CULINARY

SNACKSTER:

USER-GENERATED CUISINE

High concept, big food,... can you say, "Curb Salad?"

A variation on the famous Ceasar 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.

Shia LaBoeuf, *Week 1 Celebrity Host*

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.

"Your food can make you famous!"

SNACKSTER

UGC RECIPES/ INSTANT CUISINE TV

LED Studio Kitchen
Celebrity / Guest Chef Host
Social Recipe Network & App
Ready-to-Eat Food Design
Creative Preset Food Categories
Food Genre Trending Data
User-Generated Recipe Database
Text and Video How-to-Recipes
Site-based Food Nutrition Content
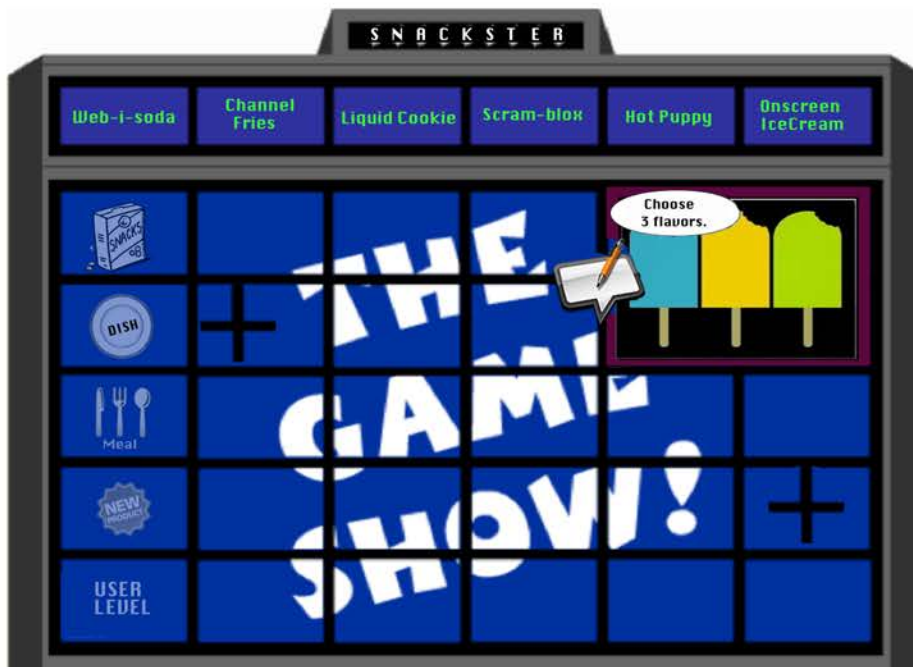Food Crown Competition
Travelling Cantina Food Truck
Integrated Marketing /
  Branded Entertainment Platform
Major Appliance Sponsorship

I. TV GAME DESIGN

Snackster players elect from invented food categories to solve recipe challenges.

SHOW INTRO (Host, Player & Environment)

A. Shia enters the stage with a Pop Music selection on the SNACKSTER Vending Machine (VM). The LED VM Wall displays the same GUI for the touchscreen as used at the player game podium, which players use to interact with game levels.

B. Lights are flashing, Las Vegas style, with background graphics showcasing food ingredients (CPK BBQ Chicken Pizza, Chung King Spring Rolls, Kellogg's . . .) on the VM grid, while new food categories (Laptop Food, Cartoon Food, DVD Food, . . . and other invented categories) align across the Virtual Conveyor Belt.

C. Players are introduced revealing brief profile details including area of study/career, hometown, favorite cuisines, eating habits and preferences, concluding with an anecdote about an experience where they learned the most about their likes or dislikes in food.

