

FORMAT: TV GAME SHOW

CULINARY **HERO:** USER-GENERATED CUISINE



Shia LaBeouf, *Celebrity Guest Host*



A variation on the famous Caesar variety, **Curb Salad** is the urban hero's culinary staple. Part fruit salad, part trail mix, part green garden, the Curb Salad will keep you going wherever you need to be...

Enjoy in your car, on the sidewalk, or while riding public transportation.

INVENT NEW FOODS

HOST BIO

GUEST

Known for his seriocomic chops, offscreen antics and performance art gigs, Shia's connection to fans tethers the art world to cinema, and turns traditional followers into collaborators. At times, one of Hollywood's most controversial actors, Shia's over-the-edge approach to life, joined with a melohumorous screen persona, make him a natural human interface for emerging foodies to showcase their kitchen craft, culinary wit and creative food genius.

"Can you invent a viral food that can be embraced as part of popular culture and the food we crave everyday?"

TITLE: Culinary Hero

GENRE: Viral Food Game Show

LOGLINE: Foodies, chefs and influencers compete for a chance to invent a viral food that can become a part of popular culture.

CONCEPT: *Have an idea for a new food that everyone will love? Great! Then Culinary Hero will help you turn your idea into a viral food that can permeate everyday cuisine: from how we eat at home, to what we eat on the go, to where we go to eat.*

SYNOPSIS: *Culinary Hero is a mind-bending food game that helps you invent viral foods using featured ingredients from fast moving consumer goods, ready-to-eat, and commodity foods. As players follow their appetite they will explore recipe combinations and food prep techniques across game show levels. Each subsequent level will turn ideas into recipes, challenge players to invent viral food names, and share food memes with fans, celeb judges, and brands. But remember, a successful viral food must change how, when, and what we eat.*

USER GENERATED CUISINE: The **Ceasar Salad** is a classic dish that can be enjoyed as a meal, or even on the go. But when we consider American food culture -- which doesn't celebrate nourishment with long lunches (as in European cultures) -- people often eat fast and furiously, skipping out on healthier options, for the sake of convenience. Given that some people may find a salad to leave them hungry, the **Curb Salad** might serve as a viral alternative to the simple green option. By adding fresh fruit, nuts and seeds to garden greens, the salad option becomes more substantial, giving on-the-go food a robust twist, in snack or meal size.

VIRAL FOOD / BIG IDEA: The Curb Salad can potentially curb your appetite, and be eaten as an enjoyable grab-n-go food. But will anyone ever find out unless the Curb Salad gets tested, prodded, and primed for popular consumption on the *Culinary Hero* game show? Winning means your food can enter the mainstream through trickle up innovation.

JUDGES / SERIES MISSION: *Culinary Hero* places players into the epicenter of food production, a test kitchen in a game show studio, with a panel of judges looking to solve their unique food challenges. One week the judges might be moms on a diet. Another week the judges might be athletes training for a triathlon. Each set of judges faces a unique dietary challenge that the players will be tested to solve. Players will bring their best ideas, and progress through game levels to shape their ideas into viral foods we feed on.

ALL ABOUT CONCEPT: It is important to note that the Curb Salad is not a product. Just as there are many iterations of the Ceasar Salad, the basic idea of the Ceasar Salad stays the same. When a new food concept has viral capabilities, it will enter the imagination of chefs, foodies, restaurateurs and brands across the world. Just like the 100th monkey, all the public needs to grasp is the basic idea, and the rest will be a function of how information travels.

PLAYER STORY / FOOD NARRATIVE: For a long time I would put fruit and nuts on my salad, to boost my glucose levels and slow down digestion. The Curb Salad has become a staple of how I eat, but it is not available on menus anywhere. Nor did it have a name, until one day I had the mental image of someone sitting on a street corner eating a salad. It wasn't the same salad I was carrying as I walked by, but it was enough of a signal for me to think that I might not be the only one eating a salad on the run. And soon enough I understood that "curb" was a pun that combined two ideas: *that I could curb my appetite, while eating on the run.*

UTILITY / GAMIFICATION: *Culinary Hero* game mechanics enhance player creativity, facilitating the conceptual and physical acts of inventing a new food. By breaking the process down into game levels, the phases and stages of being creative become accessible to the general public, who may have great ideas, but not be skilled in the kitchen.

GAME MECHANICS / LEVELS: Cooking is a process of working with three elements: 1) ingredients; 2) appliances or gear; and 3) culinary processes. To develop an idea into a viral food product will take both inspiration and perspiration, and *Culinary Hero* is designed to tweak promising ideas.

Level One starts with the concept. *What is the problem and what is the solution?* We start off with a prototype food, the idea in its most raw format. Players prepare and pitch their food.

Level Two introduces new tools to the players' process that can influence how foods are created. Sometimes the limitation may not be what is expected. Based on judge(s) input, the players will be steered using each game level to innovate and reinvent. By choosing which utensils, tools, or appliances may be used, the players' creative efforts are impacted. How well players respond will also be a factor of the judges ability to mentor, not just test, our budding heroes.

Level Three takes players who have developed some new skills in the kitchen, and gives them new ingredients to incorporate as they work on refining or redefining their idea into a recipe. At this point player creativity is expanded with access to both tools and ingredients.

Level Four takes the innovation from new ingredients and tools and applies several processes that are demoed by a top chef. The players will select which processes to apply using the ingredients and tools they have elected. The recipe should be reaching a pretty keen state of reinvention.

Level Five takes the sum of efforts and invention and pushes players to express the food in viral terms. Players will be guided using the tools of creative thinking borrowed from advertising and product design. They will be tasked with creating a food name and viral video of the food which demos the food product in an appealing and exciting way -- that can travel virally. The final winner of this round will be determined by the total social views of the video.

THE WINNER: If the video goes viral, the food has a chance to enter popular culture and change the way Americans eat. *Can your meme convert into winning votes?* One player will earn the *Culinary Hero* crown, and win prizes that include gift certificates, kitchen gear, and cash.

ELIMINATION: Each weekly thematic episode, the featured talent is reduced from eight players to one winner.

CELEBRITY GUEST HOST: Each week a featured celebrity guest host will guide the judges and players through the exciting experience of inventing a new viral food.

SUMMARY: Whether you are looking to change how you eat, learn new culinary skills, or simply find a new food to add to your repertoire, the *Culinary Hero* format is designed as a food utility with game levels you can try on your own. As an out-of-the-box cooking format, *Culinary Hero* harnesses the power of crowdsourcing to innovate American food culture.

You just might be the next Culinary Hero that changes how Americans eat!



Culinary Hero keeps it real each week with a featured celebrity guest host!