Sustenance and excess
Medicine and poison
Artistry and con
Innovation and crime
Symbol of unity and source of conflict
Expression of love and weapon of seduction
Opportunity, Genius, Survival
Luck... and a buck

American food is a statement about who we are as individuals, as a nation, and as a part of the world. It's a window to our souls. But do we really think about it?

EATING AMERICA is a beautiful, fascinating, surprisingly honest celebration of American eating: the communities, the rituals, the land, the recipes, and the diverse peoples of our country.

These are divisive times: let’s BREAK BREAD.
Series like No Reservations and Chef’s Table have tapped into America’s appetite for intelligent, cinematic food shows that stimulate both the mind and the palate.

Meticulously researched and thoughtfully scripted, every episode of EATING AMERICA is a piece in the giant jigsaw of American food culture. Each tells the story of a key ingredient, type of dish, or way of cooking that flavors American daily life.

The stories evolve through historical events, ethnic influences, technology and innovation. Each involves key chefs, artisans and entrepreneurs, featured recipes, fascinating anecdotes, and the socio-economic impact of that food on the industry, the land, the culture and the people.

Our team of presenters is a reflection of this very diversity, and in each episode we’ll follow their expeditions across America’s home kitchens, markets, restaurants, diners, boats, prairies, forests, fields, and food trucks, as they reveal the stories behind the episode’s hero ingredient. The imagery is seductive and cinematic. The delivery is informed, celebratory, honest and bold.
Backed by an award-winning production team, **EATING AMERICA**'s multi-host format echoes that pioneered by the BBC with **Top Gear** and **Coast**.

Our family of four expert presenters gives **EATING AMERICA** economies of scale and a sense of community and diversity.

With a wealth of experience and knowledge between them, each brings a unique character and perspective to the series.
Daniel Green is the author of numerous multi-million selling cook books and has won the Best TV Celebrity Cookbook and the Gourmand World Cookbook awards.

Renowned for his healthy recipes, he designs menus for Cathay Pacific and numerous luxury hotel chains across the world.

He has made over 12,000 hours of television for networks such as BBC, Food Network, Hallmark channel, NBC, UK Food, Discovery, Travel channel, ABC, CBS and many more, including being a judge on Food Network’s Food Fortunes and Kitchen Inferno.
Ashbell McElveen was born in South Carolina and has spent his life studying and preserving the roots and recipes of southern American food. He attended La Sorbonne in Paris, worked in numerous French restaurants and ran his own acclaimed restaurant, Ashbell’s in London’s Notting Hill. Chef Ashbell is the only American chef to have been invited to open a café in a British Royal Park.

On TV, Chef Ashbell has been a regular on WNBC’s Weekend Today Show and BBC’s Good Food Live. Ashbell now lives in Philadelphia, where he runs his Ashbell’s Smokehouse Deli range of foods and the James Hemings Foundation to study, document and educate about iconic African American contributions to American food and drink culture.
Kimmie Rhodes is world-famous as a singer-songwriter. The Outlaws' Sweetheart, she has written and recorded with Willie Nelson, Waylon Jennings, Emmylou Harris, Peter Frampton, Beth Nielsen Chapman and Mark Knopfler. She’s been a regular performer at Willie’s Farm Aid concerts and often tours the world.

What fewer people know is that she's a food historian and broadcaster. She wrote Zimmerman Fees, a novella/cookbook of carefully-researched American heritage recipes. She was Associate Producer of the music documentary, They Called Us Outlaws for the Country Music Hall of Fame. She produced her own radio documentary and music show, Radio Dreams and has appeared in multiple films and the theatre show, Is There Life After Lubbock? Kimmie lives and works in Austin.
A prolific cook book author and illustrator, Bob Blumer is host of Food Network's The Surreal Gourmet, Glutton for Punishment, and World's Weirdest Restaurants.

He holds the Guinness World Record for making most pizzas - 168 - and for flipping the most pancakes - 559 - in an hour. In fact, he's won eight food related Guinness World Records.

