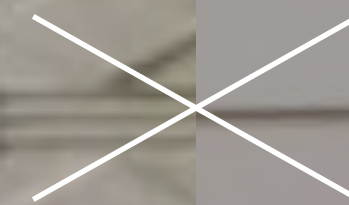


The logo for JENN-AIR, featuring a stylized white envelope icon to the left of the brand name in a bold, sans-serif font.

JENN-AIR®

The logo for AVEC ERIC, featuring a stylized white signature above the brand name in a bold, sans-serif font.

AVEC ERIC

CREATIVE TREATMENT

*March 28, 2014
REVISION 2*

INTRODUCTION

To create compelling content that showcases the inspiration and creative expressions possible through Jenn-Air, we “Bring the World Home” in a way only our favorite ambassador of global cuisine could.

Eric Ripert, known for the adventures featured in Avec Eric that take him, and us, to the source of culinary inspiration as well as his modern style and credentials in kitchen design world, will pair perfectly with renown interior designer Matthew Patrick Smyth to explore the details and stories of a place that quite literally brings the world home in...



AVEC ERIC

 JENN-AIR[®]
presents

‘WORKING TITLE’

AVEC ERIC[™]

'WORKING TITLE' AVEC ERIC

'Working Title' is a unique content feature that explores the essence of a place as illustrated through food and design by two masters of their craft.

These videos explore the ways experiences are shaped by details: inspired by travel, sensory memories, interesting stories, knowledge, as well as the passions and personalities of our experts. To showcase how details— along with a well-equipped kitchen— can shape a memorable dining experience at home.

In this series, Eric and Matthew create experiences based on their shared love for a location and the details of the place, the people, the culture, the cuisine they both enjoy and take our viewers to that location without ever having to leave our home kitchens. Through the food and recipes, the set design, found objects, iconic artifacts, and most importantly the stories and details shared by our legendary masters, we are shown how we can transport ourselves to a famed Bistro in Marseille and an open air food market in Puerto Rico with authentic street food.

We discover Eric and Matthew's sources of inspiration — food markets and antique shops alike — as they express the essence of that place through the details that food and design inspire.

We watch as our home studio is transformed into that place through the look, feel and conversation that flows from them reliving the memories of their adventures there. We see these wonderful locations through their lenses and transport ourselves to the places we want to be.



‘WORKING TITLE’ AVEC ERIC — THE SET

Matthew is directly responsible for designing and propping the set down to the last detail. He will design the kitchen so that we feel as if we are in a cafe in the south of France.

He will shape the experience of bringing this place home in his own way, using details, i.e. sketchbooks from his travels, design objects he shares with Eric, etc.

