[Levi Roots](http://www.parliamentspeakers.com/Speaker/Levi%2BRoots)

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Singer, Levi Roots convinced dragons, Peter Jones and Richard Farleigh to back his plan to produce his Reggae Reggae Sauce on a commercial scale. The launch of Levi's Reggae Reggae sauce in 600 Sainsbury stores was a huge success. Levi's inspirational story means that he is now a popular motivational and inspirational speaker. He speaks to a wide range of audiences, from school children to business conferences.

Levi was born in Jamaica where he was raised by his Grandmother until he left the Caribbean to join the rest of his family in London. Before Levi left Jamaica his Grandmother taught him the recipe for her famous jerk chicken sauce. For many years Levi and his family sold his Grandmother's sauce under the Reggae Reggae brand to the local community each year at the Notting Hill Carnival. Levi was producing the sauce in his own kitchen, but demand was so high he decided to try and get external investment to launch the sauce commercially. After shifting 4,000 bottle in a couple of days, Levi was inspired to take his business scheme to the experts.

Having worked in the music/entertainment industry for over 30 years as a reggae singer, Levi (real name Keith) has performed with James Brown and Maxi Priest and was nominated in 1998 for a Mobo award as best reggae performer.  He entered the Den with his sharpest suit, a bottle of Nanna Miriam’s sauce, his winning smile and his guitar.  He let his music and the sauce do the talking and left with the £50,000 he needed together with the backing of two Dragon investors.

Levi provides an inspiring image for entrepreneurs of all ages. With no previous business background aside from the sales of his sauce among the Brixton locals and at the Notting Hill Carnival, Levi has gone from musician to mogul.  He makes it look so easy, but in essence his success as a businessman stems from the self-confidence and perseverance that accompanies all entrepreneurial winners, with an abundance of Jamaican swagger and charm to boot.  Reggae Reggae Sauce is one of the most popular product/business ventures ever featured on Dragon's Den and Levi has become an inspirational role model for thousands, presenting to schools, businesses and speaking at events & conferences.

Levi has grasped the opportunity granted to him by the Dragon’s Den investment and publicity more than any other contestant on the show. The Roots Empire is now extending itself in all directions - from his newly opened restaurant, the Papine Jerk Centre in Battersea, his Reggae Reggae Cookbook, his Reggae Reggae Song to his presentation of an award at the prestigious MOBOs and appearances at educational and business events around the country, you can’t miss him!

[To book Levi Roots for your event, please call Parliament on](http://parliamentspeakers.com)

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