

The Magician in the Kitchen.®

THE COOKING SHOW WITH A MAGICAL TWIST!

Created by: Jason Michaels

Developed by:
Bob Jaffe & Jason Michaels

Contact:
jaffeb@mac.com
jm@jasonmichaelsmagic.com

Things That
on Trees
Apples
Peaches
Pears
Bananas

Show Concept

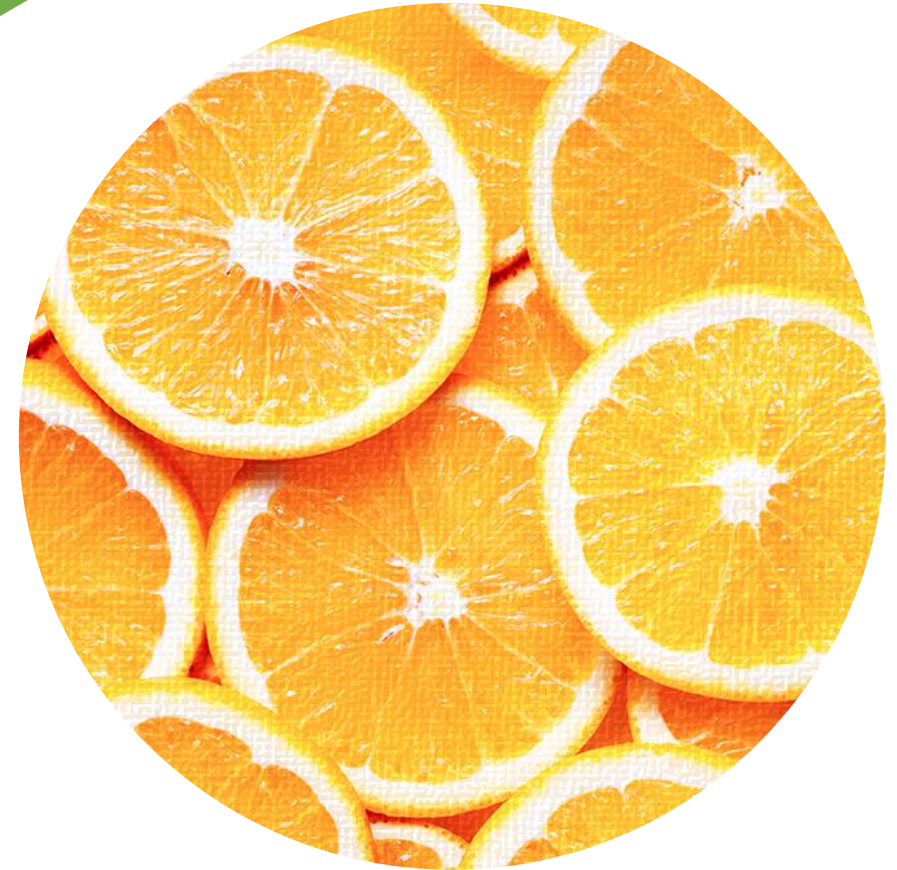
- Foodie and award-winning magician Jason Michaels invites a well-known chef into his kitchen to teach him their favorite dish. While the chef demonstrates and Jason is taught, they share conversations centering on the chef's background, his favorite meals, and future dreams.
- When the prep is finished and the dish is baking, or simmering, or chilling its way to a delicious taste test, Jason uses the cook time to demonstrate a mind-blowing, magic trick with ordinary kitchen utensils and grocery items.
- A memorable magic meal mixed with a memorable magic trick is the recipe for this fun and fresh cooking show with a magical twist.



Sample Rundown

- The show opens with Jason in his designer influenced kitchen surrounded by the latest gadgets, utensils and groceries.
- After the introductions, our guest chef shares his recipe with Jason and begins the prep. Side by side, Jason does his best to follow along. (Truth: Jason is a better eater than cooker)
- As the preparation continues, Jason quizzes the chef about his culinary history and future plans. (The chef can promote anything-- their book, their restaurant's address or their cookware line.)

(cont.)



Sample Rundown

- Once the recipe is complete and the dish is placed in the oven or left to simmer, Jason segues to magic.
- Food and kitchen utensils quickly become magical props as Jason sets out to amaze the chef with an unbelievable feat of prestidigitation. The chef is blown away! (So is the crew)
- The meal is complete, and Jason and the chef take their places for the taste test. With the first bite, their faces show what should be obvious, the dish is magical!