Blumer was born and raised in Montreal, Quebec, but now calls Los Angeles his home. Bob serves as an Ambassador to Second Harvest in Toronto spreading the word about food rescue and hunger relief.
With seasoned, professional composers and musicians on the EATING AMERICA team, this is no place for needle drop.

From its on-site recording studio in Austin, Flow’s dedicated team of composers and musicians creates original score for all productions, yielding a powerful soundtrack unencumbered by the creative and licensing constraints of production libraries.

The original score will be interwoven with traditional, public domain songs of food, feasts and farming, performed by Kimmie and Gabe Rhodes, David Rice, Neville Farmer, and folk musicians sourced along the production journey.
The sausage is the apex of man's culinary ingenuity, an apex reached over 4000 years ago. Before metal knives or cutlery or meat grinders, before grills or stoves or oven-proof dishes, someone invented a neat, delicious and easily prepared package from all the bits and pieces of an animal your kids won't eat. Sure, it was a bit fiddly to make but once you got the knack it was waste-free, could be cooked on a stick over a flame and eaten with the hands. The sausage is genius borne out of necessity.

Despite their ancient heritage, sausages were future-proofed in preparation for the American touch. They are perfectly designed for fast food sales, mass-production, eating without utensils, storing, packaging and shipping in bulk.

Over the centuries, the sausage has been refined by different cultures. In warmer climates, fermented sausage such as salami or merguez could keep for months, prolonging the availability of animal protein for the proletariat. In cooler places, smoked sausage would serve the same purpose, lasting through the lighter months until next year's family hog faced the chop.

But once the world brought sausages to America, we took the concept to a whole new level. The story of the American sausage is one of surviving poverty, of industrial entrepreneurialism, of economic might, of technical and culinary ingenuity, of tribalism, of celebration and of politics. This is a great story about fascinating people and delicious eats.

Most of all, it's the story of how America chose its national dish... the hot dog.
Our four presenters open the show together on the boardwalk outside Famous Nathan’s on the 4th July, the day of the annual hot dog eating competition. They share hot dogs with the public on a day when 150 million will be eaten across America.

They ask members of the public to name different types of sausages and discover that many don’t even recognize that the dog in their hands is a sausage, too. Such is its popularity, the hot dog frank has become a unique food category of its own.

So, the four separate and set out to discover the evolution of the delicious, portable meat container that culminated in the hot dog.
Daniel climbs into an Oscar Mayer Wienermobile and heads to Philadelphia. On the way, he begins telling the history of the sausage, from its origin as a creative use for all the left over bits of carcass, to its elevated status a gourmet speciality and national treasure.

In Philly, he goes to the 9th Street Italian market to Cappuccio’s meats, which has been making a range of fresh sausages since 1920, and Di Bruno Brothers delicatessen, one of Philly’s best-loved suppliers of charcuterie.

He finds out how different preserving methods gave us some of our favorite sausage styles and flavors.
Beat 2: The Whole Hog

For social and anatomical reasons, the pig has been the principle ingredient in sausages round much of the world. But pigs aren’t indigenous to America.

So while Daniel has been in the big city, Ashbell heads to a wild hog farm in his home state of South Carolina. On the way, he tells the story of Hernando de Soto, the conquistador who brought the first razorback hogs to the New World and accidentally founded a whole new ‘immigrunt’ community.

The farmer’s friend, the local butcher, joins them in the kitchen to teach Ashbell the art of fresh sausage-making. Ashbell shows his gratitude by cooking them his father’s favorite recipe, sauteed sausages with apple, onion and sweet potato.
The Cajun sausage of choice is spicy boudin and people tend to get very territorial about it. Scott, Louisiana’s registration as the Boudin Capital of the World put a few neighbors’ noses out of joint and drew the attention of the national media.

Kimmie visits America’s first commercial boudin maker, Johnsons. There, she learns the art of stuffing and smoking boudin and its less well-known Cajun cousin, alternately known as chaudin or ponce.

