KRT
KITCHEN ROAD TRIP

The Concept

We will be looking for 20 contestants in all the big cities, all of who will have unique styles and specialties and who must be willing to travel around the country for up to three months. Each week a panel comprising three nationally renowned specialists will judge the participants, one of whom will be expelled.

They will all be monitored live 24 hours a day and they can be seen sharing their living and learning experiences on the daily programs and also on the Internet.

The wonderful world of food will be seen through the eyes of our contestants, in a journey around the country, discovering the traditions of each town, village or city has to offer.

Each week the challenge will be different. They may be cooking for an entire wedding and the next week for just for a small crowd or restaurant.

A challenge that will take us from one magnificent place to another, and through the culinary art of each place we will

Introduction

Kitchen Road Trip is the Reality Show that seeks out non-professional cooks who have a highly developed sense of taste and who want to become a cooking celebrity.

Telecast

30 minutes of the program will be dedicated to the participants' performance and how they manage the daily challenges that will take them to the "***Duel of Flavors***" program.

"***Duel of Flavors***" is a weekly program on which the contestants will be evaluated individually or in groups by means of a surprise challenge; immediately afterwards the decision as to who has to leave **Kitchen Road Trip** is made.

Sales Opportunities and Alliance

There will be products on display as well as demonstrations, the perfect showcase for the main brands of kitchens, kitchenware, utensils and self-service chains, to mention just a few.

Technical information: “Duel of Flavors”

Transmission: Weekend Prime Time.

Duration: 1 hour

Programming: 14 weeks

Format: Program

Participants: 20

Panel of Experts: will weekly evaluate the participants and how they develop while traveling around the country, facing different challenges depending on the region where they are.

Selection format: Each week the judges will expel one or more of the contestants.

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