



CROIRE  
EN SON  
ÉTOILE



## General principle

Believe in your star: a new era in the history of cooking competitions!

A new kind of competition, with no limits on countries, cultures or tastes. A format open to the world, combining culinary talent and world flavors, where each candidate must demonstrate ingenuity and creativity to astonish the jury and honor his or her country!

Under the direction of a renowned chef, each country must choose the best national amateur!

In this episode, the France / USA promotion will have to win over the jury and impress the biggest names in world gastronomy!

The world's most creative chefs invite you to share their universe and challenge the best amateur candidates on the planet, on the themes that have made them famous.





## **The Format BELIEVE IN YOUR STAR:**

It's a 52-minute-episode format with a finale, a weekly game show set in the world's best restaurants.

The protagonists are the best cooking enthusiasts in each country, who act as candidates with a precise objective: to become the best amateur in their country and then try to become the best amateur in the world!

The stakes: The world's best amateur will set off to discover gastronomy around the globe, immersing himself in the world's greatest restaurants, and eventually becoming a professional chef.

The engine of the format is attractive, with magical, enigmatic, dreamy and different locations in every episode.

The format's main obstacle, which creates a source of conflict for the viewer, is the success or failure of the candidate representing his or her homeland.

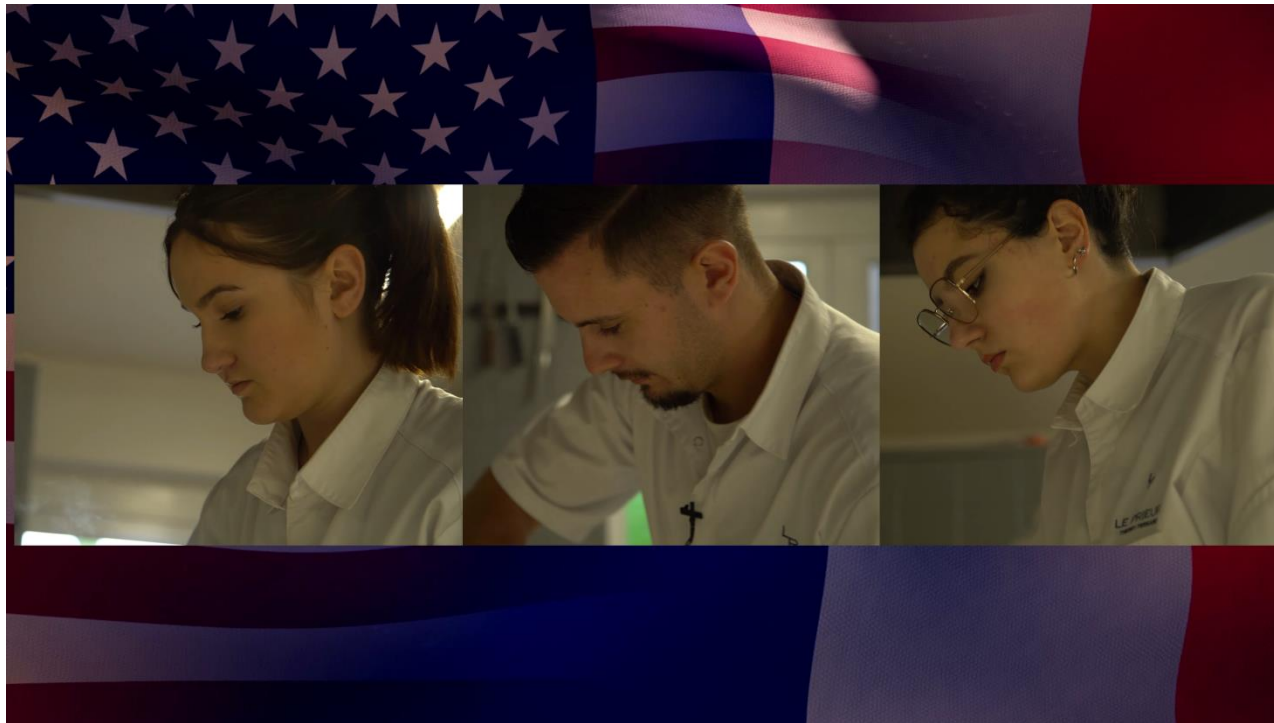
The franchise of the project is the new panel of highly talented amateur contestants, electing the best among them in each episode to represent his or her country in the final. This promise of recurring action is a rendezvous for the public with a new kind of competition, without limits of country, without limits of culture, without limits of taste. A format open to the world, combining culinary talent and world flavors. A franchise where cuisine brings together all the countries of the world around the theme of cooking and sharing!



