

"Learning to manage your family's eating habits starts with the fridge."

family fridge

"what are you eating?"



GROUP FOOD PORTRAIT

Everyone has a favorite food. We snack. We binge. We eat when we're not supposed to. We eat for pleasure. We eat on the go. And we eat until we feel guilty. Yet our family lives and diet, no matter how dysfunctional, revolve around what might be called "the institution of the fridge," a place where the heart and the head are not always in agreement.

Family Fridge takes viewers through a week in the life of one family per episode who has a unique family cuisine, a specific dietary crisis, a critical food budget -- a story told through food that is inspirational because it requires a forward-looking creative solution that can be as palatable and practical, as it is transformative.

SHOW FORMAT

In the first part of the show we raid the fridge and cupboards so we know what's going on in the galley. Then we ask: Is somebody eating late at night? Whose allergic to what? What is the favored cooking style? Anything related to goals and history is fair game.

Once we know the collective unconscious of the fridge, and it becomes an open book, then we have one-on-ones with family members to figure out how to structure a group solution.

After we have drawn a big enough box around the problem, we have the first sit-down dinner where a completely new cuisine is presented (by a nutritionist and private chef). But this is only a test drive, and we're expecting a few grimaces, and "Eeww, what is that?" faces, as part of the food transition feedback.

Each person may have particular dietary cues, so as they are living their lives and interacting with the fridge there will be specialized foods prepared for each family member that approaches the dietary plan in a more individualized way, personalizing the new family food plan.

Next we are going to get some direct-to-fridge cam reporting on how the first individualized meals and snacks went. The chef and nutritionist will make some tweaks as required, and consult with the parents to get an overall sense of how the week is going.

From this feedback the chef and nutritionist will finalize the new meal plan, including a grocery list and budget for the family, which will be emailed with an appointment for a final sit-down dinner.

This time the chef and nutritionist will be present at the dinner table with the family to answer any questions they may have about the plan, the particular foods they are eating, what the benefits are, and how the plan is tailored both for the family group and for each individual.

Anyway you slice it, the family fridge is the epicenter of home culture, like a television you can eat from - one that shapes our health, our moods, and ultimately our longevity. Through the "Family Fridge" group portrait, families will learn that they are not alone in their struggles to create supportive and healthy lifestyle choices based on a diet that is unique to the challenges of their family group.



Family Food Pyramid

Hungry means healthy...

when you use the Family Fridge meal planning app.



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TREATMENT

UNSCRIPTED FORMAT: Family Fridge

DURATION: 30 Minutes

REALITY GENRE: Family-Food Intervention

FRANCHISE EXTENSIONS: Roommates Fridge (MTV)
Weight Watchers points
and "shapes" (new IP/tool)
Integrations: Ready-to-eat big
food brands, Instacart delivery
service, Samsung Smart Fridge

BUG / INTRO

The sound of a door creaking. Footsteps in the kitchen. Somebody is sneaking into the fridge. From inside the fridge we see a face peering in. A clock ticks on the wall. The sound of a platform video game tune, as the family member scans food items in the fridge. His eyes move like a visual Pac-Man racking up calorie points: #bling, #!bling, #bling, #bling. Then we see a concerned mom and kids near the fridge. Stooped over, arms full of snacks, the eyes of guilt are confronted as dad is busted. (This section dramatizes the main problem in the family -- or as they say in dramatic art, the inciting incident.)

BREAK

LOGO / ANIMATION

Family Fridge logo in floating white space. A large egg rolls from behind the fridge, towards the screen. It cracks open as the featured family pops out of the egg.

SEGMENT 1

We see family members going about their day in various parts of the house. Then we introduce family members one by one. They are asked their favorite foods, who eats what, who eats more, who does the cooking, the shopping,... The point is to show that the each family member has a different view on how the family food culture works.

BREAK

SEGMENT 2

Now we are taking a quick look into the fridge (and cupboards). We are going to personify the highlights we just heard: on shelves, in containers, the family food status. This is the evidence to match the story, which shows the true condition of the family diet. Photographic evidence. Guilty. Guilty. Guilty. All of them. No one escapes judgement.

The nutritionist and private chef give an overview of what they have discovered so far, describe a solution using "coded" food graph, and then we fast forward to the dinner table, where a whole new set of foods is being presented. This is likely not going so well, as family members inspect the food fare spread on the table. We cut back to the nutritionist and chef who affirm that change is difficult, and that a food substitution strategy (i.e., food constellations via coded food shape and colors) is being used for the family.

BREAK

SEGMENT 3

The next day we see there is nothing familiar in the cupboards for the family members to prepare for their meals or snacks. And the fridge is spartan, but someone is restocking it. This is likely both frustrating for some family members, and empowering for others. There are instructions (recipes in the substitution guide, etc.) that each person finds in their assigned food cubby, which presents a personalized how-to for the new ingredients and products. This is a kind of "food christmas," which should unlock the conceptual family food pyramid (shape design).

This food discovery session is paired with fridge cam interviews that are designed to capture reactions, as new food items are tried in real-time. The object is to help the family members learn to use the foods in creative and satisfying ways. The nutritionist and chef comments, during the fridge cam interviews, are intended to highlight food replacement principles and gather feedback to adjust the substitutions to allow the foods at the next sit-down dinner to become more familiar, and therefore palatable. Concerns with children, or special dietary issues, are dealt with here as well.

BREAK

SEGMENT 4

We have seen the family trying out variations of the new foods over the last couple days. It's time for the family sit-down again and the nutritionist and will go over group and individual goals, as well as any further questions. Dinner may be going a little better with some time now for acclimation, but everything is still new. Some healthful statistics and data needs to be presented as part of the arranged food plan, custom designed for the family.

Someone goes to the fridge and opens the door. We gaze at a face as a superimposed grocery list is populating, creating a visual of all dietary changes that were made, intercut with flashes of the new foods in the fridge, and video game sounds. From inside the fridge we get one last portrait of the featured family signing off, with a tally of the food codes favored per member-- and a group message defining their collective food goals.

EYECATCH / EXIT

Final credits. Logo animation: a cracked egg falling out of a fridge. Bumper to keep up with the family's progress on Kaleidoscope.TV. Clip from next episode.