(con't)

II. GAME PREMISE & LEVELS
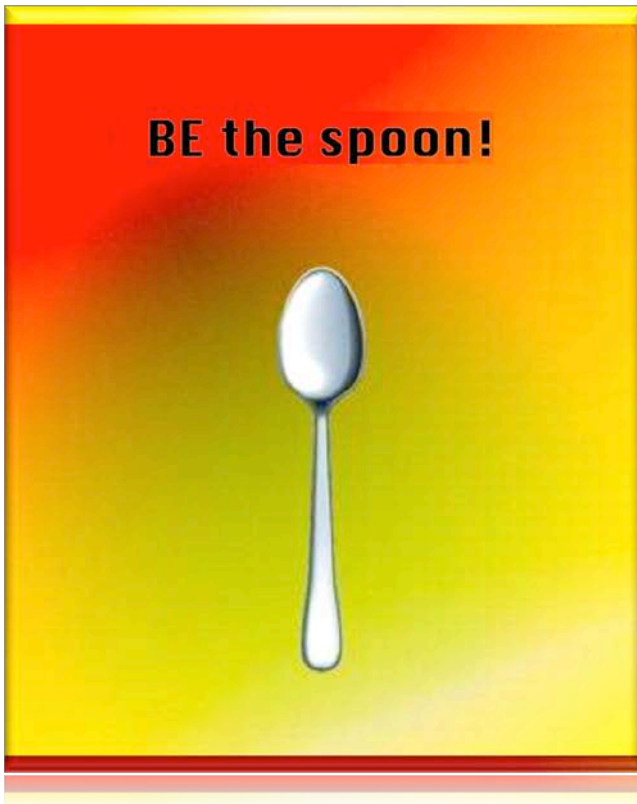
Snackster players use mind-bending creative strategies.

A. Players are challenged to invent <u>new popular foods</u> during game levels that
    require strategies including ability to:
        1) brainstorm, think-on-your feet, and use visual thinking strategies,
        2) apply individual player and/or cooperative team strategies, and
        3) create innovative foods that could appeal as ready-to-eat food products.

B. The game level challenges include:
      1) snack level,
      2) dish level,
      3) meal level,
      4) product level, and
      5) play-with-user level (virtual, but iterates high quality content)

(con't)

III. GAME & PLAYER MECHANICS

Snackster keeps it real each week with a featured celeb who plays onscreen cook-along chef.

A. A total of six players will face individual, and paired challenges (groups of 2 or 3). There will be three rounds and one final playoff round. The teams of two will be organized as front chef/back chef pairs, as each level requires (w/ maximum 5 MIN food prep time). *Cook times are edited for broadcast delivery, as they are on reality cooking shows.*

B. After the creative weed out rounds and/or one playoff round, the winner will be able to continue onto next week's challenge, in which they competition accelerates towards a chance to be in the grand finale competition where the grand prize winner will have his/her food become a featured product in grocery store chains (participating ready-to-eat national brands only).

C. Each episode, there will be one cooperative challenge, which is not based on a Win or Lose round. This 60-second wrap-up round, after the episode will be based on user "story." Players use part of their own story plus the user's story to arrive at a recipe name. During the week between episodes, the viewers will have a chance to solve the challenge, win coupons and potentially win a spot on the game show. The challenge requires viewers to arrive at ingredients that can be combined to match the recipe in spirit, flavor and overall food design character. The winner(s) will be announced verbally, with superstitials, at the online site and during show bumpers.

D. LIVE content/onscreen participation, during the rounds, is enabled by text code and 800 number dial-in. The home viewer participatory modes allow the viewing experience, along with the second screen app, to enrich the

viewing experience with content that can be added to the players app profile or database using real-time show formatting.

IV. PLAY THE GAME

Each game level pushes players to entertain fans with impossible food combinations.

LEVEL 1

Snack Level *(invent new snacks using cultural word play, sense impressions, imaginary concepts, . . .)*

    A. Players spin the conveyor belt wheel landing on an invented food category.

    B. Create a new favorite food to be eaten when using, for instance, "your laptop." (The food name must incorporate some aspect of the laptop, or "laptopness," to be valid.)

    C. Game level suggested TECHNIQUES:
        1. Think about the food category literally, visually, and audibly, creating a GRAPHIC and/or PUNY use of language that is memorable and describes the ingredients you have put together.
        2. Use of a PROPER NAME, combined to the ingredient can be a good strategy when branding your snack idea.

