



Let's get cooking!

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What Is



ZOO CHEFS is a kids' workplace comedy, 3D animated series, about animal friends learning how to cook and work together to prepare a wide variety of colorful cuisines for all the animal residents of the City Zoo.

Ollie the Ocelot, Wimeldon the Warthog and Zipper the Tamarin work in the Zoo Chef kitchen run by The Big Guy who gives the trio their daily challenge. Together, the trio uses creativity and teamwork to solve problems, help each other through difficult situations, learn about new recipes and ingredients, and find the fun in each challenge. They'll also meet and interact with other chefs, customers and friends at the City Zoo, guaranteeing a new adventure every day!

-Series Overview-

Description: A 3D animated comedy series, where young, anthropomorphic animals in a magical zoo kitchen, explore the world of cooking.

Target Audience: Children, ages 4–8.

Unique Selling Point: Funny, ensemble, workplace comedy-style show, that appeals to kids as well as adults, with an ensemble cast that has an adventurous and curious nature, with empathy at its core.

Plots: Each 7–10 minute episode will be set in motion by new recipes, new ingredients and new challenges from The Big Guy, as well as new ideas from one of the core characters, or even dealing with a zoo resident's cuisine problem.



-OLLie (OLivia) "The Leader" -



Ollie the Ocelot can't help that she often is seen as the one in charge. Someone has to get things moving, and it looks like she is going to have to do it! With a serious, yet outspoken personality, she's quick with cuisine, loves order and progress, but she sometimes has to learn lessons in patience, understanding and kindness.

Likes: Order, efficiency, perfection

Dislikes: Incompetence, laziness, chaos

Goals: Aims to become Head Zoo Chef, and be in charge of the kitchen someday.

Fears: Missing deadlines and disappointing people, mostly The Big Guy.

Fav. Food: She'd have you believe it's something fancy like a Crêpes Suzette, but actually she's a die-hard lover of fried onion rings.

-Wimbeldon "The Do-Gooder"-



Wimbeldon the Warthog loves being part of the team, and wants to help in every way possible. But he's overly cautious, and his obsessive nature sometimes leads to big mistakes. Like whipping the cream so long that it turns to butter, or overthinking the directions and missing the goal.

Likes: Helping and pleasing others, and being complimented about his work.

Dislikes: Spontaneity, making mistakes, letting others down, and monsters (especially dragons).

Goals: Learn to be the best Zoo Chef to be able to teach other young "cheflings" in the future.

Fears: Being a failure, and being fired.

Fav. Food: His very own homemade, fancy fruit salad!

- Zipper "The Wildcard" -



Zipper the Golden Tamarin is a ball of orange fire. Everyone loves his high energy and creativity, but sometimes he's too impulsive and too creative to take direction. He loves teasing the others, and jumping on top of things to evade punishment. Zipper is often getting into mischief, and trying to fix something he broke, with increasingly futile results, before the others return.

Likes: To have maximum fun, make others laugh, and to be known as the coolest monkey in town!

Dislikes: Being told what to do, standing still, being told "no".

Goals: To spread happiness and joy to all the kitchen's diners!

Fears: Being alone, making The Big Guy angry, and bees.

Fav. Food: Banana Ice Cream Cake, with a Bubbly Banana Soda!

-The Big Guy-



The Big Guy, a bear that runs the kitchen for the zoo. He is usually offscreen, and communicates via phone call. He'll say, in a slow cadence: "Big load of turnips comin' in. Got 'em for a good price. Find a way to make 'em yummy for the Water Buffalos, those guys like to eat! That's all." CLICK. He's blunt and direct and has problems and bosses of his own to please. He gets a little upset when Zoo Chefs' antics cause a ruckus in the zoo.

Stevie is not a villain, but a mischievous, Meerkat neighbor, who is a little too nosy, a little bit jealous, and sometimes a little mean. He'll use language that sounds like a compliment, until he leaves, and the Zoo Chefs think about it: "You'll be lucky to have Braydon do work for you." He'll tell one of the Zoo Chefs that another one is "getting a little sloppy."

