips, fish, chicken, veg, toast, chicken, wings, steak, prawn, dehydrate & bake
- Keep warm function
- Reheat function
- Defrost function
- 60 minute timer
- 45-200°C temperature range





# Food Prep Range



**GF876009**  
15kg Digital Talking  
Kitchen Scale  
SSP £54.99  
RRP £73.99

- Unique in UK market
- Hygienic hands-free
- Voice controlled
- Large easy read LED
- Up to 15kg
- 120 min charge on 8hrs continuous use
- USB charger
- Stainless Steel Platform
- 2-year guarantee



**GF851062**  
5 Piece Knife Block  
SSP £69.99  
RRP £93.99

- High grade Stainless Steel fine edge sharp blades
- **20cm/8in** Chef's Knife
- **20cm/8in** Carving Knife
- **20cm/8in** Bread Knife
- **13cm/5in** Utility Knife
- **9cm/3.5in** Paring Knife
- Stainless Steel ergonomic handles
- Weighted block base
- 5-year guarantee



**GF12013**  
Digital Jug Blender -  
Stainless Steel  
SSP £79.99  
RRP £139.99



**GF12012**  
Digital Hand Blender -  
Stainless Steel with  
Multi-heads  
SSP £69.99  
RRP £119.99



**GF847069**  
Rechargeable Duo  
Salt & Pepper Mill  
SSP £24.99  
RRP £33.99

- USB charger
- Fully recharges in 90 mins – with 25 mins of uninterrupted use
- Individual push buttons
- Easy fill chambers
- High quality ceramic grinder
- Adjustable settings – fine / coarse
- LED lights on underside light up in use
- Black body with brushed chrome accents
- 3-year guarantee



**GF847071**  
Stainless Steel  
Salad Spinner  
SSP £44.99  
RRP £59.99

- Large 5L capacity
- Dries leaves in seconds
- Easy pull cord maximising air circulation / removes water
- Safety stop brake button
- High quality Stainless Steel
- Removable spinning basket used as a colander
- Doubles as a bowl
- Dishwasher safe
- Silicone, non-slip base
- 5-year guarantee



**GF847073**  
Mandolin Slicer -  
Stainless Steel  
SSP £39.99  
RRP £53.99

- Durable precision blades
- Customisable thickness – with adjustable settings – flexibility at the turn of a dial
- Interchangeable blades for versatile cutting options – julienne carrots, shredding veg, waffle fries or crinkle chips
- High quality Stainless Steel & BPA-free plastic
- Silicone non-slip base
- Specially designed food holder – safely grip ingredients against the board
- Dishwasher safe
- 5-year guarantee



**GF12016**  
Citrus Juicer 100W  
Stainless Steel  
SSP £49.99  
RRP £99.99





# Cooking Range



**GF16012**  
Digital Dutch Oven  
Multi-Cooker  
SSP £119.99  
RRP £199.99

- 1500W output
- Enamel coated interior
- 5.5L capacity
- Slow, Sear, Cake, Braise, Rice, Steam, Bake, Soup, Probe, Keep Warm, DIY
- Keep warm function is perfect cooking for busy families
- Removable hob-proof cast iron pots
- Dishwasher & oven safe
- 40-220°C temperature range



**GF16010**  
3.5L Stainless Steel  
Digital Slow Cooker  
SSP £59.99  
RRP £119.99



**GF16011**  
6.5L Stainless Steel  
Digital Slow Cooker  
SSP £69.99  
RRP £139.99



**GF12069**  
Soup Maker with Saute  
Function  
SSP £69.99  
RRP £139.99

- 1000W output
- Stainless Steel jug with non-stick coating
- Stainless Steel Blade
- 5 Cooking functions
- Smooth, Chunky, Sauté, Juice & Blend
- Makes fresh hot food in 20-30 minutes
- LED control Panel
- Audible notification for overfill & overspill








