

## **TOM KERRIDGE'S AMERICAN ADVENTURE**

### **The Chef & Presenter**

Tom Kerridge is one of Britain's favourite chefs, loved for his unique talent of turning everyday dishes into extraordinary high dining experiences. He earned his first Michelin star less than a year after opening his Marlow pub The Hand and Flowers and has since become a BBC2 regular, presenting series including Tom Kerridge's Best Ever Dishes, Proper Pub Food and Food Detectives. After losing an astounding twelve stone in weight, he presented Lose Weight for Good, then hosted The Best of British Takeaways and Top of the Shop. Away from BBC2, he's made appearances on Celebrity Mastermind, The BBC One Show, Breakfast and ITV's Good Morning Britain and is a regular guest on Channel 4's Sunday Brunch. Tom is opening a new restaurant in London later this year, so his profile will grow even more ahead of the show airing. <https://www.tomkerridge.com/>

### **The Show - Tom Kerridge's American Adventure**

In this gourmet 10-part series, Tom travels from coast to coast across America to find the country's best kept food secrets. Each episode Tom will be in a new location and on the ground, he'll seek out locals who are keeping proud traditions flourishing, and pioneering chefs taking America's cuisine into the future. He'll meet people creating the unique ingredients and food culture of each place, from ranches, wineries and urban farms, to street food, cafés and high-class restaurants and he'll draw together everything he's learned, all the ingredients and all the inspiration, and create his own recipe.

### **Destination / Eps Focus**

We have secured four episodes dedicated to California, out of the 10-part series. We're looking at splitting the episodes across 2 x NorCal, 1 x Gold Country and Central Valley and 1 x SoCal. We already have commitment from Sonoma County and would for Visit Mendocino County to partner with Sonoma for one of the NorCal episodes (each episode only features 1 or 2 destinations).

### **Investment**

As mentioned above, there would be a required budget support for Visit Mendocino County around \$12K, due to the level of investment. This sum covers the contribution towards research, filming and production costs, so there is no additional cost (for permits or hotel rooms etc on top of this). The production team are not looking to negotiate any support 'in-kind'. Partners would still have full involvement in the story lines, ideas and input over the content - the production team welcome editorial input, so if there is a particular chef or story angle you'd like Tom to cook with or explore then we can include that.

### **Reach / ROI**

- UKTV value of £1,350,000 per episode. There will be 24 repeats over three years, which would roughly equate to £32.4m value / ep
- The anticipated reach of the series is 5.1 million viewers
- International distribution ROI in excess of £10m – across English speaking territories on both terrestrial and digital channels
- Two minutes royalty free content per episodes plus rushes if requested
- Social Media coverage and additional earned media that VCA UK would pitch
- Stills

### **Timings**

- April 2019 – Filming for 2 x days (exact dates TBC)
- Autumn 2019 – Airing on Good Food TV UK in a primetime slot