

ANTLER STUDIOS PRESENTS

COOKIN' CALI

FOOD
CULTURE
ADVENTURE
PEOPLE

M
SAME
ROADS
A HIGHER
APPETITE

A COASTAL FOOD ADVENTURE SERIES
WITH **CHEF DURAN BODASING**



COMING SOON

prime video

tubi

apple tv

Roku

ANTLER STUDIOS PRESENTS

COOKIN' CALI

FOOD / CULTURE / ADVENTURE

EPISODE 01

PACK THE DOME. HIT THE ROAD!

Chef Duran says goodbye to Vancouver, packs up his life at The Dome, loads the Mercedes-AMG and begins an epic coastal journey down the Pacific Coast Highway to California.

*SAME ROOFTOP.
NEW HORIZONS.*

CHEF DURAN

- INDIAN FLAVOURS
- WEST COAST
- CALIFORNIA
- STREET FOOD
- GOOD PEOPLE

THE
DOME

VANCOUVER
TO CALIFORNIA



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EPISODE 02

KEEP PORTLAND WEIRD AND HUNGRY!

From the Emerald City to the quirky culinary heart of Portland, Chef Duran dives into bold flavours, creative chefs and a city that lives to eat, drink and be different.

GREAT FOOD.
WEIRDER PEOPLE.

VANCOUVER

SEATTLE

PORTLAND

OREGON
COAST

BIG SUR

LOS ANGELES

NEXT STOP
PORTLAND!

Portland
Oregon

OLD TOWN



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EPISODE 03

THE WILD OREGON COAST

Rugged beaches, wild ingredients and eclectic coastal towns. Chef Duran explores the raw beauty and bold flavours of Oregon's legendary coastline.

WILD PLACES.
WILDER FLAVOURS.

- SEATTLE
- PORTLAND
- OREGON COAST
- ASTORIA
- CANNON BEACH
- NEWPORT
- BANDON

DRAMATIC COASTLINES
LOCAL INGREDIENTS
INCREDIBLE PEOPLE



CANNON BEACH
ICONIC VIEWS



FRESH
LOCAL INGREDIENTS



COASTAL
FLAVOURS



QUIRKY TOWNS
GREAT FOOD



AMAZING
PEOPLE



HIDDEN GEMS



THE JOURNEY
CONTINUES

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A GLOBAL
FOOD & TRAVEL
ADVENTURE SERIES
WITH CHEF DURAN
BODASING

SAME ROADS.
A HIGHER APPETITE.

INVESTMENT ASK

\$1,000,000 USD

TO PRODUCE SEASON 1 | 6 × 60-MINUTE EPISODES (4K)

A world-class, cinematic food, travel and culture series produced by Antler Studios, showcasing Chef Duran Bodasing as he drives a custom Mercedes-AMG GT along the iconic Pacific Coast Highway, discovering extraordinary food, people and destinations.

BUDGET ALLOCATION

	PRODUCTION & CREW Directors, camera, sound, producers, field crews (6 episodes)	35%		\$350,000
	TRAVEL & LOGISTICS Flights, ground transport, vehicle ops, accommodation, per diems	18%		\$180,000
	FOOD & LOCATION COSTS Restaurants, ingredients, permits, location fees, tastings	15%		\$150,000
	VEHICLE & AUTOMOTIVE Mercedes-AMG GT prep, wraps, film rig, support vehicle, fuel, maintenance	10%		\$100,000
	POST-PRODUCTION Editing, colour, sound design, music, graphics, VFX, deliverables	12%		\$120,000
	TALENT & ON-SCREEN Host, featured chefs, guest talent, releases, styling, wardrobe	5%		\$50,000
	INSURANCE, LEGAL & CONTINGENCY Production insurance, legal, permits, contingency (approx. 5%)	5%		\$50,000
TOTAL INVESTMENT		100%		\$1,000,000 USD