3. Using a Mix-n-MATCH/MASHUP strategy (food combining) until you get two ingredients/words that sound like they go well together.

    D. Viewer/Audience polls determine the winner of this round.

LEVEL 2

Dish Level *(invent new dish for imaginary pot-luck event)*

    A. Players spin the conveyor belt landing on an invented food category
        (PLACE/CUISINE: Theme Park, Ball Park, Prison Cell, . . .)

    B. Players must invent a new dish based on location, region, iconic grocery brand or fast food chain, national or international cuisine, or other place category invented using game strategy (e.g. Indian Bingo Salad could have peas, acorns, blue corn chips, . . .).

    C. Your teammate must select the ingredients from the SNACKSTER market (between commercials) and you must prepare your concept dish within the allotted time using the SNACKSTER workstation (portable appliance prep kitchen).

    D. Viewer/Audience polls determine the winner of this round.

LEVEL 3

Meal Level *(invent a three course meal with appetizer, beverage and desert,*
        six total food units are required)

    A. There are quite a few items required in preparing a meal, and so strategy is going to be important in order to manage building a menu on limited time.

    B. See what comes to mind using your imagination, once you apply the conditions of the meal *(e.g. prepare a meal you would make if you were going to your grandparents house, prepare a meal you would have if you were going to an ex-girlfriend's house, who you are trying to date again, . . .).*

    C. Use specific strategies from the game environment including onscreen music cues (ideas from songs), movie clips (scenes where people are eating food, flash photos (streaming magazine and web content), each of which contains clues, which can be sourced for working in real-time for building an exciting six unit, sensory stimulating, occasion-based meal.

    D. Using your accumulated points you can add ingredient items at the start of meal level round by cashing in collected audience approval points (1 for each round with a total of 3 earned points possible). Cashing in your point(s)

allows you 10-second increments in the digital pantry (vertical touch display) to source ideas and ingredients.

E. Congrats! You're on your way to being a creative chef!!!

LEVEL 4

Product Level *(this game level requires hybrid awareness of consumer appetite, food engineering, and pure inventiveness – hone your best ideas using these criteria)*

A. Get ready to turn your high concept food invention into a ready-to-eat product. Whether you are reinventing a product category, or coming up with a new flavor, this is your chance to personalize and grace the grocery aisles with your take on American cuisine. To bring new foods to life, you are going to have to rely on personal story, and your imagination.

B. Recall back to the game's beginning, where players were asked to interject a brief encounter or anecdote (positive or negative) that helped define the way they interact with food and ultimately learn about the unique human diet that suits their lifestyle. In other words, your specific eating habits and preferences should serve as the guide for this level challenge. It is your user story that can define a new cuisine, dietary product, or creative food.

C. A more introspective round, the winning team will be immersed in media content that spins the core of their idea into different trajectories. Also a timed challenge, the two players must choose roles, as lead and supporting chef, which allows the team to focus onto a single product idea. How this idea is articulated will depend on how well the players can assimilate the onscreen rush of collateral images, audience feeds, and coupled audible spectrum of semantic noise designed to inspire and steer a design from concept to product.

D. Use a point to make the experience social by inviting a friend's comments into your onscreen thought stream. Or, add an inspirational movie or soundtrack element to your time-based creative brainstorm session.

E. Pitch your idea when you are done and see what the real-time results are compared to the in-studio tabulations. Your final concept will be hovering on the bigscreen display while it is voted on and compared to your challenger's idea.

F. Winners will move ahead to the following week, with a few prizes from the sponsors added in. Cash rewards and food cards are also distributed for unused points, which can be converted or carried over to the next week.

G. The cycle begins all over again when all the players reunite to help out in the finale user-centered round.


LEVEL 5

User Level *(this game level is universal meaning anyone can play, and in fact is a great way to see how your food ideas can mutate into snacks, dishes, meals and products with just a little tweaking)*

1. The player will select a basic user story from the VM hopper. As a team they will create a final exit frenzy showcasing how one user story is translated into myriad ideas that can fuel SNACKSTER game level challenges.

