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Rocket to manage major UK licensing programme for SpudBros

From potato tram to cultural phenomenon and now to consumer products, SpudBros has appointed Rocket Licensing to further build its reach and awareness across the UK and beyond.

The story of the simple hot potato tram in Preston that went from the UK's oldest spud business to a cultural phenomenon with the arrival of Jacob and Harley Nelson – the SpudBros – in 2020, has captured the imagination of food lovers across the UK and internationally.

Today SpudBros has 17 UK SpudBros Express locations - a number set to double by the end of 2026 – while internationally the first location is scheduled to open at Galleria Al Marya in Abu Dhabi later this year, with additional sites planned across the UAE as part of a long-term rollout strategy.

Jacob, Harley and the brand itself are also social media stars across multiple channels, with over nine million followers across TikTok, Instagram, YouTube and Facebook and hundreds of millions of views every month across numerous platforms.

Jacob and Harley regularly post updates, information, behind the scenes films and videos of interactions with spud buyers at the famous trams.

The licensing programme will be aimed at a core target market of 18-34 year old men and women, with a strong secondary market among tweens and teens.

Rocket and SpudBros plan to build on the brands' reach and strong, positive awareness, initially in categories like apparel, gift, publishing, stationery and greeting cards. This will be supported with multiple design assets including slogans (like 'The greatest spuds on Earth', 'Join the TramFam' and 'The spotlight is yours'), colourful logos, plus the brand's mascot Brotato, star of the popular Christmas Animation Brighter Than The Night.

Rocket will be introducing the brand to visitors and discussing opportunities for partnerships and products during BLE next week.

"The journey of our Preston-born brand from local food favourite to a known name across the UK and internationally has been an amazing one," commented **Jacob Nelson, co-founder of SpudBros**. "The time is now right to bring our brand values of good times and inclusiveness to products that reflect its unique qualities and its appeal to so many fans – and Rocket is the ideal partner to make this happen."

Rob Wijeratna, joint md at Rocket Licensing, continued: "This is a uniquely British brand – with a strong international appeal, a huge, multi-platform social media following across multiple age groups and a fun, accessible image, all of which lend themselves to a fantastic licensing proposition. We're looking forward to bringing the key themes of the SpudBros brand – great food, good vibes, giving back – to some original and inspiring products."