## **Format intentions :**

The subject is truly the cuisine of excellence of Michelin-starred chefs, whose point of view on the subject is: It is possible to unite all the countries of the world around cuisine, in a world that is tearing itself apart.

With a simple and effective dramatic concept, where candidates are invited to demonstrate their ingenuity and creativity in order to astonish the jury and honor their country; With a writing line: In cooking, you learn as much as you share!



## **Mechanics :**

"BELIEVE IN YOUR STAR" is a culinary game show respected by chefs the world over. The principle of the game is not the coronation of the chef, but the meeting and spotlighting of the protagonists, who are the amateur cooking candidates wishing to qualify in the first Battle to become their nation's ambassador, and then attempt to become the world's best amateur in the final confrontation.

Believing in your star is a game mechanic that opens up a new chapter in the history of cooking competitions! A new kind of competition, with no limits on countries, cultures or tastes. A format open to the world, combining culinary talent and world flavors, where each candidate must demonstrate ingenuity and creativity to astonish the jury and honor his or her country!

Under the direction of a renowned chef, each country must designate the best national amateur in the first Battle, in an international 52-minute episode format! During these first 52 minutes, the protagonists are the best amateur chefs in each country, who act as candidates with a precise objective: to become the best amateur in their country, and then to try to become the best amateur in the world, with a universe of cooking in the world's best restaurants.

In the final episode, still in the international 52-minute format, here in the proposed development it will be the France / USA promotion that will have to seduce the jury and impress the biggest names in world gastronomy!

The mechanics of the format are appealing, with magical, enigmatic, dreamy and different locations in each episode. But the format's main obstacle, which creates a source of conflict for the viewer, is the success or failure of the candidate representing his or her homeland. And the stakes are high: The world's best amateur chef will set off on a gastronomic voyage of discovery around the globe, immersing himself in the world's greatest restaurants and eventually becoming a professional chef.

The world's most creative chefs invite you to share their universe and challenge the world's best amateur candidates on the themes that have made them famous.

The subject is truly the cuisine of excellence of the world's chefs, whose point of view on the subject is: It is possible to unite all the countries of the world around cuisine, in a world that is tearing itself apart.



## Format sequence:

In the format, after the opening credits, the host introduces the game, the mechanics and the rules, with the presentation of a globetrotting French Michelin-starred chef who explains the different facets of world cuisine. A drone view of the heart of a rural village allows a rapid discovery of the heart of life, right up to the Michelin-starred restaurant.

At the end of the presentation, the host invites the camera to follow him inside the restaurant to meet the 3 candidates competing to represent France in the France/USA Final Battle.

Then it's time for viewers to discover the 3 young amateur chefs in the restaurant's main dining room. The host also presents one of the starred restaurant's à la carte menus, from which they must choose a common dish to make. The Roannais menu highlights the identity of the restaurant's region, as well as the trademark of a rich terroir. This sequence requires upstream preparation of the image presentation of this menu, which will be presented to the three amateur candidates for their choice of common dish.

The 3 amateur chefs, after watching the teaser presenting the Roannais menu, decide together to choose a dish to compete in. Each country, and therefore each episode, is a discovery of magical, enigmatic and different places, men and women.



The renowned chefs are passionate, captivating and enthusiastic. In a spirit of sharing and passing on knowledge, the chef invites the three participating cooks into the kitchen. The chef first introduces the ingredients that make up the recipe. He then demonstrates the steps to be taken, and finally presents the cooking points for each element of the dish. The chef does not dress the dish, leaving each contestant's imagination free for presentation possibilities. In this format, the world's most creative chefs invite you to share their universe and challenge the world's best amateur candidates on the themes that have made them famous.

The threshold is crossed when the three cooking enthusiasts get down to their first preparations. The cooks work in the Chef's kitchen, sharing their creations. They comment on and explain what they're doing, from preparation to presentation.

The production and post-production work is very important for this sequence. Depending on the progress of the culinary creations, from preparation through cooking to the first preparations, the quality of the work, the perfection of the work and the small mistakes made by each of the participants are all shown, allowing viewers to appreciate the talents of the candidates without prejudging the final judgment proposed by the jury, which forms the dramatic knot! In this sequence, a triple screen is regularly used to show the three contestants in action in the kitchen, increasing the wealth of images and information available to viewers.

The climax comes with the discovery of the 4-member jury. The jury is made up of the restaurant's chef, a second chef representing an institution, and the three final dishes presented to the jury. The plates are numbered to guarantee the anonymity of the candidates representing France. The final outcome is the jury's verdict on the winning dish.





