

VEGAN DUEL (FORMERLY VEGAN CHALLENGE)

Written by

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**Definition of a Vegan: A vegan is someone who does not consume or use any animal products or byproducts.**

### Logline

Carnivores and herbivores faceoff. Staunch, meat-eating judges encouraged to embrace the eccentric tastes of vegan cooks who compete to win a cooking challenge.

### Show Summary

Vegan Duel is an 30-minute long food competition show that will consist of three regular non-vegan judges, a host and twelve finalists who know how to prepare vegan meals. The goal for each contestant is to develop very delicious vegan meals that would encourage the judges to like their food. Vegan Duel will take place primarily in an on-set kitchen. Other possibilities for locations during the season are outside and before a live studio audience.

The season will begin with a group of 50 contestants who will participate in part one, and part two of a boot-camp style cook-off. During these two episodes, contestants will cook their best vegan meals and present them to the judges. Judges will then choose 12 finalists with the very best vegan dishes. These contestants could be vegans who merely like to cook vegan meals for themselves and families, or they can be amateur or professional cooks who know how to prepare 100% vegan meals. These twelve contestants will compete for ten episodes. The final three episodes will include a wildcard episode, an intense showdown episode, and the grand finale in which the last two contestants will battle for the grand prize. On each episode, the contestants that are allowed to advance will receive a tool that will help them with the next challenge. The contestant

that does not win a tool will be sent home. All contestants' dishes will be judged based on the presentation of it and the similitude of flavor to meat or dairy dishes.

### Wildcard Episode

In addition to the regularly scheduled episodes, there will be a wildcard show near the end of the season in which the remaining three contestants will be surprised by the best two returning contestants. The two returning contestants will be brought back to compete against each other for the wildcard spot, but the catch is that they won't be allowed to cook. Instead, they will be paired with two guest celebrity chefs who will prepare the vegan meal based on what the returning contestant tells them to do. The returning contestants can help make the items needed for the meal, but they cannot taste the meals as they are cooking; only the judge can taste and determine if the mix of ingredients is right. After the meal is complete, the judges will eat the meals and vote for which single returning contestant should have another shot at the grand prize. The following week, two contestants will be eliminated.

### How the Season Will End

At the end of the season, the remaining two competitors will have to perform well on two final challenges to win. The winner will get a cookbook deal and \$100,000 towards developing a vegan restaurant or vegan product line. Also, if the network permits, the contestant may be considered for his own television show.

Genre: Competitive/elimination

Episode Duration: 30-minute long; 1 hour grand finale

Frequency: Once a Week

Series/Season Duration: 13 episodes in a season

Episodic Format: Arcing

Hosted

Cast: 12 finalist chosen from two boot camp style elimination rounds; 3 well-known food judges

Judges

The show should consist of three judges who have had vegan or vegetarian food but are not fond of it. The judges should be fierce meat-eaters who will be persuaded to like vegan food based on the tasty meals that contestants make. These judges will make up the core judges and will be permanent on each episode. The judges will eliminate a contestant each episode until a winner is chosen based on how well the meals are prepared, presented and how well the contestant presents himself as a chef.

Contestants

Contestants must be 18 years of age or older. They also must know how to prepare completely vegan meals (no egg or dairy allowed). Contestants will compete using their cooking skills and their personality so being able to present well on-screen and get along with others will be considered.

Target Location: Indoor studio kitchen

Episodic Breakdown: Episodes may vary according to the choice of themes or particular dishes.

## Act 1

The show begins with the host introducing the core panel of judges and the remaining contestants for the week. The host will also explain to the contestants what they will be making for the day's challenge. This list will show on-screen. The host will take some preliminary feedback from the judges on what they expect.

## Act 2

The host will spend a substantial amount of time going around to the various contestants looking at the meals they are preparing and giving impromptu interviews. These interviews with the contestants will allow them to showcase their skill by telling judges and home audiences what they are doing to make this meal a success. The host will go back and forth between the contestants and judges interviewing them for feedback on the meals that are cooking.

## Act 3

At this point, contestants should be half-way through the process of preparing and cooking their food. The interviews continue, and any unexpected occurrences (burned food, dropped food, injuries, remakes, etc.) are honed in on by the host.

## Act 4

The show is wrapped up and contestants finalize their dishes for presentation. After the time is up, all cooks head to their stations in the back and await the elimination round as judges taste their food. Judges can't hear the contestant reactions, but the contestants can listen to the judges' critiques and comment on the judges' responses on air.

## Act 5

All contestants are welcomed back to the main kitchen area for the elimination. Each contestant is called and given a kitchen tool to be used in the next episode. The one that does not receive a tool will be sent home.