# Tools and Gadgets Range



	
<p>GF832252</p> <p>6 Piece Utensil Set</p> <p>SSP £49.99</p> <p>RRP £66.99</p>	<p>GF832253</p> <p>4 Piece Gadget Set</p> <p>SSP £39.99</p> <p>RRP £53.99</p>
<p>High-quality durable, robust kitchen tools, designed to last</p>	
<p><b>Spaghetti Server, Solid Turner, Solid Spoon, Slotted Turner, Slotted Spoon, Ladle</b></p> <ul style="list-style-type: none"><li>• Food Safe silicone heads (BPA-free); heat resistant to 230°C</li><li>• Resistant to discolouration and absorption of odours</li><li>• Stainless Steel Handles – ergonomic grip</li><li>• Hanging loops on handles</li><li>• Safe to use on any cookware including non-stick</li><li>• 5-year guarantee</li></ul>	<p><b>Y Peeler, Garlic Press, Pizza Cutter, Can Opener</b></p> <ul style="list-style-type: none"><li>• High grade Stainless Steel heads</li><li>• Ergonomic coated black handles</li><li>• 5-year guarantee</li></ul>





# Storage Range

		
<b>GF826193</b> Biscuit Canister SSP £22.99 RRP £30.99	<b>GF826190</b> Set of 3 Canisters SSP £39.99 RRP £53.99	<b>GF826191</b> Pasta Jar SSP £24.99 RRP £33.99
<b>Airtight seal</b> Soft touch lids with silicone ridges for ease of opening and glass viewing window	<b>High quality stainless steel with satin mirror finish</b> Combining style and functionality	<b>Silicone non-slip base</b> Prevents from tipping over and protects your worktop from scratches
<b>3-Year Guarantee</b>		

	
<b>GF826192</b> Utensil Holder SSP £19.99 RRP £26.99	<b>GF847080</b> 4 Piece Food Storage Set SSP £29.99 RRP £39.99







# Cookware Ranges

Stainless Steel

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Hard Anodised

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Tri-Ply

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# Stainless Steel

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## The Classic Choice

# Stainless Steel

### » The Classic Choice

Durable and robust, withstands high temperatures, long-lasting, and traditional.

### » Ideal for Liquid-Based Dishes

Perfect for soups, stews, chilies, and curries with a high liquid-to-solid ratio.

### » Non-Reactive

Cook acidic foods without staining or affecting flavours.

### » Heat Resilience

Once pre-heated, withstands high heat and rapid temperature changes, especially when adding liquids.

## Suitable for all hob types

Including induction,  
for great cooking versatility!



Induction



Gas



Electric



Ceramic



Halogen



**Superior**  
ceramic  
coating

Free from  
PFAS, PFOA,  
Cadmium  
& Lead

## 10x Stronger\* Superior ceramic coating

Non-stick healthier cooking  
with little to no oil required!

