



THE STORIES FOUND IN **PLATED** AREN'T GLOSSY FOOD NETWORK FEATURES OR FODDER FOR LIFESTYLE TELEVISION. THEY ARE RAW, STRIPPED DOWN, BUT STYLISH STORIES OF INDIVIDUALS AND IDEAS THAT CHALLENGE THE ORTHODOXY OF A CITY'S RESTAURANT CULTURE.

IF *CHEF'S TABLE* IS OPERA, **PLATED** IS PUNK.

PLATED



SEASON 1

Toronto

Within the last decade, Toronto's restaurant industry has undergone a massive change in culture. There are more restaurants popping up now, than ever. The high-end chic that pushed names like Susur Lee and Oliver Bonnacini into national attention has given way to a more democratized, youth driven restaurant community that plies its dreams with a do-it-yourself ethos. It's built on chalk board menus, loud music, and simple, yet deceptively creative food inspired by the diverse cultural experience that has come to define the city.

PLATED



The Main Course

Each 30-minute episode will be an intimate look at the life of a restaurateur making their mark in Toronto's food scene. Each character has their own struggles, triumphs, and personal revelations that will be explored throughout the episodes.

Our lens will be the places they create; the food, the music, the people, the way their work interacts with the city and its evolving food culture. We'll meet partners, family, friends, and mentors, along with a host of other characters who were present for the struggle.

While food, drink, and Toronto serve as the backdrop, *Plated* is, first and foremost, about people.



Audience

Plated's audience is in the 25-49 age demographic. More specifically, 25-34-year-old (older Millennials) living in urban areas. This group makes less money than their older counterparts, but the majority identify themselves as "diners" or dare we say "foodies" (we hate this term). They dedicate what expendable income they have to eating out. The show's stories and style choices are geared towards this age grouping, along with the primary demographic for most the restaurants we've selected.

Why Our Audience Will Watch...

1 Characters.

The characters and stories featured in Plated are memorable. Each reveal, unapologetically, the personal struggles that have framed their roads to gastronomic success. Drugs, death, sexism, racism, poverty, starting over, self-doubt, and soul crippling failure are among some of the obstacles our characters face. As audience members we are moved by the people and stories we relate to, especially if they're engrossing and fascinating. Our show does not use a host to guide the audience through the characters' world. We want the characters telling their stories directly to the people watching, creating a more personal feel that emphasizes intimacy as the sticking point with the audience.

2 Let's Be Honest...

People Love Food. While Plated has a heavy emphasis on storytelling and stylistic cool, we need to face facts: People love food and, by extension, food shows. Our characters were heavily vetted for their stories, and their ability to tell those stories in front of a camera. However, the first question we needed to answer was simple, "how's the food?". Each character is immensely talented, producing food and drink of an almost sexual quality. The show is designed to get people involved in a city's food scene. Check out what's happening, see things differently. And they want to be involved. Plated brings personality and viewer together by making food culture accessible.

3 Style.

Watching Plated will be an experience. Episodes of Plated will use groove oriented music like funk, soul, jazz, and instrumental hip-hop to suck the viewer in. The music will provide a backdrop for a cinematic, yet rugged visual style that immerses the viewer in the Plated experience, while bringing the creations featured in the show to life. All of this comes together to create an unapologetic take on gastronomic storytelling.



Themes

AS WE EXPLORE A CITY WORTH OF A CULINARY PERSONALITIES, MAJOR THEMES IMPACTING THE CULTURAL AND POLITICAL LANDSCAPE OF THE CITY'S FOOD CULTURE WILL BE DISCUSSED.

AN IMPATIENT GENERATION.

Traditionally, the restaurant circle of life works like this: You enter the industry, working long hours for tragically low pay, soaking up every piece of knowledge you can, honing your skills in often vain attempts to someday run your own kitchen. But an entire generation is throwing these rules out the window. Budding young chefs with specialized flavour profiles or a niche product are looking for the direct route to ownership rather than bide their time and hope they can climb the ladder.

DESTROYING THE BOYS CLUB.

Most women who work in the restaurant industry have a story about misogyny. Whether it's blatant sexual harassment or their abilities being unfairly judged, the male reaction has typically been the same: If you can't stand the heat, get out of the kitchen. But much like a chicken, these macho bastions of testosterone are being hacked apart one piece at a time. Through the course of our show, we will meet the women who are fighting to level the playing field and create safer environments.

NEGATIVE LABOUR PRACTICES...THE BEGINNING OF THE END.

Back in the day, if you owned a restaurant you could get away with a lot. If someone called you out for skimming tips, you could threaten their job. These days, it could go viral and sink your otherwise amazing spot. Look no further than the recent Susur Lee saga as an example of the power of negative press. Restaurant workers these days are more aware than ever about the horror stories coming out of local kitchens. These situations have further contributed to an entire generation of workers wanting to circumvent the traditional development culture and go directly to starting their own shops in a hope of creating better environments.

RECONCILING INDIGENOUS FOOD CULTURE.