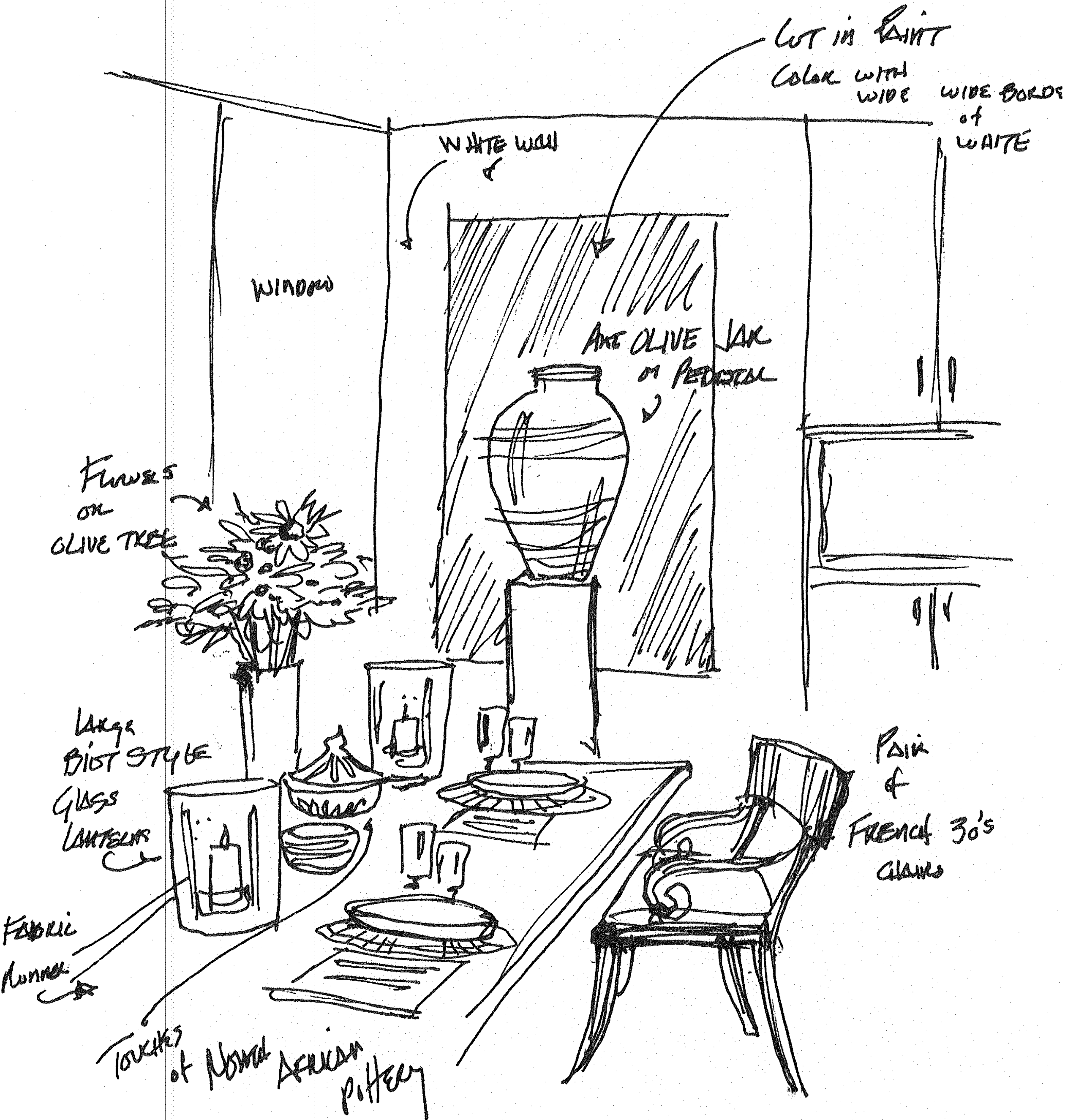
These articles will be very interesting objects and distinctive pieces he’s found while living abroad and traveling all over the world, all with fascinating stories.

They will be placed around the set allowing Matthew to pick up the object so we can focus in on the detail while he tells the story within the fabric of the conversation.