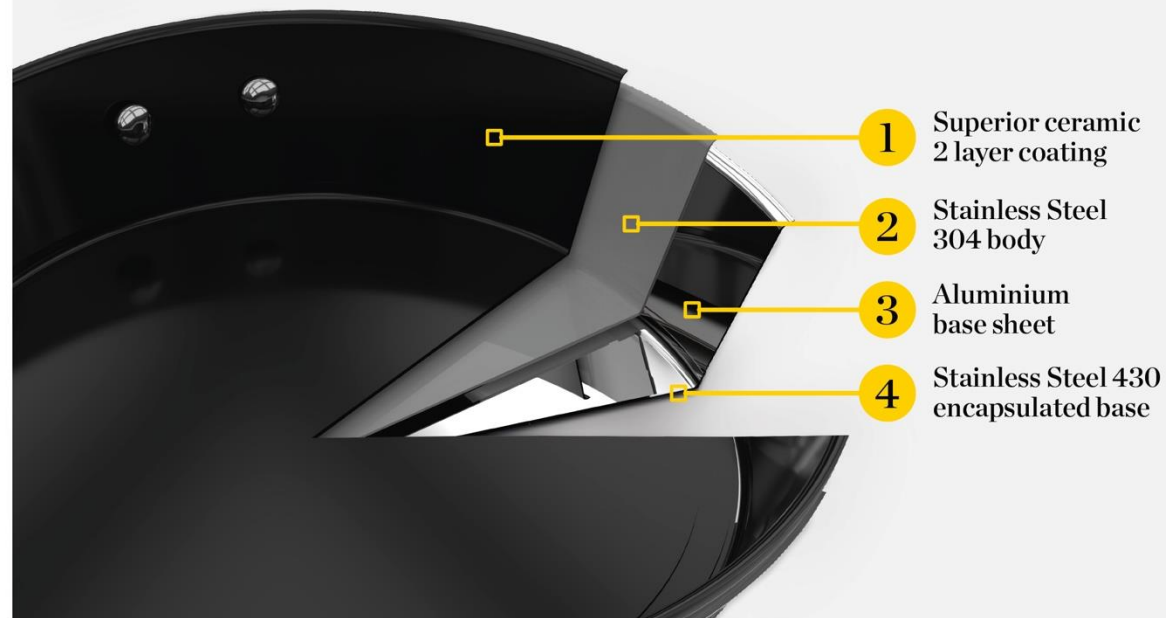
\*Than standard non-stick coatings

## The Classic Choice Stainless Steel

- » **Stainless Steel 430 Encapsulated Base**  
Provides strength, durability, and compatibility with various heat sources.
- » **Multi-Layered 'Sandwich' Structure**  
Aluminium core encapsulated in stainless steel for superior heat conductivity.
- » **Even Heat Distribution**  
Reduces hot spots, ensuring consistent cooking results.



## High Quality Stainless Steel



### Rapid heat up

Stainless steel and aluminium encapsulated base offers quick and even heat distribution with no hot spots.

### Built to last

Expertly crafted from high quality stainless steel for exceptional durability.



# Cookware Range - Stainless Steel



**GF900261**  
Stainless Steel 24cm  
Frying Pan  
SSP £32.99  
RRP £43.99



**GF900262**  
Stainless Steel 28cm  
Frying Pan  
SSP £36.99  
RRP £49.99



**GF900263**  
Stainless Steel 30cm  
Frying Pan  
SSP £42.99  
RRP £57.99



**GF900264**  
Stainless Steel 24cm  
Casserole Pan  
SSP £44.99  
RRP £59.99



**GF900266**  
Stainless Steel 28cm  
Multi-Pan with Lid  
SSP £59.99  
RRP £79.99



**GF900260**  
Stainless Steel 3  
Piece Saucepan Set  
16/18/20cm  
SSP £99.99  
RRP £132.99



# Hard Anodised

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## The Versatile Choice

# Hard Anodised

### » Non-Stick Coating

Ideal for a wide range of cooking techniques, from delicate foods to grilling meats.

### » Perfect for Delicate Foods

Excellent for cooking eggs and delicate fish without sticking, while also perfect for searing meats.

### » 30% Tougher than Stainless Steel

Offers better resistance to corrosion, scratches, and wear and tear.

### » Less Oil Needed

The non-stick surface reduces the need for excess oil, promoting healthier cooking.

## Suitable for all hob types

Including induction,  
for great cooking versatility!



Induction



Gas



Electric



Ceramic



Halogen



**Superior  
ceramic  
coating**

Free from  
PFAS, PFOA,  
Cadmium  
& Lead

## 10x Stronger\* Superior ceramic coating

Non-stick healthier cooking  
with little to no oil required!

\*Than standard non-stick coatings

## The Versatile Choice

# Hard Anodised

### » Forged Aluminium

Offers strength and lightweight durability, ideal for everyday cooking.

### » Impact Bonded Technology

Metal layers are bonded together using high pressure for enhanced durability and performance.

