

# Celebrity Stomach

"The gastrological secrets of celebrity lifestyle!"

# CELEBRITY STOMACH

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HYBRID INTERVIEW, REUNION & COOKOFF

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LED Kitchen with IM/VOIP

Hands-on Interview Host

Live Q & A Feed

Personal Diet Regime

Special Family Recipes

Surprise Reunion Guests

Recipe Database/App

On-set Pop-Up M.D. Clinic

w/ Certified Nutritionist

Last Supper Dining Hall

Famous Foods Finale Cook-off

Grocery Store Product Line

*“Web Food”* Foodie Facts

w/ Product Integration

\*Expanding Newman's Own with  
an all-new Stomach branded grocery line.

# Celebrity Stomach

Ranch-Style Kitchen Interview Show &  
Celebrity Cook-Off Competition

\*Food For A Cause



Hosted by Kelly Ripa

"Coming soon to your TV and grocery aisle!"

## **CELEBRITY STOMACH** (w/ Paul Newman tribute)

**Genre:** "Kitchen Interview" Cooking Show (Featured Celebrity / Host Format)

**Logline:** 1. *"The Big Chill meets Newman's Own meets the best of Reality Cooking!"*  
2. *"Meet your favorite stars in a "behind-the-scenes" kitchen close-up that features personal cuisine favorites, lifestyle Q & A, and a best recipe new product competition."*

**Tagline:** *"Celebs don't let fans eat without famous foods!" "Famous foods taste great!"*

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**Synopsis:** Just like a spotlight interview show with your favorite celebs, except we've tucked them into the kitchen to showcase how they eat and entertain, and "wire-fired" questions submitted by a remote audience of fans, and a handful of guests (*hidden in the room next door*). Yep, they're big and famous now, but for somebody else they're just the boy or girl next door. So here's your chance to catch them cooking for and feasting with the ones they loved and left behind.

With kitchen monitors for IM and video chat, the hybrid Q & A celeb food series borrows familiar aspects from *Moviefone Unscripted*, a reinterpreted *This is Your Life* and the cut-throat challenges of your favorite reality cooking shows--all served up with off-the-hip chat and featured celeb-based recipes. Meet family and old-time friends (*at the ranch, or on-location at pop-up venues*), learn intimate details about career, relationships, lifestyle choices and family, and vote on your favorite new *Stomach* brand grocery products at the season finale cook-off. *See ya' at the ranch Stomach fans (and in the grocery aisles)!*

### **Segment 1: Ice Breaking and Featured Menu**

We'll spend the first part of the show in the kitchen greeting our featured celeb and highlighting any current events. Once we break the ice, celebs will reveal the featured menu items to be prepared, as well as any personal diet requirements, special family recipes and fetish cuisine favorites that rule their palette. It's a "double dish" affair now that we've got them where we want them, in the kitchen and under wire.

### **Segment 2: Stomach Interview and Surprise Guest Set-Up**

Dish by dish, this spotlight interview show is where allstars and celebs can feel at home and gab about eating habits good and bad, career, personal philosophies and family--and ultimately reveal the how-to of staying in shape and keeping it all together. Meanwhile, audience submitted questions are fired over headset and onto our screens to keep this live, spontaneous interview format percolating. Of course, your onscreen will expose featured ingredients and cooking methods, while we throw in a secret guest question, or two, just to see if our celeb host can figure out who's

coming to dinner. Audience questions will take us into each celebrity's childhood, relationships and career to reveal any unknown history and influences, and shape a personal portrait of how they came to be. After all, this is a get-to-know-you cooking series, with a surprise twist, for our celebrated figures who dare admit us a little more intimately into their success.

### **Segment 3: The Big Roast and Surprise Reunion**

It's almost chow time and no doubt we're gonna bookmark those recipes our heroes and heroines confided should we dare to make them on our own. Our featured celebrity guest, still in the kitchen, will be finalizing for the big feast that wraps each episode. Maybe they put together a pot luck dinner, a five course gourmet meal, or a table full of favorite treats and snacks, but anyway you slice it, it's a surprise party. Perhaps it will be a grade school grammar teacher, the favorite red-haired aunt, or a once-upon-a-time first love waiting for them in the room next door. You'll find out when the party heads over to the ranch-style dining quarters where the viewing audience will be meeting some of the celeb's closest friends, immediate family and selected special figures from the past. It's finally time for us to see the celeb's brand of hospitality come to life. Not only have we found out what celebs eat and how to make it, but we'll get even more familiar with our favorite allstars and celebs as they sit down and break bread with the ones that loved them first. In this closing montage, the feast unfolds with conversation and confessions spilled and spun at the *Stomach* gathering. With a little help from Kelly (*and the featured offscreen on-set chef*) your favorite stars will bring you the latest celebrity buzz mixed in with the high profile cooking series that reveals the "gastronomic secrets of celebrity lifestyle!" *You too can eat and entertain just like the stars do.*

