

PITCH DOC

The title of the show is "So You Think You Can Cook - Celebrity Edition."

This reality show is a sizzling new cooking competition that puts the kitchen skills of celebrities and their friends to the ultimate test. In this high-stakes culinary showdown, eight teams - each led by a celebrity captain along with two of their handpicked non-professional assistants (i.e. most likely friends) - will battle it out over multiple episodes.

Every week, the teams must recreate a challenging signature dish and two complementary sides of their choosing without professional chefs' help. Their culinary creations are critiqued by a panel of tough judges and a live audience on presentation, taste, and creativity. The team that wins with the best plate through the live audience and judge's votes wins the weekly challenge.

With egos heating up like ovens, the celebrities must learn to work together if they want to survive another round. In the end, only one celebrity team will emerge victorious, claiming the grand prize—an all-expenses-paid vacation and \$100,000 to donate to their chosen charity.

PILOT SUMMARY

The pilot episode gets cooking with the eight celebrity contestants walking into the luxurious lounge room. The first to enter the lounge is Dwayne Johnson. With his smoldering looks, he casually tells the judges and live audience why he's here and who he brought with him today. He's followed by Jennifer Lopez, who sent the producers a long list of demands regarding what she needed to be on the show. She doesn't even bother introducing the two assistants she brought as they follow her into the lounge. Ryan Reynolds and Blake Lively enter the lounge together. They say that they wanted to add some spice to their romance and compete against each other. They also introduce the two people they each brought. This continues until all of the contestants are introduced. After everyone arrives, Ryan Seacrest lays out the rules and format for the viewers. Before being dismissed to their kitchens, the celebrities and their assistants learn that they must recreate Gordon Ramsey's famous risotto along with two complementary sides for the first challenge. Ryan Seacrest says, "Cooks, your time...starts now!" The celebrities frantically run to their designated kitchen, strategize their game plan, and start cooking. The heat is on as they have just two and a half hours to precisely recreate the complicated signature dish alongside two complementary sides of their choosing. As chefs cook up a storm, Seacrest circulates for status updates. Kris Jenner admits she "misplaced the measuring cups, and is now just winging each measurement." On the other side of the kitchen, an overconfident Jennifer Lopez ends up almost setting the set on fire because she is too distracted talking to her assistants to pay attention to the stove. As the clock winds down, the amateur cooks plate their culinary attempts. One by one, the teams present their recreation to the panel of judges and a live audience who critically evaluate each plate. After much deliberation, the judges and audience agreed that Jennifer's lack of attention eliminated her. Amidst the chaos, Travis Kelce emerges as the star of the show,

impressing the judges and the audience with his perfectly cooked risotto sided with bruschetta, and a shaved brussel sprout salad. His reward? A reservation at the prestigious 2 Michelin star restaurant Providence. With Jennifer Lopez's elimination, the competition is down to seven teams, setting the stage for the next thrilling episode.

TARGET AUDIENCE

"So You Think You Can Cook - Celebrity Edition" aims to wet the appetites of a broad audience, particularly adults aged 25-54 across various income levels. It's a delectable mix of celebrity talent, culinary competitions, and reality show elements that will draw in fans of shows like Hell's Kitchen, Chopped, The Kitchen, and Cupcake Wars. The comedic aspects, including a charismatic host serving up humor and behind-the-scenes insights, will encapsulate viewers hungry for entertainment and laughs through improvisational comedy seasoned with reality/situational spice. The show's potential reach will span the major streaming buffets like Netflix, Hulu, and Amazon Prime Video, as well as broadcast networks or cable channels focused on reality/competition programming like Food Network and Bravo. A strong social media presence across Instagram, Twitter, and Tik Tok will be key for promoting the next course, sharing behind-the-scenes content, and fostering piping hot audience engagement.

SERVING UP SUCCESS: THE RECIPE FOR A LONG RUNNING HIT

So you Think You can Cook - Celebrity Edition should absolutely continue, as its revolving door of famous faces gives it endless mainstream appeal to attract diverse viewers season after season. With the interactive audience participation, creative culinary challenges that continually raise the stakes, and a grand prize, it has all the essential ingredients to become a long-running hit that can keep serving up fresh, entertaining seasons for years to come.

The appeal of watching celebrities humorously pushed outside their comfort zones, combined with the show's ability to constantly introduce new twists while letting audiences feel invested, makes "So You Think You Can Cook - Celebrity Edition" a delectable concept that shouldn't go stale anytime soon. Renewing it for future seasons is a no-brainer for the network to keep dishing out this successful recipe.

THE FAN FAVORITE - Steph Curry

The fan favorite is very likable, relatable, and has a magnetic personality. They may not necessarily be the best, but they have an "it" factor to them. They aren't afraid to show imperfections and be vulnerable in front of the camera. This person is someone you want to be friends with and doesn't get caught up in the petty drama.

THE MOM FRIEND - Ryan Reynolds

The mom friend is mature and friendly. They are the voice of reason. This person is a "good egg" and everyone comes to them for advice. They try to keep the peace between everyone and just want everyone to have a good time.

THE PARTY PERSON - Blake Lively

The party person is the life of the party and is always down for a good time. This person is very outgoing and lively (pun intended). They are likable to everyone they come in contact with and are on the show more for the experiences rather than the big prize at the end. This person does tend to stir up drama though and that can interfere with their end goals.

THE HEARTTHROB- Travis Kelce

The heartthrob is very good looking, charming, and personable. This person can effortlessly turn heads and sets pulses racing wherever they go. They are “America’s Sweetheart” and are easy to fall in love with but can provide for a major source of drama.

THE ANTAGONIST - Kris Jenner

The antagonist is purely there to start up drama. They are headstrong, lack self-awareness, manipulative and arrogant. They are mean-spirited and tend to rationalize bad behavior as justifiable. Viewers love to hate this person and the antagonist seems to get an ego-boost from being the center of negativity.

THE OVERCONFIDENT ONE - Jennifer Lopez

The overconfident one thinks very highly of themselves and their abilities, sometimes to a delusional degree. This person tends to overestimate their talents and underestimate the talents of others. They are always shocked when they don’t perform as well as they thought or get criticized. They have a huge ego, and that is usually their downfall.

THE EYE CANDY - Dwayne Johnson

The eye candy does not contribute much besides their good looks. They are not the most intelligent and are mostly judged off of their physical appearance. They are likable to an extent but can be a douchebag at times.

THE UNDERDOG - Joey Graziadei

The underdog is very likable in that they are sincere and offer a grounded perspective. They are often underestimated by their peers and viewers. Throughout the course of the season, they must overcome obstacles, defy the odds, and prove people wrong.