### » Multi-Layer Structure

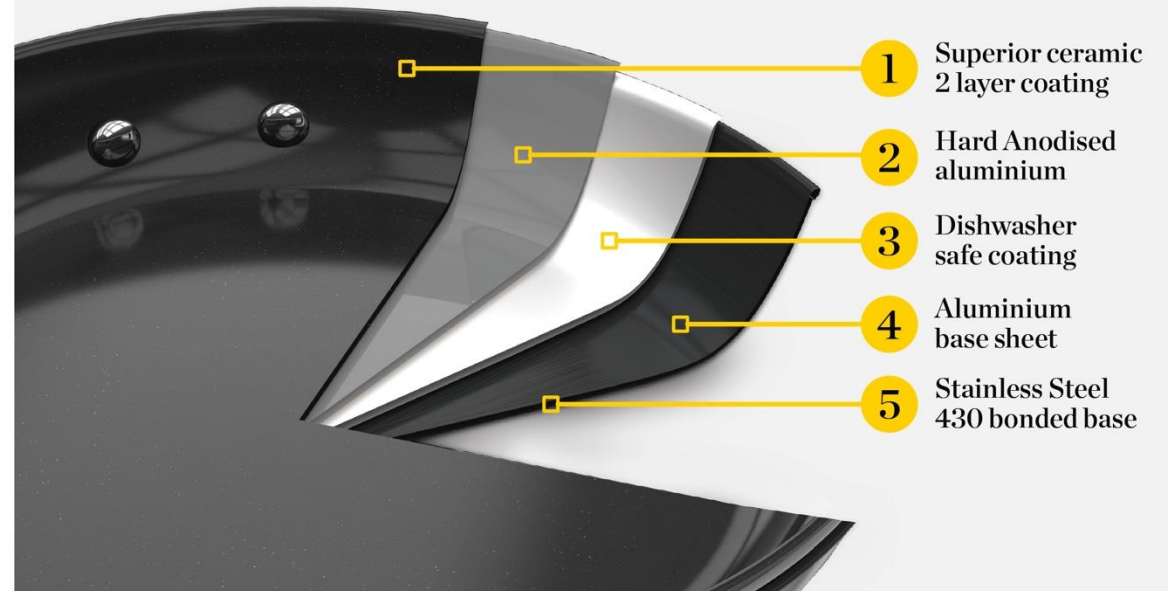
The combination of metals offers superior heat distribution for even cooking results.

### » Better Heat Retention

Promotes consistent cooking by minimising hot spots and optimising heat efficiency.



## Hard Anodised Forged Aluminium



## Rapid heat up

Full induction base offers quick and even heat distribution with no hot spots.

## Built to last

Expertly crafted from 3.5mm forged hard-anodised aluminium for exceptional durability.



# Cookware Range - Hard Anodised



**GF900250**  
Hard Anodised 24cm  
Frying Pan  
SSP £42.99  
RRP £57.99



**GF900251**  
Hard Anodised 28cm  
Frying Pan  
SSP £48.99  
RRP £65.99



**GF900259**  
Hard Anodised 30cm  
Frying Pan  
SSP £54.99  
RRP £73.99



**GF900254**  
Hard Anodised 24cm  
Casserole Pan  
SSP £79.99  
RRP £106.99



**GF900253**  
Hard Anodised 28cm  
Multi-Pan with Lid  
SSP £84.99  
RRP £113.99



**GF900252**  
Hard Anodised 3  
Piece Saucepan Set  
16/18/20cm  
SSP £179.99  
RRP £239.99



**GF900258**  
Hard Anodised 5 Piece  
Cookware Set  
SSP £264.99  
RRP £352.99



# Tri-Ply

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## The Premium Choice **Tri-Ply**

### » Loved by Chefs & Home Cooks

Known for superb heat control and even heat distribution, a true step-up in cooking technology.

### » Ideal for Various Cooking Techniques

Perfect for searing, sautéing, braising, and even baking.

### » Enhanced Heat Distribution

Heat extends further up the pan sides, offering quicker and more even heat conductivity, not just limited to the base.

## Suitable for all hob types

Including induction,  
for great cooking versatility!



Induction



Gas



Electric



Ceramic



Halogen



**Superior  
ceramic  
coating**

Free from  
PFAS, PFOA,  
Cadmium  
& Lead

**10x Stronger\***  
**Superior  
ceramic coating**

Non-stick healthier cooking  
with little to no oil required!

