

Taste Buds



TASTE BUDS

TASTE BUDS is a hands-on, live action food adventure series for kids that encourages them to think about what they eat and explore cool foods from the world around them. Viewers learn and laugh as the Taste Buds hosts cook up kid-tailored recipes and go on fun food adventures. Taste Buds mixes heaps of laughs and spoonfuls of fun with positive messages about healthy eating, kitchen safety and environmental responsibility. Most importantly, Taste Buds lets kids be creative in the kitchen and beyond, making it the ultimate food series for kids!

The Taste Buds kid hosts, **LILY** and **AVERY** are always investigating how a recipe works, debunking food myths or finding the perfect kitchen trick to get the job done. They are true culinary explorers, delving into the culture, history, science and art behind the food. Supervising their cooking adventures is **MATT**, a fellow Taste Bud and young and young adult co-host, who is passionate about food and eager to share his cooking knowledge with the kids. Our hosts also have the ultimate kitchen gadget: **CHILLBOT 3000**, a high tech, voice-activated computer fridge that can display recipes, facts and tips in a flash. Chillbot connects the Taste Buds hosts to four field correspondents who answer the hosts' food questions in comically scripted vignettes and animated segments that will engage and entertain. There's savvy **SCIENCE WHIZ**, jet set **WORLD TRAVELER**, nutritionally enlightened **HEALTH MEISTER**, food historian **HISTORY BUFF** and giant of kitchen safety

SAFETY ELF. Together the Taste Buds team inspires kids to not only ask: "How did they do that?" but to also imagine: "I can do that too!"

Each half-hour episode explores a new food theme, beginning with the simple phrase, "Foods that..." Episodes include: "Foods that Melt"; "Foods that Crunch"; "Foods that Rise"; "Foods that Fuel"; "Foods that Smell". Each show culminates with the Taste Buds hosts using everything they've learned to create recipes that kids and parents will want to make together.

Taste Buds is a series that empowers kids, helping them become more involved in the kitchen and in the meal-planning process at home. It teaches kids not to be afraid to try new things, and fosters their sense of adventure. Jump in and be a Taste Bud, get your hands dirty and take a bit out of life – one delicious episode at a time!



MEDIA IN DEVELOPMENT



22 x 6 episodes



Interactive episodes with pop-ups, additional web-only video content, games, quizzes



Online contests and prizes



Ages 7 – 12

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