

## THE ROYAL TOUCH Names Agents

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Carolyn Robb: The Royal Touch culinary/lifestyle brand has signed several new agents worldwide. Carolyn Robb, brand co-founder, has served as personal chef to the U.K.'s Prince Charles, Princess Diana, Prince William and Prince Harry for over a decade.

Blue Sky International will represent the brand exclusively in Japan; Foron will represent the brand exclusively in Hong Kong and mainland China; Wild Pumpkin Licensing International will represent the brand in Australia and New Zealand; VIP Entertainment and Merchandising will represent the brand in Germany; and Segal Entertainment came aboard as an exclusive partner for Canada.

In addition, The British Embassy in Tokyo, Japan will host the launch event on Jan. 18.

"The Royal Touch is a premium culinary and kitchenware brand specializing in the license and development of high-quality consumer products for manufacturers, distributors and retailers in Japan," says Ted Larkins, president of Blue Sky International, the exclusive Japanese partner of The Royal Touch brand.

"2012 is an ideal time to introduce The Royal Touch brand due to the constant worldwide media coverage of royalty, the Olympics in London, the Diamond Jubilee of Queen Elizabeth and the non-stop anticipation of the next generation of royals," says Bill Schwartz, co-founder of The Royal Touch. "We are extremely fortunate to enjoy this 'royal' media attention since it can only help bring awareness to our premium brand."

