

A CHEF'S NAME IS THE CURRENCY OF SUCCESS IN TODAY'S GOURMET INDUSTRY



















NAMES HOLD POWER NOT JUST IN THE FOOD BUSINESS, BUT ACROSS MEDIA AND CULTURE

















FOOD DELIVERY APP









CHEFS WILL BE COMPLETELY INCOGNITO,
HIDDEN BEHIND THE FOOD DELIVERY APP,
CUSTOMERS WILL CHOOSE DISHES
BASED SOLELY ON
IMAGES AND DESCRIPTIONS



TWO BATTLEGROUNDS





ON THE FOOD DELIVERY APP

Three celebrity chefs open their own delivery restaurants **ON THE SAME APP**, **EACH WITH THEIR KILLER MENUS**.

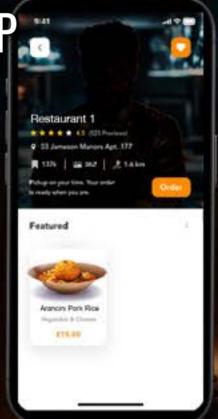
They sell their dishes without leveraging fame or marketing, only by their dishes.

They are forbidden from revealing anything about their identities on the app.

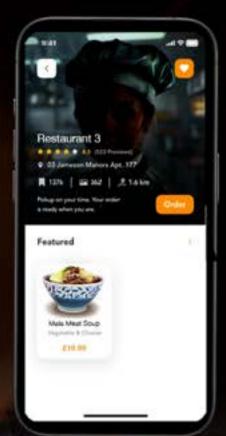
The competition?

ACHIEVING THE HIGHEST SALES

– PURELY BASED ON THEIR FOOD.













TWIST: A SHARED SINGLE POS SYSTEM

POS(Point Of Sale) is a system that takes orders, tallies up sales, monitors payments, manages food delivery, prints order lists, and,

most importantly, NOTIFIES CHEFS WITH AN AUDIBLE ALERT WHEN NEW ORDERS COME IN.

Typically, each business operates its own POS.

However, in this unique format designed for extreme competition and a culinary experiment, we've devised a special POS system –

ONE SINGLE POS THAT MANAGES THE ORDERS OF ALL THREE RESTAURANTS.









THROUGH THIS SYSTEM, THE ORDER ALERTS, CONTENT, AND SALES PROFITS OF EACH RESTAURANT ARE RUTHLESSLY SHARED IN REAL-TIME, CREATING AN EXTREME COMPETITIVE ATMOSPHERE