With all the international dining options available in Toronto, it's telling that one of the cultures that's been underrepresented is our own indigenous food culture. Recently, this has all started to change. A small community of indigenous chefs have begun taking traditional first nation cuisine and fusing it with European and Asian classicism. The result has been the rise of a modern style of food that's been under our noses in this city far longer than any other featured in this show. This rise has corresponded with a brand of food activism that seeks to inform the younger generation of native tradition through food that mirrors the rising cultural awareness towards our first nations. Their influence has also trickled down to other Chefs who have sought to collaborate with various indigenous nations to source local food and produce.

DOWN WITH FACTORY FARMING

The treatment of animals, and their role in the massive factory farming industry is a subject many in the restaurant industry are passionate about. Ironically, restaurateurs ranging from vegans, to some of the most hedonistic consumers of meat agree that the high-density storage and slaughter of animals should end. Vegans believe that the way to accomplish this is through creative, plant based cuisine, while meat lovers believe that sourcing meat directly from farms that embrace free range life styles and ethical slaughter practices is the way to go. Both approaches are a re-occurring theme for this show and fuel the larger idea of buying local that has so greatly influenced restaurants in recent years.



Season 1

CHARACTER AND EPISODE GUIDE

PLATED

Episode Overview

THREE HANDS

SUZANNE BAR

SEVEN LIVES

THE PIG THAT GOT AWAY

PINKY'S CA PHE AND VET BEO

DESCENDENT PIZZA

NISHDISH

JENN AGG

AWAI

PLATED



1 SOUL FOOD, PUNK ROCK, AND THE POWER OF FAMILY

Characters: Torrie, Taryn Wilson,
and Cindy Wilson
Neighbourhood: Little Portugal
Store: Three Hands

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam porta ante elementum, ultricies tortor non, venenatis eros. Quisque venenatis sapien libero, sed auctor purus semper at. Fusce mi mauris, dignissim quis sollicitudin eu, feugiat ornare nisl. Vivamus ac sem ac erat malesuada commodo. Donec accumsan bibendum nisi. Donec ante justo, consectetur id nisi eu, suscipit cursus velit. Suspendisse finibus, ligula mollis commodo condimentum, elit massa ornare felis, ut aliquam dui orci vehicula.



2 LOVE STORIES

Character: Suzanne Barr
Neighbourhood: Gerrard
Store: Formerly Saturday Dinette,
Chef in Residence at the Gladstone
Hotel, soon to be open, Kid Chocolate.

Suzanne Barr's passion for food is rivalled only by her love of community. She's cooked on both sides of the Atlantic on her way to becoming one of our city's greatest chefs. Yet her contributions lie far beyond the plate. Through her restaurant the Saturday Dinette, she created the Dinettes, a program that seeks to help women develop restaurant and social skills through the YMCA. A dispute with her landlord would force her to shut the Dinette's doors and bring her to contemplate her role within the city's restaurant scene.



3 **LATIN KINGS: TORONTO GOES SO-CAL**

Character: Sean Riehl
Neighbourhood: Kensington Market
Store: Seven Lives

All his life, Sean Riehl wanted to open a taco shop. He and his friends would take regular day trips to Tijuana to eat tacos right from the source and get the flavours down pat. Realizing that he faced difficulties starting out in the crowded San Diego restaurant scene, he packed up his life and moved to Toronto to live with his mother. It's here, in a tiny Kensington Market space, he set out to recreate the flavours of those Tijuana road trips with Seven lives. Little did he know, in a brief period he would go from being a So-Cal transplant, to the reigning heavyweight champion of tacos in Toronto.



4 **ONLY THE HIGHEST-QUALITY MEAT SWEATS...**

Characters: Kimberly Hannama, Ryan Getner
Neighbourhood: The Junction
Store: When the Pig Came Home

Kimberly Hannama and Ryan Getner deck was already a cacophony of bbq's and smokers when they start selling peameal bacon sandwiches at various famers markets across the city. Four years later the husband and wife team opened their first store front deli, When the Pig Came Home. Ryan's obsession with BBQ and the eastern European delis of his childhood inspired them to create a true delicatessen fuelled by some of the best sandwiches in the city and various fine, yet unpretentious foods. They immediately bypassed the factory farming monster and bought directly from local farms who raised their animals free range and slaughtered by hand. The result has been one of the most talked about shops in the city, known for naming its peerless sandwiches after some of it's regular customers, which list among Toronto's cooking elite.



5

THE VIETNAMESE CONNECTION

Characters: Leemo Han and David Huynh
 Neighbourhood: Little Italy and Chinatown
 Stores: Pinky's Ca Phe and Vit Beo

Last year, Leemo Han and David Huynh boarded separate planes in search of knowledge. The destination? Ho Chi Minh City. Han, a man already applauded for his takes on Korean and Japanese cuisine (OddSeoul and Hanmoto respectively), set his sights on a new challenge, Vietnamese mastery. Huynh, fresh off his first success and making a familial pilgrimage, looked to redefine the food of his youth. Both had big ambitions. With their tales intertwined, they returned to Toronto, threw the Banh Mi and Pho out the proverbial window and got to work. Han turned a quirky residential house in the heart of little Italy into a Vietnamese juggernaut, while Huynh translated his buzz from Civil Liberties into Vit Beo, one the most anticipated restaurant launches of 2018 through a series of successful pop-ups. This episode will look at the parallel stories of two men trying to bottle their own success and rewire the conventions of a country's cuisine.