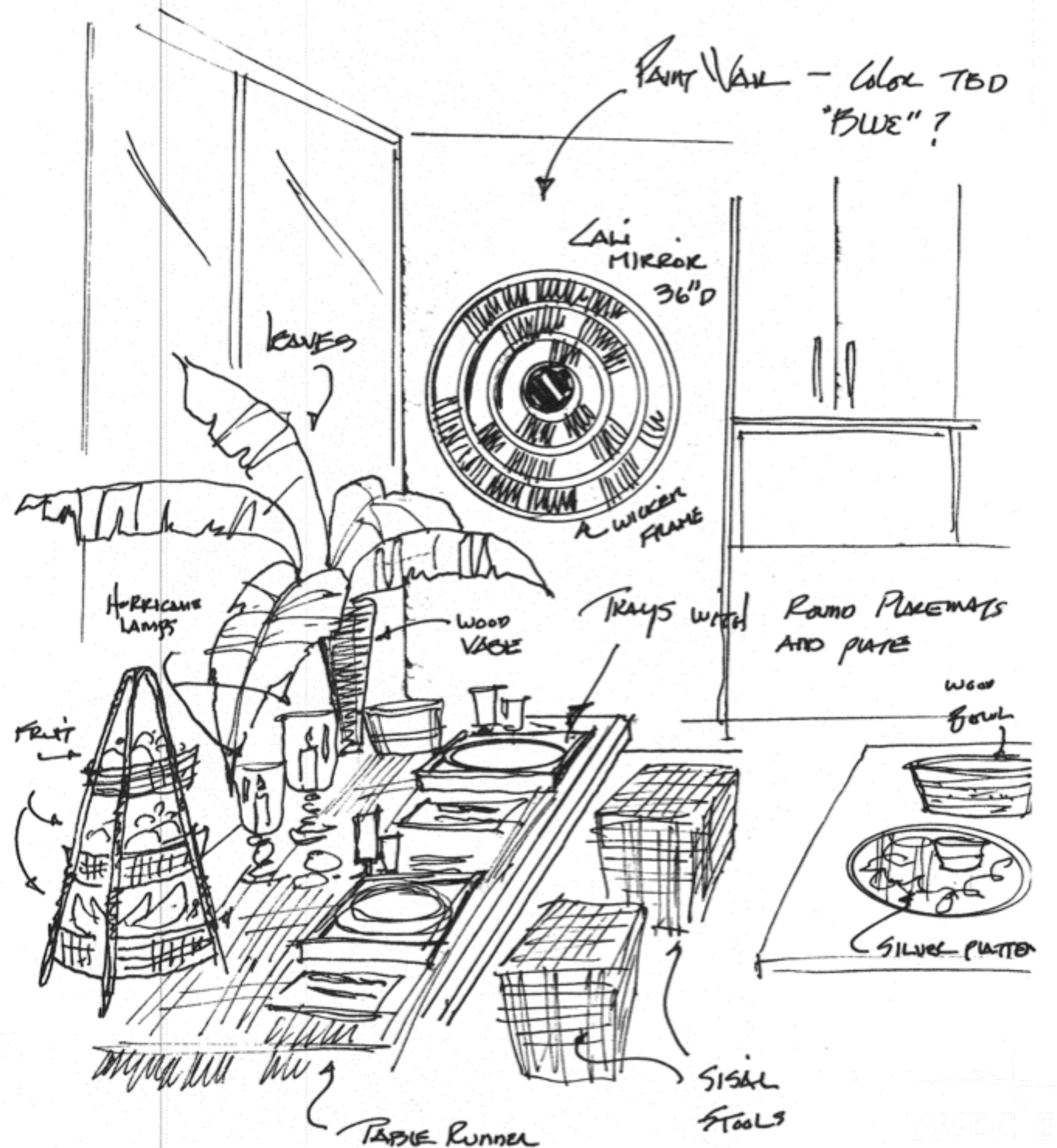
EPISODE ONE: MARSEILLE - THE IDEA

A bouillabaisse with chicken and couscous that embodies the traditional details of the melting pot culture of Marseille.



EPISODE TWO: PUERTO RICO - THE IDEA

An old traditional recipe of red snapper that has been forgotten over time, coupled with details of graphic colors and wood.



RUN OF SHOW

0:00- :15 Show open

Eric introduces concept of 'Working Title'

[Eric to camera]...In Avec Eric, we typically travel the world looking for culinary inspiration. In these series, presented by Jenn-Air, we will show you how you'll take the inspiration, flavors and objects in your travels and recreate that experience right in your own kitchen. Join me and renowned interior designer, Mathew Patrick Smythe as we create...

:16-:21 Opening Graphics

...Jenn-Air Presents 'Working Title' Avec Eric

Quick cuts of the set being reimagined into our chosen destination resolving with 'Working Title' Avec Eric logo.

:22-2:15 Show Body

Conversation about theme, influences, details, stories, objects, recipes, adventures, ingredient, etc. accompanied by cooking.