The final resolution is a meeting between the candidates and the chef, who open up about the unique experience offered by this format, and the promise of an unforgettable final for one of them, with advice from the Michelin-starred chef. At the same time, the host reminds us that the Battle US is underway to select the best American amateur who will face off against the French candidate. For the final Battle, the resolution based on the principle of an interview, contrasted with images of the shoot, the finalist candidate looks back on this experience and at the same time opportunities for his future with the upcoming reward which offers the winning candidate of the final to leave on an exceptional culinary journey to meet the most prestigious chefs. The two hosts conclude this final Battle by thanking all the participants, the members of the jury and the chef. And they conclude by making an appointment for a new season next year!

Whether it's a typical episode for one country or a final episode featuring the ultimate showdown between two countries, the sequencing remains the same. In terms of mechanics, there are three notable evolutions in the transition from an intermediate episode to a final episode.

Firstly, the animation is co-animated, with the final episode featuring the respective animators from each country represented in the final battle. Secondly, the location of the final confrontation is determined by drawing lots. Lastly, the stakes evolve with the progression of the format: while the ultimate goal is to win the competition, in the Battle Pays the main challenge is to become the best amateur in your country to represent your nation, while in the Battle finale the challenge is not only to become the best amateur in the world, but also to gain access to the format's supreme reward: a trip to the most prestigious restaurants to meet the most talented chefs and share unforgettable moments in the kitchen.





## Sequencing

- The Episode France sequence chooses FRANCE's best food lover to represent it in a final showdown against the USA:

- **Séquence 1\_** The "opening credits": The opening credits appear only twice in each game episode. It frames the pure game, introducing it with a 3D animation of the CROIRE EN SON ETOILE logo, and concluding it with a thank-you to participants, viewers, chefs and jury members.

- **Séquence 2\_** The "presentation": The host introduces the game, the mechanics and the rules, with a globetrotting French Michelin-starred chef explaining the different facets of world cuisine. A drone view of the rural village is used to quickly discover the heart of the village, right up to the Michelin-starred restaurant. At the end of the presentation, the host invites the camera to follow him inside the restaurant to meet the 3 candidates competing to represent France in the France/USA final battle.

- **Séquence 3\_** "The discovery" is a sequence in its own right. This is the moment when viewers discover the 3 young chefs in the restaurant's main dining room. The host also presents one of the starred restaurant's à la carte menus, from which they must choose a joint dish. The Roannais menu is the hallmark of the restaurant's region, and the trademark of a rich terroir. After watching the teaser presenting the Roannais menu, the 3 amateur cooks decide together to choose a dish to compete in.

- **Séquence 4\_** "The Chef's Demonstration" is a logical sequence in its own right. This is when Michelin-starred chef Thierry FERNANDES invites the three participating chefs into the kitchen. First, the chef presents the ingredients of the recipe. Then he demonstrates the steps to be taken, and finally presents the cooking points for each element of the dish. The chef does not prepare the dish, leaving the presentation options to the imagination of each contestant.

- **Séquence 5\_** "In the kitchen" is a sequence in its own right, since it's the moment when the three cooking enthusiasts begin their first preparations. The cooks work in the Chef's kitchen, sharing their creations. They comment on and explain what they're doing, from preparation to presentation. Production and post-production work is very important in this sequence. Depending on the progress of the culinary creations, from preparation through to the cooking stage, right up to the first preparations, it is necessary to show both the quality of the creations, the perfection of the work, and then the little mistakes made by each of the participants, enabling viewers to appreciate the talents of the candidates, without prejudging the final judgment proposed by the jury.



In this sequence, a triple screen is regularly used to show the three participants in action in the kitchen, increasing the wealth of images and information available to viewers.

- **Séquence 6**\_ It's called "The Denouement" and logically forms a sequence in its own right. First we meet the 4 members of the jury. Then we discover the three final dishes presented to the jury. The plates are numbered to guarantee the anonymity of the candidates representing France. The denouement sequence leads up to the jury's verdict, which determines the winning plate without knowing the candidate who made it.

- **Séquence 7**\_ The "Final Verdict" is logically a sequence in its own right, with the host inviting the camera to discover the most beautiful moments of sharing in the kitchen. Jury members thank the 3 participating candidates.

The host reminds us that they all have completely different jobs from cooking, but that cooking is their common passion. This seventh sequence is marked by the announcement of the number of the winning plate by the president of the jury; then the host reveals the first name of the candidate who made this plate. The candidate will be the one to represent France in the final showdown against the USA.

- **Séquence 8**\_ The "Hope" section is logically a sequence in its own right. In the style of an interview, contrasted with footage from the shoot, the finalist candidate looks back on the experience and presents his state of mind for the upcoming final competition, with advice from the Michelin-starred chef. The host reminds us that at the same time, the Battle US is taking place to choose the best American amateur who will face the French candidate.

The host concludes this Battle France by thanking all the participants, the members of the jury and the Michelin-starred chef. And he ends by making an appointment for the final show, which will see France face off against the USA.