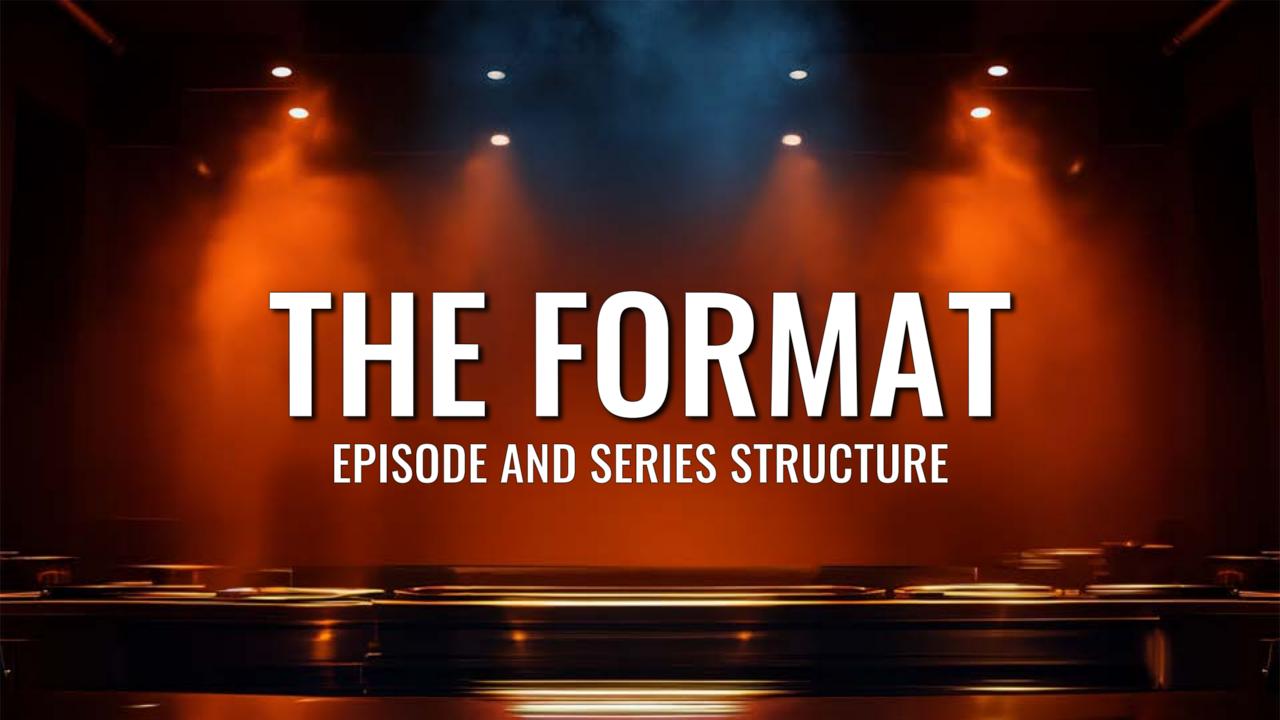


HOW THE SHARED SINGLE POS SYSTEM WORKS



https://vimeo.com/978550169

Source: JTBC, 2023



ONE EPISODE, ONE BUSINESS DAY



PREP BATTLE1: LUNCH

BREAK & STRATEGY

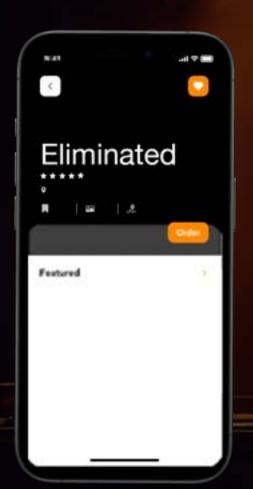


BATTLE2: DINNER

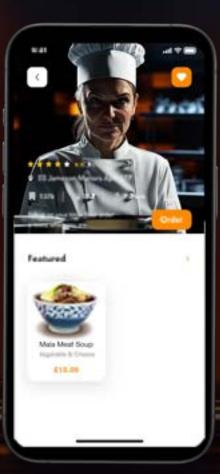
WINNER & PROFIT REVEAL

- One business day consists of two battles: LUNCH AND DINNER.
- All three restaurants start and end business SIMULTANEOUSLY on the same delivery app.
- After both rounds, the day's winner, detailed net profits, and the rankings are revealed.

ONE SERIES, TEN BUSINESS DAYS







 After ten business days, THE CHEF WITH THE MOST WINS WILL BE CROWNED THE FINAL WINNER OF THE COMPETITION, receiving cash prizes and additional business opportunities.

 There is an ELIMINATION RULE: If a chef FAILS TO BREAK EVEN THREE TIMES during ten business days, they will be immediately eliminated and replaced by a new contestant.



THREE STAR CELEBRITY CHEFS,

FAMOUS NOT ONLY IN THE CULINARY WORLD BUT ALSO RENOWNED ACROSS SOCIETY



JAMIE OLIVER



GORDON RAMSAY



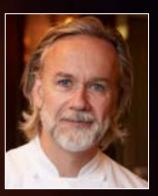
MARCO PIERRE WHITE



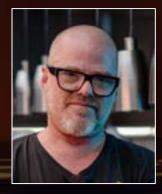
JAMES MARTIN



NADIYA HUSSAIN



MARCUS WAREING



HESTON BLUMENTHAL



TOM KERRIDGE



TOM AIKENS

(CANDIDATES)

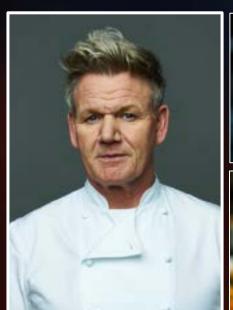
...AND MANY OTHERS











GORDON RAMSAY







MARCO PIERRE WHITE



EACH OF THE THREE CHEFS FORMS A TEAM WITH TWO ASSISTANT CHEFS TO RUN THEIR OWN BUSINESS SMOOTHLY



- A GLOBALLY ADAPTABLE FORMAT for production in any country with food delivery apps and celebrity chefs.
- Sponsorship opportunities THROUGH PARTNERSHIPS WITH FOOD DELIVERY APPS.
- Expansion into food-related businesses, including meal deals, meal kits, and retail products in supermarkets and beyond.
- Licensing and franchising opportunities for the food delivery brand, expanding into real-world food businesses.
- Opportunities for pop-up restaurants and participation in food festivals featuring chefs' delivery concept



Korean food delivery app

The Korean Show

The profitable partnership of this format with a major Korean delivery app in 2023





Meal deal products from the show, successfully launched in Korean stores in 2023



Category	Details
Title	웃는 사장 / CHEFS INCOGNITO
Country	South Korea
Broadcast Date	25 June 2023 – 10 September 2023
Broadcast Time	Every Sunday at 18:40
Network/Platform	JTBC (Korea) / TVING (Korea)
Episodes/Duration	12 episodes / 82-83 minutes
Cast	Kyungkyu Lee, Narae Park, Yul Kang, and 6 others
Development Producer	Donggil Seo
Series Producer/ Series Director	Donggil Seo



Source: JTBC, 2023