Boudin comes in many forms, as Kimmie finds on a bayou boat trip round Breaux Bridge to catch the makings of mudbug sausage.

In the evening, she and the locals make crawfish boudin with maquechoux, chow chow and sausage grits for a cook-out and dance.
Beat 4: The French Connection

Regional sausage preferences reflect America’s history of immigration. So, it’s Hispanic merguez and chorizo near the Mexican border, while Louisiana’s favorite sausages blend French and Afro-Caribbean Creole influences.

Bob visits Paul Prudhomme’s protege, Chef Paul Wheeler of New Orleans restaurant, K-Paul to explore the sausage secrets of haute creole cuisine, such as the protected Creole heritage sausage, chaurnise and the French flavored andouille in jambalaya.

Paul shows Bob how to cook jambalaya with home-made andouille and shares lunch on the gallery overlooking the French Quarter.
Beat 5: Blood Simple

There’s little evidence of pre-colonial sausage-making, but Native American nations took the idea and ran with it. Unlike most modern Americans, Navajo people loved the idea of blood sausage and made it their own. Being shepherds, they make theirs from sheep, adding cornmeal, potato and chili to add stability and flavour.

Sounds good? The USDA didn’t think so. It wouldn’t recognize intestines or blood as food and tried to shut down Sweetmeat Inc, a New Mexico butcher who had supplied Navajo customers for over 50 years.

Daniel drives to Waterflow, New Mexico to meet Sweetmeat’s owner, ‘Squeak’ Hunt, who took on the USDA and won. They head into the Nation to get messy making blood sausage with Squeak’s Navajo friends.
Part of the joy of the hot dog ritual is the bespoke choice of toppings. Kimmie takes to the road to experience the Waynesville, Ohio Sauerkraut Festival.

On the way, she stops at Tucker’s 70 year old family diner to breakfast on goetta sausage patty and eggs. Joe Tucker explains how adding steel-cut oats helped the meat go further, while creating a sausage patty that is uniquely Cincinnati.

Waynesville is pretty unique, too, and Kimmie meets the locals to find out how to make the ultimate sauerkraut, as well as the secrets of other hot dog condiments.
Beat 7: The President’s Dog House

The hot dog epitomizes the food of a classless society, so naturally, it's become a political symbol, too. Ashbell visits Ben's Chili Bowl, the DC diner that survived segregation and crack wars to become the go-to place for presidents wanting a ‘man-of-the-people’ photo call.

He discusses the secrets of Ben's half-smoked chili and the democratic power of the hot dog with historian, Professor Bernard Demczuk.

He then heads over to the Capitol Building to join politicians and lobbyists at the annual North American Meat Institute hot dog picnic.
Beat 8: Street Meat

When the Vienna Sausage Company launched the wiener at the 1893 Chicago World’s Fair, they inadvertently created an opportunity for thousands of small-time entrepreneurs. It’s those little guys, the vendors who humanize our concrete jungles, who really made the hot dog a national favorite.

Chicago remains obsessed with dogs. So, Bob drives an old stretch Caddy to the windy city to talk to vendors about the life of a hot dog cart operator.

Then he parks up at the old Superdawg Drive-in to host a back-seat summit on hot dog etiquette with Roosevelt University Professor Emeritus Bruce Kraig; Professor Richard Bowen of Loyola University Chicago and the National Hot Dog & Sausage Council’s ‘Queen of Wien’ Janet Riley.
For thousands of years, the sausage has been a worldwide favorite. In its most American incarnation, it’s the perfect people’s food, especially when partnered with a bun and the people’s game.

Baseball and hot dogs are inseparable. Major League fans eat around 20 million of them each season, and most stadiums boast a signature hot dog recipe. At Chicago’s Wrigley Field, Hot Doug’s offers a creative menu of dogs named for the home team’s players (retired shortstop Dave Rosello’s namesake is made with Argentinian pork and bacon sausage, chimichurri, and smoked Swiss.)

