

NEW GROCERY PRODUCTS



GAME SCHEMATIC

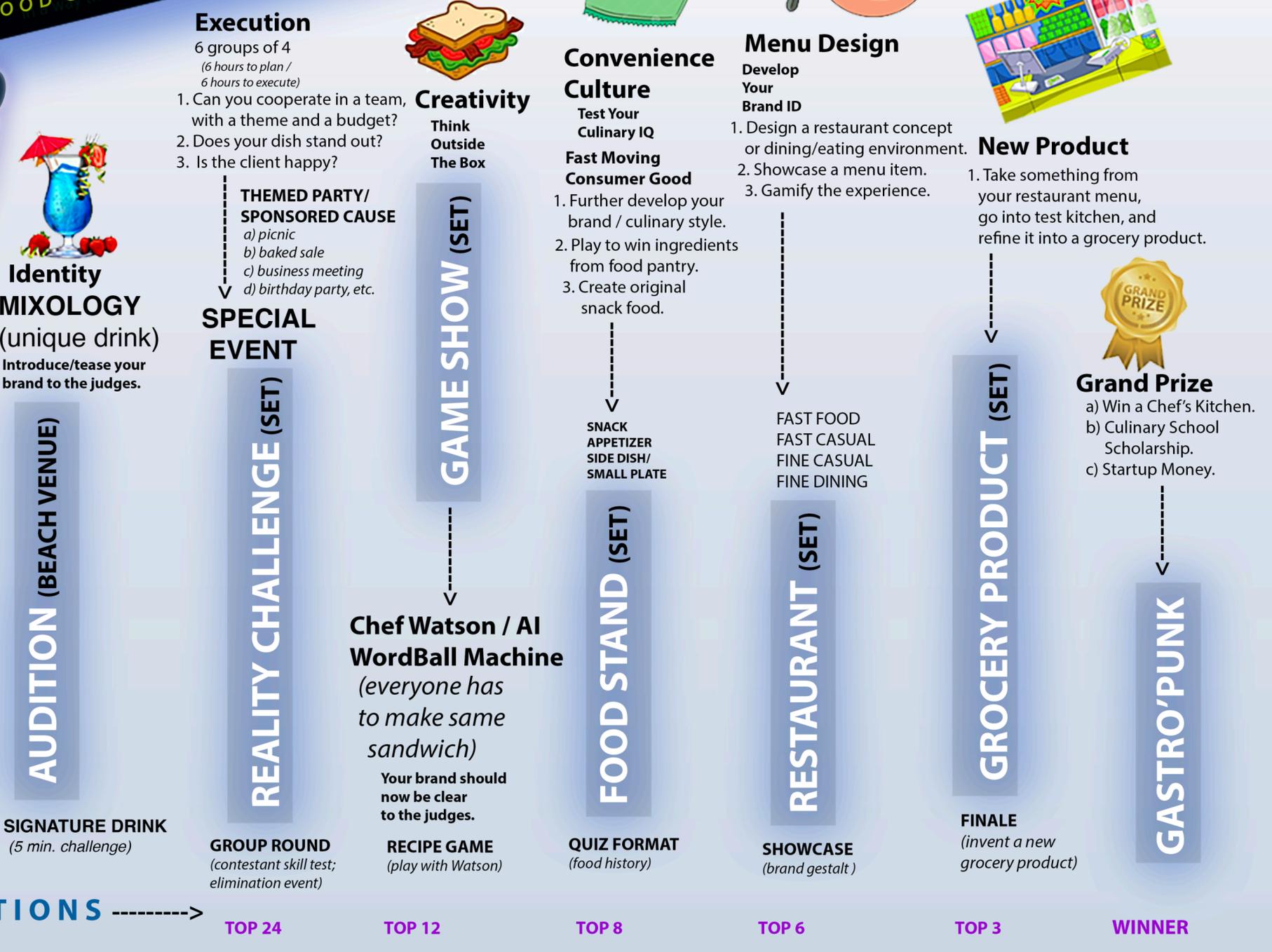
A New Cuisine is Born

#FOOD HERO
INVENT NEW FOODS

Gastro'Punk
"YOUR FOOD CAN MAKE YOU FAMOUS!"

GAME SHOW

GAME PLAY LEVELS



Gastro'Punk
Definition: "A person whose culinary style defies convention in a way that reinvents how food and culture intersect."

SHINY-FLOOR COOKING COMPETITION

Talent Search
Social Experiment
Quiz Show

HYBRID UNSCRIPTED

Jared Suarez © 2022



Gastro'Punk
Original Game Format with Watson AI

SYNOPSIS

Writer-Director
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TITLE: GASTRO' PUNK

GENRE: REALITY COMPETITION

TAGLINE: *"Your food could make you famous!"*

LOGLINE: Contestants compete for a chance to have their food become a famous grocery product, while playing game levels that help shape their personal cuisine, test food knowledge and skills, and ultimately contribute to the ingenuity of American cuisine.

SYNOPSIS: Players move from a rapid **AUDITION** round where the focus is on creating a unique drink mixology that highlights their personal identity, as an emerging foodie or chef. Players may advance through the audition based on an existing influencer following, limited culinary training, or raw evidence of talent. Being a chef is not required, though creativity is a must.

America votes on the top 24 player to enter **LEVEL ONE**, which is an elimination round that puts players into a professional context of working in teams to execute a designated menu for a unique cause or event. There are 6 teams of 4, and entire teams, or single individuals, may get eliminated. Only 12 players will be left.

LEVEL TWO contestants will play using Chef Watson's computational creativity, redesigned as the Gastro'Punk Recipe WordBall Machine. Each player is given the same challenge to reinvent a specific food (e.g. the BLT sandwich). The new food must have an original name, and original recipe, both of which Watson can help with. 8 players will advance to the next round based on judge votes, using criteria of presentation, originality, and taste.

LEVEL THREE further helps define each chef's original food brand with focus on crafting a convenience food, small plate, or snack, using gamified ingredients. Players engage in a quiz round that allows each to win ingredients that can be used in their snack food. The judges will be looking for the same food appeal captured by the fast moving consumer goods category. Only 6 will continue.

LEVEL FOUR gives the judges and America a chance to see the personal brand of each chef expanded into a cuisine. Players will invent a restaurant design and present judges with a popular meal from that menu. Judges will be looking for overall concept, marketability, and virality of the food/brand based on the audience response. Players have a chance to build a world around their cuisine, but only 3 will survive. America votes on which food item they want to see produced, but also the story behind the brand.

LEVEL FIVE places our contestants into a test kitchen with professional chefs that can help hone America's favorite food choices into recipes that can be mass produced into a grocery product. Although the product now has validated demand, the player must be able to provide enough direction to the kitchen staff to improve on the dish and wow the judges. Only 1 can win. The judges will help guide America's decision, but America's vote is final.

The **FINALE** reveals the winner. While the winning food enters the pantheon of new American grocery products, the proceeds of the Gastro'Punk food line are designed to benefit a charity. This allows the winning player a choice of prizes including a chef's kitchen, a scholarship to culinary school, or startup money.