-Stevie-



-The Rest of The Gang-

Braydon



Lily



Riley



Braydon is a young donkey intern. He wants to please, but has a lot to learn, and a comedic fear of having to cook, or do anything but watch and take notes.

Lily the Lamb is overly sweet, but she will break when pushed, and out comes her big loud voice!

Riley the Red Panda is humble and underestimated, until she creates a masterpiece with seemingly little effort. She studied hard to get this good. Although she hates being confused with a raccoon.

-Series Premise-

Setting and Time Period: A whimsical, modern-day, commercial zoo kitchen within a popular city zoo. The Zoo Chefs make the cuisine that is taken to all the animal enclosures around the zoo.

Themes: Cooking is a challenging, yet magical learning experience. Working with others isn't always easy, but you can accomplish anything when you work as a team. People's differences can actually strengthen their bonds and make the team more versatile.

Tone: Bright, silly, joyful characters in a soft, inviting world, taking on new, exciting challenges, while being empathetic and understanding of each other.



-Target Audience-

Demographics: Boys and girls aged 4-8, and their families.

Interests: Fans of educational cartoons like 'Peppa Pig', 'Blues Clues', 'Bluey', to include nature and cooking-themed content.

Potential Reach: Suitable for streaming platforms like Apple TV, Netflix, educational channels, and other digital platforms for children.



-Series Structure & Format-

Structure: Each 7 to 10 minute episode will have an A and B plot. The A plot starts out with the trio in the kitchen, wondering what task The Big Guy will give them. The tasks can range from following a new recipe for the first time, cooking with a new ingredient, solving problems with customers' orders, creating enormous orders on a tight deadline, showing new chefs the 'ropes of the kitchen,' and more!

The trio gets excited about each challenge, and they get to work right away. However, something ultimately goes wrong each time. Whether Ollie gets too controlling, Wimeldon fumbles the directions, Zipper going a little too crazy with the ingredients, Stevie adding a little chaos and discord, or a persistent, unsatisfied customer running amuck.

When all hope seems lost, the trio takes a step back, realizes their mistakes, asks for forgiveness and moves on together as a team. Sometimes The Big Guy calls in to nudge them in the right direction. Having accomplished the task, the trio celebrates together, even if things didn't go the way they initially planned, and look forward to their next challenge.

As for the B plot, one of the characters, usually Zipper, gets into shenanigans in the kitchen or the City Zoo. Most of the B plots involve physical slapstick humor, with few spoken lines.

Format: Multi-camera, 3D animation, shot like a sitcom. Episodic storytelling, with overarching themes of friendship, creativity and learning.

- Unique Selling Points -

Innovative Comedy-Style Premise:

Workplace comedy, 3D cartoon, with educational content through cooking and cultural exploration.

Strong Character-Driven Storytelling:

Each character has unique traits and arcs, providing conflict and comedy.

Social Commentary and Relevance:

Will address healthy eating, being open to trying new things, and understanding other viewpoints—what tastes good to a Tiger, may not taste good to a Tamarin.



-THE CREATIVE TEAM-

Jim Lammers - Series showrunner:

Founder/owner of Trinity Animation, the 3D animation production studio for this series. Project Manager, Technical Expert, and Published Author.

Trinity Animation: Active 3D production studio (est. 1994) in the midwest. Trinity developed environments for FX hit series *Archer* from 2009–2023. Trinity worked on creating art for other shows including *Hit Monkey* (Marvel, FX) and *Unsupervised* (FX).



James Simon: Lead series and character designer and developer, lead character animation artist.

Nicholas Kaighen: Series lead visual effects artist, storyboard artist and character animator.

Byron Pockrandt: Character developer, animator and storyteller.

-Distribution Strategy-

Potential Networks or Streaming

Platforms: Popular Channels for a fun kids show will include broad networks like Netflix or Apple+ and also more specific networks like Discovery Kids and the Food Channel..

Syndication Potential: High, given the educational value and appeal to a wide age range.

