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Culinary and kitchenware brand The Royal Touch has signed key international representation in France, England, Australia and Korea. The brand will be represented by Brands With Influence in England, Sagoo Licensing in France, Wild Pumpkins in Australia and Lee International in Korea.

“These new partners came on board based on the launch event at the British Embassy in January, which far exceeded our expectations,” says William Schwartz, business partner, The Royal Touch. “Our goal is for the brand to continually evolve into different market segments, led by world-class experts.”

Carolyn Robb, former personal chef to Prince Charles and the royal family, founded the Royal Touch.

Each region has different ideas for the brand based on their specific market. For example,

Veronique Pichon, owner of Sagoo Licensing in France, expects expect to license rights in the areas of fresh and organic packaged foods and health/nutrition products, leveraging the fact that Robb has been a certified fitness instructor and biked from London to Paris.

The Royal Touch also recently signed an exclusive agreement with Sarah Champier to head The Royal Touch Floral & Garden Collection. For more than a decade, Champier was the personal florist to Prince Charles, and will now head plans develop gourmet gift baskets and exclusive floral bouquet designs under The Royal Touch branding.

