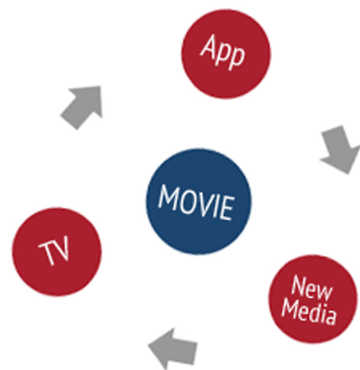


# Stomach

PROPERTY INCLUDES:



(tadpole media ecology)

- \*STOMACH MOVIE (Theatrical)
- \*CULINARY SNACKSTER (TV/Web)
- \*CELEBRITY STOMACH (TV)
- \*NIGHT FRIDGE (Web Series)
- \*STOMACH GAME (Mobile Web)

CULINARY

# SNACKSTER:

## USER-GENERATED CUISINE



Shia LaBeouf, *Week 1 Celebrity Host*

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

A variation on the famous Ceasar, **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.**

# 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!"*

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

# Celebrity Stomach

Ranch-Style Kitchen Interview &  
Celebrity Cook-Off Competition

\*Food For A Cause



Hosted by Kelly Ripa

"Coming soon to your TV and grocery aisle!"