WHAT THE INVESTMENT DELIVERS



6 × 60-MINUTE EPISODES

Cinematic production with industry-leading crews and equipment



WORLD-CLASS FOOD STORIES

Iconic restaurants, local chefs, unique ingredients and real people



EPIC LOCATIONS

From Vancouver to California's most iconic destinations



SIGNATURE MERCEDES-AMG INTEGRATION

Custom vehicle, natural brand integration and automotive storytelling



PREMIUM POST-PRODUCTION

4K finish, broadcast and streaming deliverables, promos and social content



EXTENDED CONTENT LIBRARY

Social clips, behind-the-scenes, bloopers and brand-specific content

INDUSTRY COMPARISON & VALUE

DINERS, DRIVE-INS AND DIVES
Food Network (USA)

Typical per episode cost (est.)
USD \$250k – \$500k

HIGH-END TRAVEL / FOOD SERIES
Netflix, Prime Video, Apple TV+

Typical per episode cost (est.)
USD \$400k – \$1.0M+

COOKIN' CALI (ANTLER STUDIOS)
6 episodes × 60 minutes
All-in production budget
USD \$1,000,000
(Approx. \$166K per episode)

**PREMIUM QUALITY.
INDUSTRY STANDARDS.
GLOBAL POTENTIAL.**

- ✓ Competitive, industry-standard budget
- ✓ Experienced, professional production team
- ✓ Transparent allocation and accountability
- ✓ High production value and global appeal
- ✓ Built for streaming, broadcast and brand partnership

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SAME ROADS
A HIGHER
APPETITE

A COASTAL FOOD ADVENTURE SERIES
WITH CHEF DURAN BODASING

ICONIC DESTINATIONS
INCREDIBLE FOOD
AMAZING PEOPLE
MUSIC, CARS
& CULTURE

PROVEN SUCCESS.

A FAMILIAR AUDIENCE. A BOLDER NEW VIBE.



TELEVISION ICON

400M+

GLOBAL VIEWERS

50+ COUNTRIES

20+ SEASONS

CULT FOOD DESTINATIONS

SAME MASS APPEAL
BIGGER POSSIBILITIES

- ✓ FOOD
- ✓ TRAVEL
- ✓ CULTURE
- ✓ ADVENTURE
- ✓ CELEBRITY GUESTS
- ✓ MUSIC & LIFESTYLE



WORLD CLASS FOOD



EPIC DESTINATIONS



INCREDIBLE PEOPLE



THE ULTIMATE ROAD TRIP



FUN, REAL, UNFILTERED



MUSIC & CULTURE



BOLD FLAVOURS

SERIES FORMAT



6 x 1 HOUR
EPISODES

4K ULTRA HD

- VANCOUVER
- SEATTLE
- PORTLAND
- OREGON COAST
- NORTHERN CALIFORNIA
- SAN FRANCISCO / BIG SUR
- LOS ANGELES



GLOBAL STREAMING POTENTIAL

N

GLOBAL AUDIENCE
REACH

prime video

MASSIVE GLOBAL
SUBSCRIBER BASE

tubi

FAST GROWING
GLOBAL AUDIENCE

apple tv

PREMIUM GLOBAL
AUDIENCE

Roku

EXPANDED REACH
IN KEY MARKETS



GLOBAL
DISTRIBUTION



BROAD DEMOGRAPHIC
APPEAL



FOOD + TRAVEL
LIFESTYLE



PREMIUM BRAND
INTEGRATION



STRONG SOCIAL &
DIGITAL ENGAGEMENT

SPONSORSHIP OPPORTUNITIES



Mercedes-Benz
AMG

THE PERFECT PARTNER

- ✓ CUSTOM AMG GT BUILD
- ✓ ON-SCREEN INTEGRATION
- ✓ BRANDED CONTENT
- ✓ GLOBAL LIFESTYLE ALIGNMENT
- ✓ AUTO + TRAVEL + CULINARY
- ✓ EVENTS, DIGITAL & SOCIAL