### **Show Concept and Season Finale Competition**

*Celebrity Stomach* is fast and personal reality-based interview television stuck into a cooking show that everyone can enjoy, especially since the stars will be putting on their best presentation of celebrity food culture, and lifestyle eating habits, for the viewing audience to pick and choose from. In the season finale, we'll be bringing back all of our spotlighted celebrity guests under a different premise. They will be competing to create featured food products for the popular grocery line Newman's Own spin brand, *Stomach*. We'll find out who will be voted into your grocery aisles, and into the graces of your cupboards, when celebrities complete food category challenges in a showdown best-recipe competition, *so you can eat it just like they make it on TV!*

### **Gaming Elements of the Competition**

Your favorite stars will engage in cooking challenges handed off by host Kelly Ripa, and sourced by popular vote reflecting food preferences collected from fans during the series, in advance of the competition. These preferences, taken from the individual menus and items created during episodes, represent what the fans have identified to be exciting food concepts suitable for their own events and kitchens, chosen for feature

## Celebrity Cuisine / Famous "Favorite Foods" Product Line

in the competition. The competing stars will be cooking under high pressure to bring out their best creations during the search for new food products that can be added to the *Celebrity Stomach* food product line. The series presents an expanded star-based food product concept, with additional spin that can be developed to extend across both grocery retail, and select restaurant and featured pop-up venues. Menu and product items, from directors, rockstars, stars and all-stars, are voted on by fans into the newly launched *Stomach* popular food line, and dubbed "grocery wall-of-fame." *(For the finale pop-up, venues aide the competition process with real-time fan feedback, sourced as eating-on-location and thinking-with-their-stomach happens.)* Only the best recipes and foods items can make the cut. But no worries, a panel of invited celebrity peers along with a handful of the season's surprise guests will offer their "gastrological" opinion while the audience of fans vote. This finale will wrap the season and create much anticipation for the viewing public who will be expecting to pick up winning *Stomach* product items, soon arriving into their hometowns and onto their grocer's shelf.

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### **Format:**

#### **Celebrity Cuisine & Hybrid Interview**

- + Reinvented "Celebrity Roast" and "Multitasking" Interview
- + Personal Diet, Family Recipe and Fetish Cuisine Content
- + Celeb Chef Co-host and Mystery Guest Reunion
- + Icebreaker Celeb Gossip *(with career news and announcements)*
- + "Streaming" Q & A Session *(with remote fans and in-studio mystery guests)*
- + Fans participate in the creation of favorite new foods

#### **Game Elements & Franchise Properties**

- + "Best Recipes become New Grocery Products" Contest *(based on foodie panel and fan votes)*
  - + Co-branded Neuman's Own / Stomach (Brand) Franchise Food Line
  - + Touring Hometown "Pop-Up" Restaurant *(with featured celebrity host)*
  - + Celebrity Recipe Database and Social Network
  - + Location-based Finale Episode Cook-off Competition
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## What is the scope of Stomach?



Ambrosia apple

Eating healthy has to be integrated into the American lifestyle. Challenged by fast food menus and limited convenience items at the grocery store, there is a gulf of separation between good intent and practical behavior. Health care really is factored by the logistics of lifestyle, countraindicated by long-running habits. Without significant mass changes in consumer choices, wide-scale improvements in the national health are causatively diminished.

Revamping the food pyramid to be an interactive food planning app, coordinated with the FDA, is one such project of the Stomach brand. As well, the series hosts an on-set \*pop-up clinic that embrace family members and special guests with a reinforcement check-up intended to generate data that can program new behavior, add longevity, and possibly save lives.

At the farthest reach, it is a fast-food franchise with menu options that span ethnic cuisines, a kind of international version of what the McDonald's brothers put together in 1940. Though Stomach would be the first national franchise based on "phyto" nutrition -- which is the model diet for a planet quickly escalating in population. Estimates are 7.5 to 10.5 billion by 2050, and though growth rates have declined in many places, environmental impact is factored with increased production. We must rapidly prepare to be stewards of our planet, and place people into significant roles. Profit motives will drive us to an extinction of resources ultimately, and closer at-hand a mismanagement of critical supply and demand levels.

Stomach, in original conception, serves this vertical objective to bring health into the American diet as an affordable, ready-to-eat and fast-food lifestyle destination. *Let the good eats begin!!*

*\*Pop-up clinic created with Dr. David Agus, famed physician of Steve Jobs, featured nutritionists, and special M.D. guests.*