Begins with Eric introducing the location and throwing to Matthew to discuss the unique visual texture of the place while using the props and objects found on the set. Eric begins cooking. Mathew provides three key tips to achieving the look that is specific to that location. Eric then picks up on the theme and discusses how the location has inspired a certain dish with some twists that tie in Mathew's references. We see/hear them talking and integrate with close ups on food and design details.

As they share stories, show how details intrigue the senses, touch on the thrill of discovery, and create an experience that could only happen when they come together, in Eric's kitchen, to tackle a unique creative challenge. We want to capture the unexpected through this extraordinary collaboration between Eric & Matthew. We'll learn more about them as they share details that inspire them, and interpret a creative challenge to create a remarkable experience.

The level of surprise will come through the conversation and connections Eric and Matthew share being unified by their own very personal experiences in these places and being challenged to recreate them through their own artistic expression.

2:16-2:45 Closing

Eric closes by summarizing his key points that influenced the dish while Mathew highlights his key points. We see shots of finished dishes as well as key design features we have talked about with respective voice-overs.

2:46-2:50 End

Cut to Eric and Mathew who toast each other...SANTE!

2:51-3:00 Credits

Sponsor and Credit Roll

PRODUCTION SCHEDULE / CALLSHEET

730a - 8a Production call / load in equipment

8a - 10a Crew call - build cameras/prelight/art dept finishes prep

830a Car service pick ups for Eric & Matthew at their homes

9a Talent call - into hair/makeup

10a - 1130a Shoot prep/propping/cooking Marseille

1130a - 12p Shoot eating marseille

12p - 1230p Shoot beauty props & beauty food

1230p-130p Swap sets to Puerto Rico

130p Crew breaks for lunch on location [media interview with Time Inc.]

2p - 330p Shoot prep/propping/cooking Puerto Rico

330p-4p Shoot eating puerto rico

4p-430p Shoot beauty props & beauty food

430p Camera wrap / Eric & Matthew car service pick ups at Anomaly

430p - 630p Break down lights/wrap art department/camera

630pm Location wrap

SHOTLIST

We'll want these types of shots for both videos, "An Evening in Marseilles" and "The Exuberance of Puerto Rico" so we can capture the details and mood as we see the experiences come to life:

ACTION SHOTS TOGETHER of Eric & Matthew excitedly sharing ideas, ingredients, design objects and details with each other/working together

POSED SHOTS of Eric & Matthew individually and together. Casual poses with appliances in the background.

ACTION SHOTS OF ERIC prepping, cooking, sharing dish with Matthew:

For cooking shots, show him using the cooktop, with the food beautifully cooking.

We want to show him taking food out of the refrigerator (subtle nod to how it can keep pristine ingredients fresh).

Clean shot of Eric putting food in/taking food out of a wall oven. (Chance to subtly capture the Jenn-Air badge.)

ACTION SHOTS OF MATTHEW arranging his design objects, creating the tablescapes, assessing patterns or colors, etc, sharing with Eric.

DETAIL SHOTS: We want to capture the details that bring this experience to life:

THE FOOD: the ingredients, the food as it cooks, the plated dishes

THE SET DESIGN: the different objects Matthew shares, the patterns, colors, exquisite details like gold leaf pattern, etc., his arrangements and tablescapes

THE EXPERIENCE: the kitchen during and after Matthew transforms it, moments and details that capture Eric & Matthew's creativity and joy at creating the experience

AND Other details: that speak to each location: a French antique, a tropical flower, an exotic spice or platter

