

Celebrity Stomach

"The gastrological secrets of celebrity lifestyle!"

*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

HYBRID INTERVIEW, REUNION & COOKOFF

Samsung LED “Smart” Kitchen

Celebrity Interview w/ Host

Live streaming Q & A Feed

Personal Diet Regime

Special Family Recipes

Surprise Guest Reunion

Celebrity Recipe Database

On-set Pop-Up M.D. Clinic

w/ Certified Nutritionist

Last Supper Dining Hall

“Famous Foods” Finale Cook-off

“Stomach” Grocery Product Line

“WebFo” Foodie Facts

w/ Product Integration

CELEBRITY STOMACH

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

Logline: "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: "*The gastrological secrets of celebrity lifestyle!*" "*Famous foods taste great!*"

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 celebrity 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 palate. It's a "double dish" affair now that we've got them where we want them, in the kitchen and under wire with their favorite fans.

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 potluck 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 segment, the feast unfolds with conversation and confessions spilled and spun at the *Stomach* gathering. With a little help from Kelly (*and the featured on-set celebrity chef*) your favorite stars will bring you the latest celebrity buzz mixed in with the high concept cooking series that will reveal 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 merged with 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 Newman's Own inspired spin brand *Stomach*. We'll find out who will be voted into your grocery aisles, and into the graces of your cupboards, when celebrities compete across food categories 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

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. But only the best recipes can make the cut. That's why a panel of celebrity peers, along with a handful of the season's surprise guests, and a tally of remote foodie fan voters, will offer their "gastrological" opinion to determine who will enter the Stomach "Grocery Hall of Fame."

With your favorite new foods "coming soon" to a grocery aisle near you, Stomach will also offer select menu items at dine-in or fast food brands, as well as featured celebrity hometown pop-up restaurants, arranged for a philanthropic cause, and hosted by the featured celebrity season champion. So whether you prefer a ready-to-eat treat from your grocery shelf, or an exclusive Stomach dine-in or drive-thru featured menu item, you'll know -- just like Newman's Own -- that your purchase is going to a good cause -- a contribution that could change someone's life.

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*)

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
 - + Fans participate in the creation of favorite new foods
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What is the scope of Stomach?



Eating healthy has to be integrated into the American lifestyle. Challenged by pervasive fast food menus and limited healthy convenience items at the grocery store, there is a gulf of separation between good intent and practical behavior. Healthcare 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 (with all food brands represented) coordinated with the FDA, is one such project of the **Stomach** brand. As well, the series hosts an on-set *pop-up clinic that embraces family members and special guests with a reinforcement check-up intended to generate data that can program new dietary behavior, add longevity, and possibly save lives.

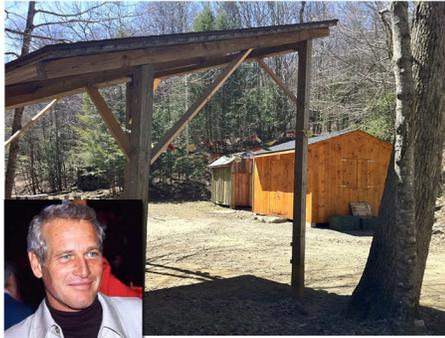
With more attention to the American diet, and creative co-ventures with ready-to-eat, fast-food and dine-in menu options, the series can influence meal planning that considers healthcare and planetary impact alike. And with population estimates projecting from 7.5 to 10.5 billion by 2050, growth rates at this scale demand new kinds of resource management in agricultural production -- part of both the **Stomach** and **Snackster** missions. *Let the good eats begin!!*

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

Celebrity Cook-Off Expands Famous Foods Product Line A T r i b u t e

Stomach salutes Newman's Own: Celebrity Stomach launches favorite foods grocery brand.

The inspiration for this series started as a single-location comedy about a group of kids who found a restaurant in the capital city of Texas. From inside a diner somewhere on Guateloupe Street, a prototype AVX jukebox, projected from the junkyard front end of an abandoned car, played scenes, in mash-up, from movies, music, and TV shows, recycled from a



Hole in the Wall Gang Camp, Ashford, CT

wasteland media culture in need of transformation. What they found lacking in media culture, however, became a force to guide their group intent, a new brand identity (STOMACH) hinged on the coop premise.

During research, I found Paul Newman was someone who knew the value of work, but this was understood because it was connected to family, and to a basic civilian unity that is managed by principle and ethics. Paul's small town upbringing and small business origins gave him the framework for the life he led, and shared. And while his success during career may have allowed him commensurate vice and passion, he gave his heart to understanding other's problem, and formed Newman's Own as a philanthropic benefactor in service to many causes.

What might be misunderstood about Paul is the complicity of heroics and celebrity in his persona. But in his case, whether he was more like one or the other, it was the tangency of both qualities that allowed his character to transcend screen image, with a bequest worth remembering.

Clint Eastwood
interview
Q & A excerpt:



*"What is the impact of the vegan diet on the body?
What are phytonutrients vs. superfoods? How does
a low-PH cuisine affect metabolism and healing?"*

(Each unique interview also features relevant topics suited to bring fans closer to their favorite celebrities' personal choices in lifestyle and wellbeing.)