

Press Release

JAMES CAAN ADVISES ANNABEL KARMEL ON HOW TO TACKLE FOOD INDUSTRY GIANTS

The sixth episode of The Business Class with James Caan airs from Monday 16th December

London, 13th December 2013 – Entrepreneur James Caan hosts the sixth episode in the latest series of *The Business Class* on CNBC, which first airs on Monday, 16th December at 10pm (UK).

The \$40 billion baby food market is the focus of the episode as Caan provides insights for the successful entrepreneur Annabel Karmel, who became a household name in the UK as an author before launching a range of products for babies and children. Since 2005, Karmel has built a strong UK-focused business but now wants to expand against the might of the major multinationals, such as Danone and Nestle.

Karmel is the last of six innovative UK-based SMEs to feature in the second series of *The Business Class*, which airs every other Monday and is also repeated throughout the week.

Each 30-minute episode sees Caan joined by experts from a cross-section of industries, to give strategic business advice to six of the UK's most innovative SMEs and help them improve their business model and boost profits. The experts featured in the sixth episode are James Averdieck, the entrepreneur and founder of Gu Puds and Allyson Stewart Allen, the chief executive of International Marketing Partners.

Caan uses his impressive track record of creating and managing successful companies to inform the discussion on the challenges faced by SMEs. He believes that Karmel has a strong business but faces some key challenges: *“With the debate around nutrition high on the agenda and with a strong personal and business profile, Annabel Karmel looks like a success story waiting to happen. My concern is how she will manage to expand against the food industry giants while protecting the value of her business. There could also be an issue around focus - is the business, which works across publishing, retail, accessories and food, attempting to do too much?”*

The six UK companies featured in the series face different challenges in their business cycle and are taken from a variety of sectors including technology, financial services, manufacturing, retail and professional services.

Previous episodes of *The Business Class* featured the augmented-reality app Blippar, skincare products company Pai, Crowdcube, the crowdfunding business platform, Morphsuits, which makes all-in-one suits for the party market and Not Going to Uni, a website offering career alternatives for young people.

Annabel Karmel's case study will be followed by a seventh round-up show that discusses the broader issues faced by SMEs, such as funding and international expansion.

The sixth episode of *The Business Class* is screened at 10pm (UK time) on Monday, 16th December and then throughout the week. CNBC can be seen on Sky channel 505, Virgin 613 and Freesat 210.

Visit the series' dedicated website at businessclass.cnbc.com or follow the show on Twitter at **#CNBCBizClass**. Use the hashtag to ask James Caan a question to help your SME.

- ENDS -

For more information, or photography, please contact:

Hugo Foulds, Director of Communications, EMEA

hugo.foulds@cnbc.com

D: +44 (0)20 7653 9398

About CNBC

CNBC is the leading global broadcaster of live business and financial news and information, reporting directly from the major financial markets around the globe with three regional networks including CNBC in Asia, CNBC in EMEA and CNBC in the US. CNBC.com is the preeminent financial news source on the web, featuring an unprecedented amount of video, real-time market analysis, web-exclusive live video and analytical financial tools. CNBC is dedicated to CEOs, senior corporate executives; the financial services industry and private investors. The channel is available in more than 395 million homes worldwide. CNBC is a division of NBCUniversal. www.cnbc.com

About James Caan

James Caan is one of the UK's most successful entrepreneurs. He made his fortune in the recruitment industry, which included the global success of his companies Alexander Mann and Humana International. In 2004 he founded private equity firm Hamilton Bradshaw, which now has a portfolio of over 30 companies. As well as *The Business Class*, James is best known for joining the hit BBC show *Dragons' Den*, where he invested over £1m across 14 companies. He has received various prestigious awards including 'BT Enterprise of the Year', PricewaterhouseCoopers 'Entrepreneur of the Year' and Chairman of the Year at the 2013 International Business Awards. A passionate supporter of small businesses, James is Chairman of the Government's Start Up Loans scheme, which provides funding and mentoring to young entrepreneurs. To date the scheme has backed over 7000 entrepreneurs. James has released three best-selling books – his autobiography *The Real Deal, Get*

the Job You Really Want, and more recently *Start Your Business in 7 Days*, as well as a highly acclaimed free app, James Caan Business Secrets.