International Distribution: Content will be visual and easily translatable in other countries.



-Marketing & Promotion-

Social Media Campaigns: Interactive content, sneak peeks, and character introductions on platforms like YouTube and Instagram.

Traditional Advertising: TV spots, print ads in family and educational magazines.

Cross-Promotions and Partnerships: Tie-ins with children's educational toys and popular food products, to include fruit cups, fruit brands, baby carrots, apple slices and other nutritional foods.



-Revenue Streams-

Advertising Revenue:

On commercial channels and websites.

Subscription Fees:

Through premium streaming service partnerships.

Syndication and Distribution Deals:

Both domestic and international.

Merchandising and Licensing Opportunities:

Toys, books, and cooking kits for kids.





-Plot Premises-



Ocelotta Worry: The Big Guy asks Ollie to train a new visitor on how the kitchen works. His name is Bucky the Lynx. Ollie gets the idea that she is going to be replaced by the Big Guy and becomes sad and despondent. Wimbeldon and Zipper try to help her be more resilient, and find the bright side. Finally, the Big Guy tells them that Bucky works in the Snack Bar, and is not replacing Ollie. [Side story is usually physical humor, with little or no dialog: Zipper can't figure out how the microwave oven works, and keeps scorching and exploding food that he was desperate to eat.]

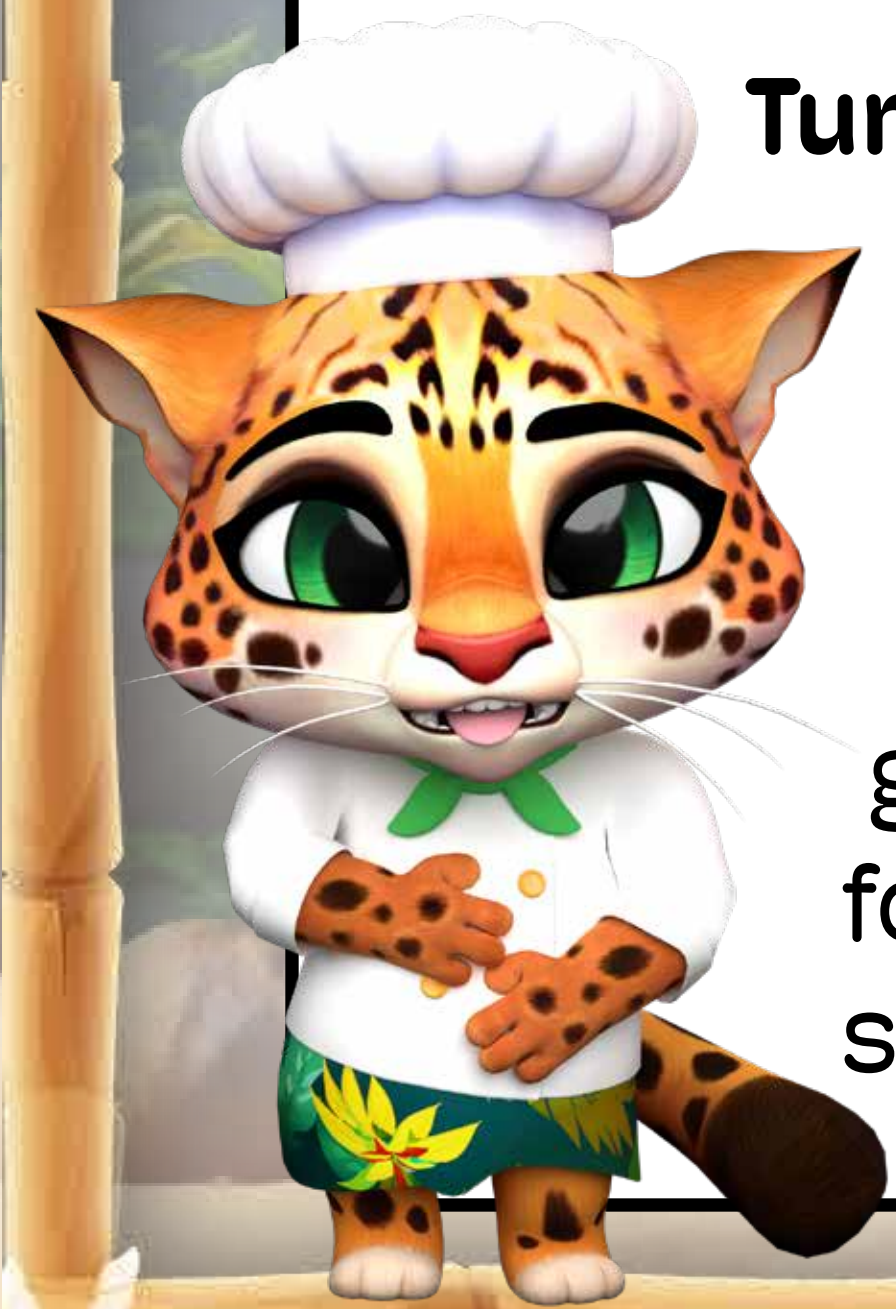
One Star: The Zoo Chefs hear that the elephants, especially Tiny, have complaints about the Chefs' peanut creations. They go to visit the elephant exhibit, and recount the nasty comments they have heard (especially from Stevie). Tiny tells them his very minor complaint, and they learn that hurtful words are often not meant to be hurtful. [Side story: Zipper sneaks into the elephant pen out of curiosity, and while sneaking around, accidentally comes upon and startles a huge elephant, and barely escapes.]



