



TITLE: GastroPunk

LOGLINE: Creative rebel chefs play a recipe game to build a dish that could become a hit fast or casual food item, featured in top restaurant brands.

DESCRIPTION: A self-contained format combining chef bios, a recipe puzzle, an on-the-fly culinary challenge, and a creative cook-off resulting in a featured restaurant menu item.

STYLE: Bold, visual and dynamic. National foods brands enlist emerging chef talent to build creative concepts, including seasonal and potentially classic new menu items. With a look and soundscape that borrows from comic art, graffiti, and body adornment, underscored by music pairings and motifs driven by EDM, grunge, pop, and more, GastroPunk inspires menu design sourced by trickle-up. Kinetic montage sequences, chef bios, and food fusions collide with mixed music beds to showcase breakthrough food concepts by competing kitchen artists that put the punk into fast and casual food gastronomy. Flashing, flaming GastroPunk logo.

FAST SAMPLE: Did somebody say Taco Bell? Mexican music cues, an atomic chart of game ingredients. A brief host pitch of the challenge: "Did you know that corn tortillas are gluten-free?" Available ingredients populate the digital cutting board. Chefs must create "a new tortilla shell, a complementary sauce, and layers of a taco filling," inspired by a recipe concept using featured and elective ingredients. "Which popular bean is indigenous to Asia, Europe and North American?" As players earn points during game play they must decrypt the recipe concept, and build a dish from earned ingredients. Points can also be used to buy ingredients players will use to punk their recipe. "What herb or spice can be used in sweet or savory foods?" As players pitch their recipe concept to the judging panel from the corporate office, the chef host inspects the ingredients and presents on-the-fly techniques the players must use during recipe execution. The final dish for Taco Bell will have pre-sold demand for a featured seasonal menu. The winner: "White Bean Taco with Cilantro Lime Tortilla and Mole."

CASUAL SAMPLE: Chef host: "Operating since 1985, California Pizza Kitchen just might be the godfather of casual fusion foods. With a wave of pizza, pasta, small plates and salad flavors that everyone craves, California Pizza Kitchen is the Ben & Jerry's of Italian, Asian, Mexican and American popular cuisines. Chefs, today you will create a new pizza flavor." As ingredients populate the digital cutting board, players begin to intuit how the featured ingredients might add up to a recipe concept. Squash, paneer, peas and carrots, lemon, cumin, green and red curry. After the chefs pitch their concepts, the host presents flatbread techniques that must be incorporated into the recipe. Chefs execute using core and elective ingredients. Judges decide the winning dish: "Coconut Curry Pizza on a Thin Chapati Crust."

DUAL MISSION: 1) Emerging chefs are challenged to showcase kitchen craft and creativity that could win them a featured menu item, or recruitment by top restaurant brands. 2) Brands crowdsource menu innovation, and pre-sell demand, using a pool of breakthrough talent.