-**Séquence 9**\_ The "end credits" conclude the game with a 3D graphic animation of the "BELIEVE IN YOUR STAR" logo.

The 3D animation forming the game's logo features a recreation of a chef's hat. In the background, the flag of France swings on the right half, while the American flag swings on the left, highlighting the flag's fifty stars representing the 50 states, in direct connection with the final confrontation between France and the United States.

The animation ends with the name of the game, CROIRE EN SON ETOILE, highlighted in gold script, and a star representing the supreme distinction of French gastronomy appears below the name of the game to bring the 3D animation to a close.



• [The Final Episode sequence names the world's best culinary connoisseur in a final showdown: Final France/USA](#)

- **Séquence 1\_** The "opening credits": The opening credits appear only twice in each game episode. It frames the pure game, introducing it with a 3D animation of the CROIRE EN SON ETOILE logo, and concluding it with a thank-you to participants, viewers, chefs and jury members.

- **Séquence 2\_** The "presentation": This is the presentation of the game by 2 hosts. The French host who supervised the Battle France and the American host who supervised the Battle US. The game mechanics and rules are presented together, and the location of the confrontation is determined by drawing lots. Either in Iowa, USA, or in France. The two hosts conclude this sequence by introducing the two finalist candidates.

- **Séquence 3\_** The third sequence is called "The Chef's Recipe", and logically forms a sequence in its own right. This is the moment when viewers discover where the competition is taking place, the 2 young chefs who are finalists in their respective battles, and the choice of two culinary preparations - a main course and a dessert - chosen by the two candidates. First, the chef presents the ingredients of the recipe. He then demonstrates the steps to be taken, and finally presents the cooking points for each element of the dish. The chef does not prepare the dishes, leaving the presentation options to the imagination of each candidate.

- **Séquence 4\_** The fourth sequence is called "In the Kitchen", and logically forms a sequence in its own right, since it's the moment when the two best cooking enthusiasts in their respective countries get down to the first preparations. The cooks work in the Chef's kitchen, sharing their creations. They comment on and explain what they're doing, from preparation to serving. To ensure that the dialogues in the script are properly understood, since two different languages are involved, the entire script is written in the same language, i.e. French.

Directing and post-production work is very important for this sequence. Depending on the progress of the culinary creations, from preparation to cooking to the first preparations, it is necessary to show both the quality of the creations and the perfection of the work, as well as the small mistakes made by each of the participants, enabling viewers to appreciate the talents of the candidates without prejudging the final judgment proposed by the jury. In this sequence, a double screen is regularly used to show the two finalists in action in the kitchen, providing viewers with a wealth of images and information.

- **Séquence 5\_** The fifth sequence is called "Vision", and logically forms a sequence in its own right. Based on the principle of an interview, contrasted with footage from the shoot, the presenters use a series of pointed questions to find out the candidates' vision and approach to their cooking, the level of excellence of this competition, the high stakes involved and the doors it will open for them. The sequence concludes with a look at the state of mind of the finalists as they prepare to face the jury.





- **Séquence 6**\_ The sixth sequence is called "The Denouement", and logically forms a sequence in its own right. First, we discover or rediscover the 3 members of the jury, depending on which country hosts the final of this competition. Then comes the discovery of the two final dishes proposed to the jury. The plates are numbered to guarantee the anonymity of the contestants.

One of the particularities of this format is that the two finalists are present in front of the jury during the tasting, without the jury members knowing who made the plates in front of them. The denouement sequence culminates in the jury's verdict on the winning plate, without the jury knowing who has made it.

- **Séquence 7**\_ The seventh sequence is called "The Final Verdict", and logically forms a sequence in its own right where the host invites the camera to discover the most beautiful moments of sharing in the kitchen. The jury members thank the 2 finalists.

The host reminds them that their professions are completely different from cooking, but that cooking is their shared passion. This seventh sequence is marked by the announcement of the number of the winning plate by the president of the jury; then the host reveals the first name of the candidate who made this plate. The whole world discovers the winning candidate, who crowns the country with the best amateur chef in the world, and the congratulations of the jury.

- **Séquence 8**\_ The eighth sequence is called "The Reward", and logically forms a sequence in its own right. In the form of an interview, contrasted with footage from the shoot, the finalist candidate looks back on the experience, and at the same time looks forward to future opportunities with the upcoming reward, which offers the winner of the final a 10-day trip to meet the most prestigious chefs in the opposing country. The two hosts conclude this final Battle by thanking all the participants, the members of the jury and the chef. And they conclude by making an appointment for a new season next year!

-**Séquence 9**\_ The "end credits" conclude the game with a 3D graphic animation of the "BELIEVIE IN YOUR STAR" logo.

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