Sample Magic

Chef's Watch to Can of Corn

- While chef Ruiz prepares his famous Mexican street corn and fajitas, the chef shares stories of his grandmother and how she taught him the secrets of cooking.
- With everything simmering, Jason borrows the chef's watch. The watch is dropped into a makeshift dishcloth bag. Almost instantly the bag flops open and the watch has vanished!

PREPARE TO BE AMAZED!

- Jason takes a can of corn from the pantry and asks the chef to open it. To his amazement, chef Ruiz's watch is sealed inside a plastic bag inside the sealed can of corn!
- Jason takes a bite of the amazing food. (Who is more amazed?)



Sample Magic

Water Suspension:

- Water is poured from a large pitcher into an empty glass. A coaster is placed over the mouth of the glass.
- The glass is turned upside down and when the coaster is removed the water stays suspended in mid-air, defying gravity, inside the glass.

UNBELIEVABLE!

- The second that Jason snaps his fingers; the water rushes out of the glass crashing into the pitcher below.



Sample Magic




- **Recipe Card to Orange:**
- A large stack of recipe cards is removed from a recipe box holder. The chef freely selects one of the recipes. The recipe card vanishes.
- Jason introduces an orange and when it is sliced open, the recipe card is inside the orange!
- Then Jason makes the finished dish from the recipe card magically appear on the table!

Meet The Magician in the Kitchen

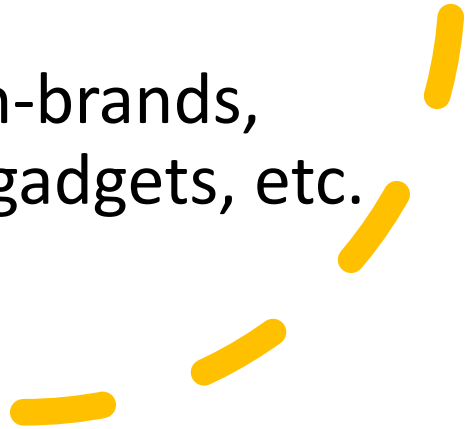
- Award winning, Jason Michaels has been astonishing audiences around the world with his magic manipulations for over 20 years!
- His friendly, engaging style has earned him respect and applause from his peers, national and local television shows, regular trips entertaining our troops and numerous articles in newspapers and magazines.
- “TEDx” twice honored Jason with opportunities to share his message of resilience. Jason poignantly tells the personal story of his dream to become a professional magician, while living “resiliently” with the movement-tics common to Tourette’s syndrome.
- Jason combines his magical talents, message of positivity and resilience and his overwhelming love of eating into a one of a kind, can’t miss, cooking show with a magic twist!



TheMagicianintheKitchen.com

- Highly interactive website
 - Variety of free recipe videos
 - Special subscription opens all recipes and special magic content
 - Weekly menu plans for various diets
 - User questions answered by noted chefs
 - Tips and Tricks for beginners to experienced home cooks
 - Contest and prizes
 - Coupons for groceries and cooking tools
 - Simple magic tricks and techniques to fool friends and family
 - Cooking and Magic Merch
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Production Assumptions

- Weekly show shot in studio kitchen or on location at guest chef's kitchen
 - Length 20-30 minutes...Dependent on broadcast platform
 - Five episodes shot with different chefs on same day
 - Alternative shows/vlogs will expose the recipes from famous food-trucks and champion mixologists
 - Sponsors will include well-known-brands, Etsy sellers, new inventions and gadgets, etc.
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Why It Works

- Entertaining way to learn new recipes and cooking techniques
- Simple, easy to follow directions involve the viewers
- Show is fun, a bit off the wall, spontaneous
- Viral worthy, mini-vlog-like segments posted three times per week, teach simple cooking tips along with simple magic tricks anyone can do.
What a way to entertain your dinner guests!
- Great exposure for lesser-known chefs
- Opportunity for guest chef to promote their restaurant, book, website, social media
- The Magician in the Kitchen.com- highly interactive site for all things cooking and some things magic

The Magic of Jason Michaels