Our hosts meet up at the diamond to try Doug’s diverse dogs, rounding off the show with the ultimate American celebration of the sausage – a dog and a game.
American food is about family, and establishing the EATING AMERICA brand is no different. For every home recipe and food story we tell, there will be thousands more that our viewers hold dear.

In conjunction with our distribution partners, we will employ a Social Media Manager to develop an engaged community, whose own photos, anecdotes, and recipes will ultimately evolve into the great American family cookbook.

EATING AMERICA can easily sustain multiple seasons, and the franchise lends itself to numerous adaptations: Eating India, Eating China, Eating Italy and more.

Likewise, possibilities for building an income stream around EATING AMERICA are considerable, including books, recorded music, cooking equipment, sauces, spice blends, and festivals.
**SEASON ONE**

**SEAFOOD:** Clam bakes and oyster cellars, lobster broils and po' boys, this abundant free source of protein transcended class and built Manhattan, the one-time oyster capital of the world.

**PIE:** America loves mother and apple pie, shoofly and Mississippi mud, key lime and chicken pot. So, how come the American pie was considered ‘injurious to persons of delicate constitutions’?

**CORN:** The Native American staple has got us to work earlier, got us drunk quicker, fried our chicken crisper and made our soda sweeter. And it was popping in fireplaces over 5000 years ago.

**PIZZA:** American ingenuity turned Italian peasant food into a global industry and inspired bloody turf wars. Crisp, thin, deep, square, white, red, folded or stuffed - which is right and who was the real Famous Ray?

**LEAVES:** Foraged, farmed or home grown, kids might hate them, but America's greens put muscles on Popeye and inspired salad recipes that placed American hotel chefs on the global culinary map.

**CHICKEN:** Beloved of presidents and poor folks alike, the recipes that make fried chicken America’s favorite take-out are handed down like heirlooms and protected like state secrets.

continued...
**Season One**

**Beef:** Without American beef there would be no cowboys, no westerns and no burgers. It’s a story of bloodshed, land-grabs and heroic adventure - and some great eating.

**Dough:** We’ve invented countless ways to bake, boil, steam or fry the simple combination of flour and water. It’s saved lives and made fortunes. No wonder the word became slang for money.

**Roots:** Fries, mash, chips, skins, tots and jackets, baked beets, candied sweet potato and roasted prairie turnips. They’re medicinal, nutritious, filling and they put Idaho on the map. It’s all there under our feet.

**Sausages:** Hot dogs are political hot potatoes. Congress even has an annual hot dog party and our obsession with sausages of all types has caused family feuds, gangster shootouts and some bizarre southern states rituals.

**Stews:** Medicinal and comforting, innovative and economical, soups, stews and chowders are a statement of tradition, faith, location and love.

**BBQ:** The macho politics of barbecue sauces and rubs is the stuff of legend and inter-state rivalry. This is the real dividing line between the Carolinas.
Founded in 2008 with a mission to Celebrate Good, Flow Nonfiction is an independent creative studio and producer of original online and TV programming. Now in its fourth season, their Hulu series Main Street: Small Business Revolution, starring Extreme Home Makeover’s Ty Pennington, is one of the highest-rated lifestyle genre shows on the network. Their twelve part docu-series Wounded: The Battle Back Home tackled tough veterans issues in a monthly format on MSNBC before being picked up by Netflix, and won Clio Awards for their associated music videos with Imagine Dragons and X Ambassadors. Flow employs an in-house team of editors, overseen by Emmy Award-winning Post Supervisor Matt Wallis, and produces original score from its on-site recording studio in Austin.

Flow is producing Eating America in collaboration with the show’s Writer and Executive Producer, Neville Farmer. In a career spanning three decades, Farmer has produced factual entertainment for the international market, including the award-winning travel series Globe Trekker, the Food Network/BBC series Planet Food and numerous shows for Sundance Channel, A&E Network and Living TV. He’s also scripted The World Music Awards, Live From Abbey Road, Adventure Golf, Campus Killer and productions for Discovery, A&E, APT, BBC, ITN, Channel 4, ABC, Sundance Channel, and National Geographic.