A. The proof is in the pudding, as they say. Once you write your story -- e.g. someone dropped a can of soup on my toe when I was three years old . . . I was barefoot, so I put my hand out the window to get snowflakes since my toe hurt so much . . . my toe still hurts sometimes . . . and now when I see a can of anything, I walk the other direction . . . -- all the digital gears of the game including the Vending Machine, Conveyor Belt, Pantry and other onscreen content and context, synchronize and fuel your inner creative genius to shape your personal user-generated cuisine, while honing your potential be rule as SNACKSTER food chef champion.)

B. Share your personal food story on the SNACKSTER site, and it could get featured in the final segment of the SNACKSTER game show.

C. Good lunch and great snack be with you!

(con't)

V. Game Environment
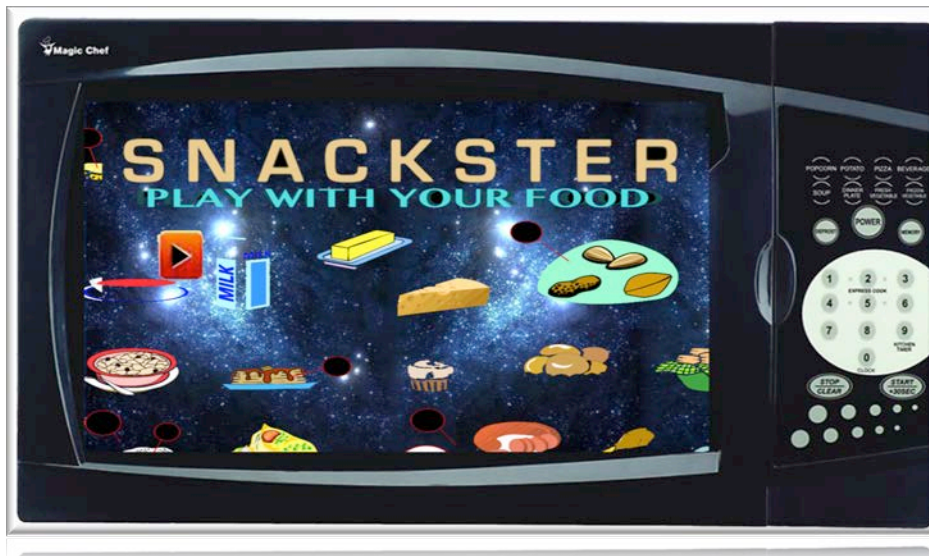
Custom digital interfaces make game play in-studio, and in-app, an interactive adventure.

1. **Game Environment / Application Modules**
   - **A.** Vending Machine (user profile/story and ingredient/recipe database)
   - **B.** Conveyor Belt (stream of restaurant food feed/dynamic think space)
   - **C.** Pantry (social cooking)
   - **D.** Word/Recipe Collider Dictionary (accelerometer)
   - **E.** SPFX Fry Pan (physics engine)
   - **F.** Virtual Kitchen/Garden (game space/appliance reservoir)
   - **G.** Convenience Store (virtual goods market extending game levels and interactivity).

Each of the game modules adds a layer of user interactivity within the studio game environment, mirroring also the application functionality and user experience. As well, the modules support brand integration, including sponsored products and recipe challenges, each offering specific content-based strategies shaped into campaigns. The "concept to product" design allows players a chance to shape and test their recipe ideas using visual, kinesthetic and social strategies. Players who demonstrate exceptional creativity, and audience approval, can progress through game levels to win a chance to see their foods come to life. The finale competition allows the most highly rated user-generated foods, to become candidates in the finale cook-off, where newly invented foods will trickle-up into the grocery store, extending America's most popular brands with new flavor twists and product categories. Ultimately, your personal food concept can become a part of the everyday cravings of millions of Americans, influencing how brands test and discover new consumer demand. Good luck Snacksters in your journey towards a chance to win the champion Food Crown. **"May the Food Be With You!"**