

CULINARY SNACKSTER

GAME PLAY OVERVIEW

Snackster is a game show format that mashes together the classic quiz show Q & A, puzzle game problem solving, as well as physical grocery store and kitchen environments that enable discovery as well as traditional food prep using ready-to-eat and commodity foods.

Combined with customized game play tailored from each player's user profile, each player is given challenges that help them to uniquely express the potential of their personal user-generated cuisine (which has merited contestant status).

There are three main levels of the game show, and one finale round. Level One enables the players to loosely create a concept for their big food idea. The players free associate and strive to use divergent AVX^2 computational methods to invent new foods.

Once a concept has been approved by the foodie panel, as being suited to the player's brand and identity, Level Two begins allowing players to expand their understanding of the range of possibilities available for turning their idea into a combination of ingredients that can be shaped into an actual recipe.

While players are not required to be skilled chefs, most individuals practice some form of creative decision making on a daily basis that allows them to use preference and their imagination to satisfy their appetite. This everyday cognitive skill is the basis for organizing any elective set of ingredients into a potentially new and viral dish.

At this point, Level Three begins using the set of ingredients players have chosen to work with to solve their recipe challenge, combined to elective appliances that will define the production of their particular concept, be it a blender, toaster, microwave, fry pan, freezer, etc. It should be recognized that having such a creative constraint enables players to begin to engineer how they will prep and combine ingredients towards the production of a recipe that can become a ready-to-eat product.

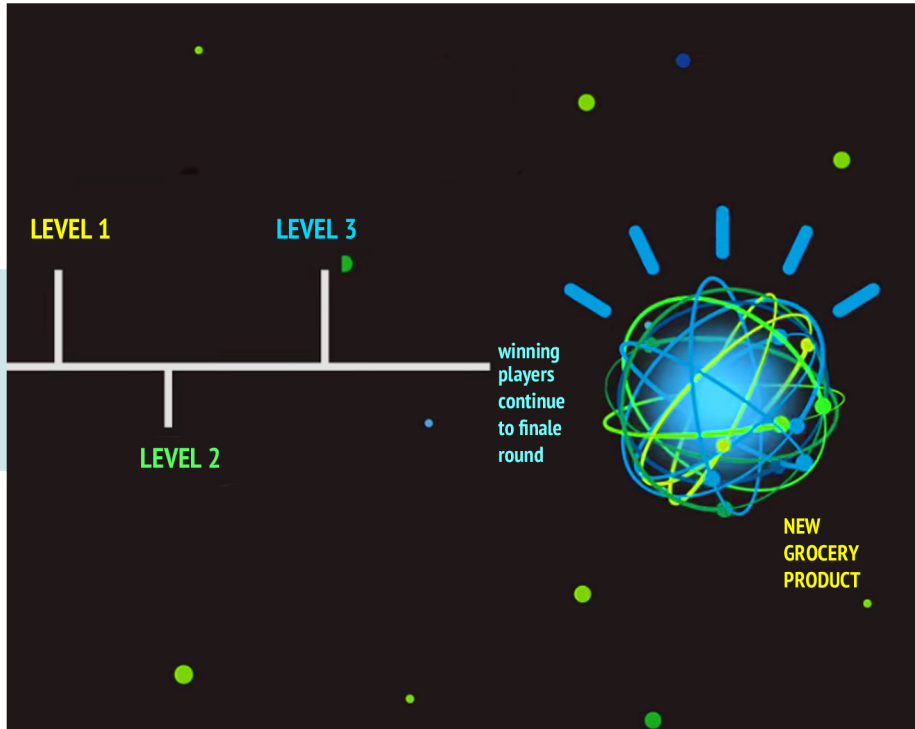
This same methodology is repeated for beverages, snacks, side dishes, or meals -- and then again at the Finale Showdown, where each player's big food concept has a chance to earn a place in your local grocer's aisle, or favorite dine-in or fast food restaurant.

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Once creativity has been sparked, the players move along consecutive game levels to refine their concepts by choosing ingredients and methodologies for creative food production.