LIBERTY BELL

THE SWEET TASTE OF SUCCESS AS SUGAR FREE FARM RETURNS TO ITV

It was announced today (5th July 2016) that hit show Sugar Free Farm will return to ITV for a second series.

Following the success of the first 3 x 60 minute series which achieved an average of 3.8m per episode in its 8pm slot in January 2016, the new series has been extended to a 4 x 60 minute run. Filmed at Laverstock Farm, Hampshire (owned by ex-Formula One World Drivers' Champion – JODY SCHECKTER and his wife CLARE), six famous faces will once again undergo a dietary experiment giving up sugar and becoming self-sufficient by living off the produce of a farm for two weeks.

Series one saw musical theatre star JANE MCDONALD, comedian RORY MCGRATH, quiz mastermind and Chaser MARK LABBETT, actress TUPELE DORGU, TOWIE's JAMES 'ARG' ARGENT and dancer JENNIFER ELLISON push their bodies to the limit as they lived and worked on a farm worker's cottage in exchange for only healthy, wholesome food.

The series is produced by Liberty Bell Productions, series produced by ISOBEL WILLIAMS (Young Vets, BBC2 and Nev's Indian Call Centre, W) and executive produced by JON CONNERTY (Sugar Free Farm, ITV and The Call Centre, BBC Three, and JAMIE ISAACS (The Three Day Nanny Channel 4, Scrappers, BBC1, World's Strictest Parents, BBC Three and Brat Camp, Channel 4).

The series is commissioned for ITV by SATMOHAN PANESAR, Commissioner and SUE MURPHY, Head of Factual Entertainment. SUE said: *"The Sugar Free recipe of immersive format plus bags of relevant content feels really fresh. And for Series 2 Jamie and Jon have come up with lots of new ways of challenging the celebrities and rewarding the viewers."*

JAMIE ISAACS, Chief Executive of Avalon Factual Television added, *"We are grateful to ITV for their continued support in growing this exciting brand. We have big plans for the show."*

The show is set to transmit in early 2017 on ITV.

What the press said about Sugar Free Farm Series 1

"this show is worth bingeing on."

Emily Jupp, The i

★★★★

Daily Mail Weekend

For more information, please contact: Lucy Plosker or Dan Lloyd at Avalon on 020 7598 7222/
lucyp@avalonuk.com/danl@avalonuk.com

AVALON
PRESS & PUBLICITY

Notes to Editors

About Liberty Bell

Liberty Bell Productions, formed in autumn 2002, specialises in the production of television documentaries and features, factual entertainment, current affairs, drama-documentary and youth programming. Productions include: The Three Day Nanny (Channel 4), Scrappers (BBC One), Dave Gorman: Modern Life is Goodish (Dave), the Grumpy Old… series and the Three Men… series (BBC TWO).

What the press has said about previous Liberty Bell productions:

The Three Day Nanny

"I'm not just watching, I'm taking notes, because a lot of this applies to my family."

Sam Wollaston, The Guardian

Scrappers

"*Scrappers was more comedy gold than junk metal…full of northern charm…filled with laugh-out-loud moments…The Walkers are the true heroes of this hilarious show…This programme provided heaps of enjoyment – not one for the scrapheap*"

The Sun

Dave Gorman: Modern Life is Goodish

"It's a sort of cutting-edge documentary-slash-stand-up hybrid, with Gorman offering genius gags aplenty"

Rachel Aroesti, The Guardian Guide

Grumpy Old Men

"The whole programme put me into an uncharacteristically, seethingly good mood… Wonderful stuff"

A.A. Gill, The Sunday Times

Three Men go to Scotland

"*This enjoyable series could happily sail on forever*."

TV Times