INTERVIEW QUESTIONS / CONVERSATION STARTERS

- These questions are for both Eric & Matthew, who can be interviewed individually. And, if time permits, together to capture a unique conversation.
- Describe your approach to your craft. What's your signature style? How do details play into it?
- Where do your ideas come from? What's your thought process?
- What are details you'll never forget—from travels, work, art, etc? How do they influence you today?
- What passions have influenced your entire career, your vision, the way you express yourself?
- How do you find inspiration? And how does it play out in your work, your approach, your creativity?
- Do you like to start creatively with a completely blank slate, or do you like working within parameters?
- When it comes to editing or curating (a dish, a meal, a design, a collection), how do you approach that? What's most important? Is there a singular theme that connects everything?
- You're known for creating exquisite visual work. Does the element of surprise, or unexpected combinations, have a place in your work? How do details inform interesting juxtapositions?
- How do details make a statement in a dish? In a home? In a kitchen?
- What's most important to you when you have a dinner party?
- How do you create an interesting experience, beyond the food and décor itself?
- What do you encourage people to think about or try when they're planning a dinner party?
- What is it about Marseilles that inspires you?
- What details from Marseilles have inspired or found their way into this kitchen today?
- What is it about Puerto Rico that inspires you?
- What details from Puerto Rico have inspired or found their way into this kitchen today?
- What's a tip for the sophisticated home cook, about being inspired and creating a wonderful dish and/or dining experience?

MARSEILLE RECIPE

Pan Braised Poussin with Baby Leeks and Cous Cous

Serves 2

Braised Poussin

- 1 Poussin, clean and quartered
- 6 cloves garlic, peeled and sliced
- 8 baby leeks, washed and trimmed 2 inches long
- 2 tablespoons tomato paste
- 2 cups chicken stock, Homemade or store bought
- 1 pinch Saffron
- 1 pinch Cayenne pepper
- 2 Tablespoons Pernod
- 2 Tablespoons Canola Oil
- 4 pieces baby fennel, washed, shaved thin and stored in cold water

Cous Cous

- 1 cups Cous cous
- 1 cup water
- 1 Tablespoon Butter
- ¼ cup dried currants or raisins
- Fine sea salt and freshly ground white pepper to taste

1.
Wash the Poussin under cold water and pat dry. Remove the wings and save for stock. Cut the back out (reserving for stock) of the bird, and cut down the middle of the breast, splitting the bird in half. Cut down the natural seam of the halves separating the breasts and the legs.
2.
Heat a deep medium sized pot over medium-high heat. Add canola oil. Season the Poussin with salt and pepper and sauté in the pot, skin side down until golden brown. Turn the Poussin and continue searing. Remove the Poussin from the pot once both sides are golden brown.
3.
Reduce the heat slightly and add the sliced garlic and baby leeks to the pot. Cook for 2 minutes or until the garlic and leeks begin to soften. Add the tomato paste, and cook lightly for 2 minutes, being careful not to burn on the bottom of the pan. Add the Pernod, then pour the chicken stock into the pot and add the Poussin back into the pot. Bring up to a very slow simmer, and add the saffron and cayenne. Season the liquid with salt and pepper, and slowly simmer for 15-20 minutes, or until the Poussin is cooked through.
4.
While the Poussin is cooking. Put the cous cous into a small bowl with the butter. Bring the water up to a boil and season with salt and pepper. Pour the boiling water over the cous cous, and cover with plastic wrap immediately. Let the cous cous steam for 5 minutes, uncover and fluff with a fork. Adjust seasoning, and fold in the currants.
5.
To plate, spoon a bed of cous cous in each serving bowl. Place one leg and one breast on each plate atop the cous cous. Garnish with a few slices of garlic, and the leeks. Pour the hot broth around the Poussin right before serving. Finish the dish by garnishing with the shaved baby fennel.



PUERTO RICO RECIPE

Sautéed Snapper with Sofrito Coconut Emulsion

Serves 2

- 2 7 ounce filets of Red Snapper
- 4 Tablespoons Canola Oil
- ½ small Spanish onion, peeled and sliced
- 1 head of garlic, peeled
- ¼ bunch cilantro, leaves picked
- 6 ea. Aji Dulce peppers, cleaned and seeded
- 1 Tablespoon Achiote (Annatto seed)
- ½ quart fish fumet (recipe below)
- 1 ear of Yellow Corn, kernels only
- 4 ounces Coconut Milk
- 1 cup Rice (recipe below)
- ¼ avocado; peeled, pitted, and cut into slivers
- 1 lime cut in half
- Fine Sea Salt and freshly ground white pepper

- Put the onion, garlic, cilantro, and Aji Dulce into a small food processor and pulse until everything is finely chopped and mixed evenly. Set this mixture aside.
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In a small sauce pan, heat the 2 Tablespoon of canola oil and the achiote under medium- high heat. Cook the seeds for about 2 minutes, so that the color from the achiote bleeds into the oil. Strain the achiote out and reserve the oil.