-Plot Premises-

Weird Fruit: The Big Guy just got a mistaken shipment of way too much dragon fruit, and needs the Zoo Chefs to come up with a dinner that uses a lot of it. The gang has never tasted it before, but resolves to find a solution. Nothing they make appeals to their friends, until a visiting Koala tells them, "It's amazing!" [Side Story: Zipper drops one, and it rolls under a kitchen sink that puts it just out of reach, causing Zipper to try increasingly complex ideas to retrieve it.]

Tummy Trouble: Ollie feels bad, and tells the others to take over things for a while. But they decide to just mix together *all* of the "yummy" food at once, and they get terrible stomach aches of their own, and now they are all feeling terrible. Visitors to the kitchen see their distress and don't want to eat. Finally, they get over their horrible ill-feeling bellies, and Ollie chides them for not asking for advice. [Side story: Stevie pops in to steal some candy, but sees the unhappy crew and decides to skip it.]





-Plot Premises-



Potato-tastrophe! Wimbeldon accidentally orders 10x as many potatoes as they need for this week's dish. He tries to hide them all over the kitchen, and every time a door or panel is opened, potatoes fall out. Eventually he must confess to the others. He tries to think of a dish that uses lots of potatoes, but they are all bad ideas. Then, Lily hears that the Zoo's Snack Bar really needs potatoes, so they trade most of them, and it solves the problem. [Side Story: Braydon lists for Lily all the ways you can prepare a potato, like the shrimp scene in Forrest Gump, and it eventually drives Lily crazy.]

Find Your Spine: The Big Guy keeps asking Wimbeldon to add an ingredient that Wimbeldon knows lots of customers don't like. Wimbeldon is always agreeable, but now he is pushed too far. He has to learn to be brave, and respectfully tell the Big Guy he doesn't like this idea. Zipper helps him practice. The terrified warthog approaches the boss, who agrees and moves on. Wimbeldon learns that with the right presentation, people will usually listen to you. [Side story: Braydon gets stressed, and decides to go for a short walk and gets progressively more lost and anxious as he tries to navigate the zoo, eventually barely finding his way back home.]

- Storyboards -

Interior - big kitchen. Ocelot, Tamarin and Warthog are together near the center (by the fridge) and the Ocelot is holding up a baseball sized scaly purple object.



OLLIE: Ummm... It's actually kinda sweet! It's weird and tasty!



- Animation Stills -



-CONTACT-

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