

**It
Comes
In a Can**

A New Style Cooking Series

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Introduction:

"It Comes in a Can" is not your typical cooking show. Geared towards real people with real lives, it is the cooking show for today's hectic 21st century lifestyles. It holds special appeal for single working parents, busy career minded people, students, retirees, newly weds and anyone with limited time and/or limited budgets. Our show is designed to show viewers how to prepare, tasty, easy and affordable meals by putting a creative spin on packaged foods that either come in a can or from the multitude of choices of prepackaged/frozen foods available on the shelves at the local grocery store - YOUR companies Products.

Location work takes the viewer into the very heart of the American home, where good food and family values are shared. The series goes on to explore unusual environments in which food is prepared and enjoyed. This 'host driven' how-to program is a blue collar cooking show, with a male and female host. The show is an entertaining cross between today's popular "Reality TV" and entertaining yet informative programming - infused with an upbeat sense of humor and style.

"It Comes In a Can", offers an exciting advertising alternative to Food and Equipment manufactures. This show illustrates the use of brand name products in a variety of new and innovative ways. Each episode is served up with a healthy dose of lighthearted practicality and a pinch of humor. Imagine the benefit of reaching an audience that hasn't been branded; an audience that is open to new products and new ideas. Our series delivers this viewer-ship by presenting creative and innovative uses for traditional products.