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- Reheat the achiote oil in a small sauce pan under medium high heat, and add the onion, garlic, pepper mixture. Sweat this mixture out for 3-4 minutes until tender. Add in the fish fumet, coconut milk, and corn. Bring to a boil and cook for 2-3 minutes. Remove from the heat and blend with a stick blender for 30 seconds to incorporate everything together. Strain the sauce through a chinois, pressing some of the pulp through to give thickness. Set aside.

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- Prepare the rice according to the recipe below. This can be made a day in advance, and stored in the fridge until needed.

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- Preheat an oven to 350°F. In a large sauté pan heat 2 Tablespoon of canola oil on high heat. Season the snapper with salt and pepper and pat dry. Carefully place the snapper filets in the pan and begin to sear. When the snapper begins to form a light brown crust place the sauté pan in the oven for 2 minutes. Remove the pan from the oven and gently flip the snapper and continue to cook in the oven for 1 more minute. Take the pan out of the oven and test the snapper for doneness by inserting a long metal skewer into the center of the fillets for 3 seconds. If the skewer is warm to the touch the snapper is finished. If not, continue to cook until an inserted skewer is warm.

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- To plate, heat reheat the rice and the sauce. Place a bed of rice on each plate, and place the snapper on top. Sauce each plate right before it is served. Garnish the dish with a sliver of avocado. Squeeze lime juice over the top of the dish.

Rice

- 2 tablespoons olive oil
- 1 ¾ cups long grain rice
- 2 teaspoons fine sea salt
- 3 ½ cups water

- Heat the olive oil in a medium-sized, heavy-bottomed pot over medium heat. Stir in the rice to coat the grains with the oil. Cover with the water and salt and stir to incorporate. Bring to a boil. Lower the heat slightly and cover. Do not stir the pot after this point. Cook until the water has evaporated completely and the rice is tender, about 20 minutes.

Fumet

- 1 pound fish bones (preferably from halibut or turbot)
- 1 shallot, peeled and thinly sliced
- ½ cup white wine
- ½ quart water

- Soak the fish bones in lightly salted cold water for one hour, changing the water twice. Remove the bones from the water and pat them dry.
- Preheat the oven to 400°F. Place the bones in a shallow oven-proof pan and roast them in the oven for 2 minutes. Carefully remove the bones from the pan and blot away any blood.
- Put the bones in a wide pot and add the water. Bring to a boil. Add the shallots and wine, reduce the heat to low, and simmer for 10 minutes. Remove from the heat and let stand 1 minute.
- Strain the fumet through a fine mesh sieve. Store in the refrigerator for 2 days or in the freezer for up to 2 months.

REQUIRED APPLIANCES / COOKWARE

- 3 Cutting Boards
- 4 4 qt pots
- 4 6 qt pots
- 4 2 qt pots
- 2 1 quart pots
- 2 10in Sauté pans
- 2 8 in Sauté pans
- Small Glass bowls for mise en place (we will need quite a few of these, different sizes)
- 2 small mixing bowls
- 2 medium mixing bowls
- 1 chinios
- 2 Bottles with spouts for oil
- Glass Mini pitchers for stocks, coconut milk, etc.
- 6 ¼ sheet trays
- Plate ware for finished dishes
- 1 hand blender
- 1 small food processor
- 1 blender
- Plastic wrap
- Aluminum Foil
- General utensils (whisks, spoons, ladles, etc.)