\*Than standard non-stick coatings

## The Premium Choice

# Tri-Ply

### Structure

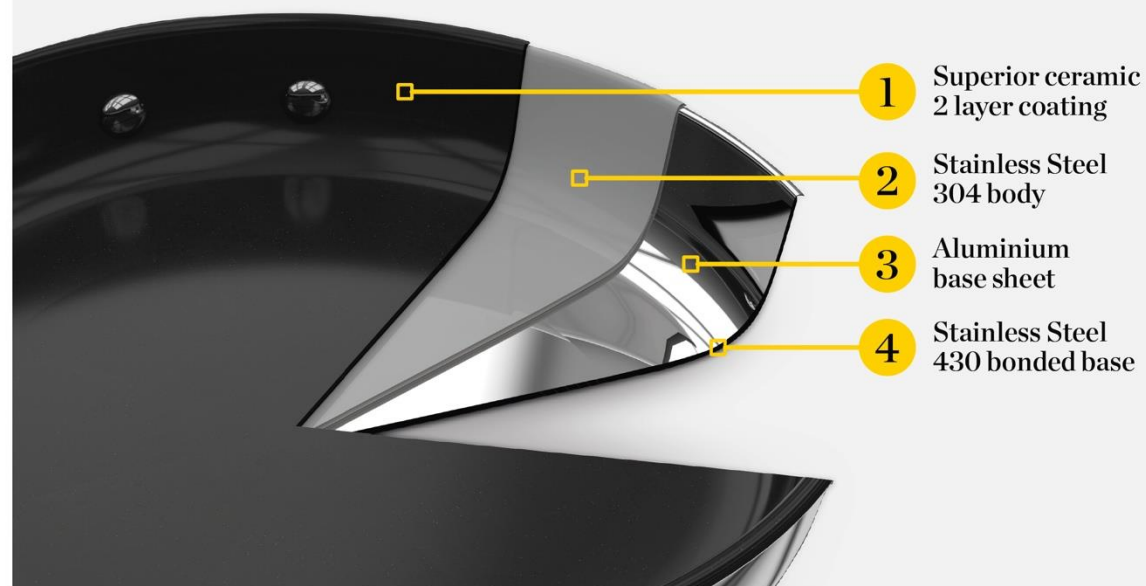
- » **Stainless Steel Outer Layers**  
Provides durability, strength, and resistance to wear.
- » **Aluminium Core**  
Ensures excellent heat conductivity for even cooking and fast heat response.
- » **Durable Stainless Steel Inner Layer**  
Long-lasting and perfect for cooking with a non-reactive surface.
- » **Mirror Finish**  
Elegant, high-quality finish that enhances the cookware's durability and aesthetic appeal.

### Base

- » **High-Pressure Bonding**  
Metal layers are fused together using high pressure for enhanced durability and strength.
- » **Multi-Layer Structure**  
Provides better heat distribution, ensuring even cooking throughout the pan.



## Tri-Ply Stainless Steel



### Rapid heat up

Three-layer bonded base offers quick and even heat distribution with no hot spots.

### Built to last

Excellent heat retention properties and exceptional durability.



# Cookware Range - Tri-Ply



**GF900271**  
Tri-Ply 24cm  
Frying Pan  
SSP £52.99  
RRP £70.99



**GF900272**  
Tri-Ply 28cm  
Frying Pan  
SSP £62.99  
RRP £83.99



**GF900273**  
Tri-Ply 30cm  
Frying Pan  
SSP £69.99  
RRP £93.99



**GF900274**  
Tri-Ply 24cm  
Casserole Pan  
SSP £89.99  
RRP £119.99



**GF900275**  
Tri-Ply 28cm  
Multi-Pan with Lid  
SSP £99.99  
RRP £139.99



**GF900270**  
Tri-Ply 3 Piece Saucepan  
Set 16/18/20cm  
SSP £194.99  
RRP £259.99



**GF900276**  
Tri-Ply 5 Piece  
Cookware Set  
SSP £299.99  
RRP £398.99



# Thank you!

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