

Gordon Ramsay, Nataniël in Checkers TVC

Featured together in a new promotional campaign for Checkers meat, TV personality and Michelin-starred chef Gordon Ramsay, with homegrown celebrity Nataniël sampled two new specialty meat cuts, which until now were not widely available locally.



The fun and entertaining TVC airs at the end of July, featuring the unlikely duo testing the new range, which includes the steakhouse classic rump known as picanha, its Brazilian name, which is the most highly sought-after beef cut in Brazil. Also sampled was a farmstead premium pork rump that is often hard to track down and is, according to Ramsay, "One of the most difficult cuts for a butcher to master."

Neil Schreuder, marketing director of [Checkers](#), said, "We work hard to offer world-class products and to have someone of Ramsay's calibre endorsing the brand is a privilege."

The chemistry between the two seems to be very successful and is part of an ongoing campaign for a new range of products being introduced by Checkers. To view the advert, behind the scenes footage and images, go to <http://bit.ly/1bEZn4M>.

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