

Levi Roots

Musician, Chef & "Dragon Slayer"

"Levi's story is one of the most heart-warming business success stories to date"

Levi Roots is the creator of 'Reggae Reggae Sauce', one of the success stories from the BBC Entrepreneur programme, *Dragon's Den*. His late entry into the culinary field came because of commitments to music. Levi was touring the world, performing with icons such as James Brown, Dennis Brown, Michael Rose and Black Uhuru.

TOPICS:

- The Power of Passion and Perseverance
- Building a Brand
- Entrepreneurship and Business Growth
- Cultural Diversity and Inclusion
- Motivation and Inspiration

LANGUAGES:

He presents in English.

PUBLICATIONS:

2009 Caribbean Food Made Easy

2008 Reggae Reggae Cookbook

IN DETAIL:

Levi Roots wowed the dragons with his Reggae-Reggae sauce, taken from his Jamaican grandmother's recipe, with his unique 'all singing' marketing campaign and managed to secure an investment. He made the big time from producing his Reggae Reggae Sauce that won an exclusive contract in 2007 and was soon stocked in Sainsbury's stores across Britain becoming the chain's fastest ever selling product. Levi also released a new album and continues to feature regularly as a guest chef on cookery shows in addition to touring the country as a motivational speaker, encouraging young people to follow in his footsteps. He sang *Happy Birthday* to Nelson Mandela when the South African icon visited Brixton and used to play football with Bob Marley every Sunday in Battersea Park. He was nominated for a MOBO award in 1998 for his *Free Your Mind* album.

WHAT HE OFFERS YOU:

Levi famously sang about the virtues of his Reggae Reggae Sauce and became, without doubt, the most famous participant on the show. His success has meant that he has become a spokesperson for both Caribbean cuisine, as well as more generally for entrepreneurship amongst the black community. He has visited hundreds of schools to encourage young children to adopt a positive approach and to show that you can succeed from humble beginnings. He encourages his audiences to continue to strive towards their goals, passing on advice and anecdotes about the world of business.

HOW HE PRESENTS:

The most memorable contestant on *Dragons' Den*, Levi has experienced a phenomenal rise to fame, however remains very down-to-earth and highly inspirational for his wide ranging audiences.

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