6

THIN CRUST'S BENEDICT ARNOLD

Characters: Christopher Getchell
 Neighbourhood: Leslieville
 Store: Descendant Pizza

San Marzano tomatoes. Mozzarella di bufala. Thin Crust. Matt Getchell cut his teeth making traditional Neapolitan style Pizza at one of the cities best pizzerias, Pizza Libretto. The city was full swing in its decades-long affinity with tradition where pies are concerned. While he plied his trade making legacy style Pizza, his heart yearned for napalm-like piles of gooey cheese, locally butchered and grown toppings, and a crusty yet hefty pizza that harkened back to the days of your neighbourhood shop. With his longing becoming too intense to bear, he looked to the motor city for a little thick crust inspiration. The result would be Descendant Pizza, and an inadvertent declaration of war against Toronto's thin crust status quo.



7 A HIGHER CALLING

Character: Joel White Duck Ringette
Neighbourhood: Koreatown
Store: NishDish

Chef Joel White Duck Ringette grew up in the Anishinaabe tradition. He hunted. He fished. He trapped. Years later, he was working in the Ontario courts system as an Aboriginal youth officer when a tribal elder told him his fate lay elsewhere – in the kitchen. Soon after he started a catering company and named it Nish Dish. It would evolve into the highly touted store front it is now, cooking the food of his youth. Pheasant. Elk. Trout. All with a care that is immediately recognizable. But Joel wanted to take it a step further. What started out as business, soon became an opportunity for him to reclaim native American food, and bring first nations culture to our city's masses.



8 THE FOOD AND THE FURY

Character: Jenn Agg
Neighbourhood: Ossington and Dundas.
Store: Grey Garden

Each of Jenn Agg's four Toronto restaurants reflect a different part of her personality; Black Hoof, the stripped down, rebellious forerunner to much of Toronto's current restaurant climate. Cocktail Bar, her love letter to mixology. Rhum corner, a tribute to her husband Roland's Haitian birthplace. And Grey Garden, an inside joke about shedding the rigid opinions of her youth. Her days are a juggling act; moving between these restaurants and a fifth (Agrikol) in Montreal while trying to balance her role as a feminist icon in Toronto's culinary scene. In recent years, the latter has overshadowed a resume that makes her one of the city's most successful entrepreneurs, putting all her moves under a microscope of political activism.



9

THE BABY WITH THE BATHWATER

Character: Nathan Isberg
Neighbourhood: Bloor West Village
Store: Awai

Tipping. Hierarchy. Serving staff. Menus. Prices. Serving Booze. These are restaurant conventions Nathan Isberg did away with at his popular restaurant the Atlantic. His cooking was matched only by his unapologetic disdain for the antiquated way things are done in the food industry. Ultimately, he did what any red blooded Canadian Chef would do when his frustrations have hit a boiling point. He shut the doors and left the industry. He went to Peru. Then he teamed up with the Timiskaming First Nation to help promote the produce they forage. A year later he resurfaced fresh and ready to continue battering down the doors of culinary convention. The next convention on the cutting room floor? Animal Products.



BEYOND SERIES 1... EXPANDING PLATED

The question that inspired the show was a bit of a weird one...

If our city was a chef, what kind of Chef would it be?

Innovative? Classicist? Avant-Garde? Noble? Misogynistic? From there we asked, would there be much difference between what kind of chef Vancouver is, and what kind of chef Montreal is? If I'm a diner, what's the difference between the two? What's one doing that the other isn't? What's the same? Is a cook's experience in Calgary much different than Halifax? And what do all these things say about each city?

We want Plated to move beyond its first series and explore other cities. Each major city across Canada has its own culinary story that is informed by geography, demographics, economics, and individual city culture. **Potential Plated destinations:**

Montreal
Victoria

Calgary
Halifax

Vancouver
Charlottetown

Quebec City
Edmonton

Tofino
Fogo Island

From there, the series could be expanded to US cities:

Chicago
Seattle

Portland
San Francisco

Miami
Austin

San Diego
Memphis

The show can also expand to dive deeper into a city's culinary scene. Creating content that looks at various sub-cultures/narratives within the Toronto restaurant.

THE OG'S. The influential restaurants of old Toronto that transcend generation and have provided the foundation for the scene today.

THE FEMINIST MOVEMENT IN TORONTO COOKING. While female restaurateurs are featured in incarnations of Plated, this series will take a deeper look at feminism and restaurants. Its pioneers, its current heroes, its politics, and the overthrow of the patriarchy, and the pushback from it.

KENSINGTON MARKET. The most diverse set of restaurants packed into a single neighbourhood in the entire country...possibly North America. The chefs, the markets, the international contingent. It's a self-contained microcosm for the entire city.

