



©2024 Trinity Animation, Inc.
All rights reserved.

Let's get cooking!

[\(Click for Theme Song\)](#)

What is



Zoo Chefs is a kids' comedy series about friends working together at a zoo, in a zoo kitchen for all the animals that live there.

Each episode is an adventure filled with new ideas, tasting new foods, resolving conflicts, and making each other laugh. The three main characters are: The serious one that likes order and structure, the amiable follower who is prone to error, and the wild card who is creative and quirky.

Three secondary characters round out the ensemble cast – a "frenemy" neighbor who stirs things up, an offscreen boss who injects challenges and demands, and a young intern-like staffer who has a lot to learn and sometimes tries the patience of those around him.

Every episode involves creating something tasty together in the kitchen -- providing opportunities for creativity and teamwork. Despite frequent bickering and disagreements, they find joy in collaborating and playing to each other's strengths.

-Series Overview-

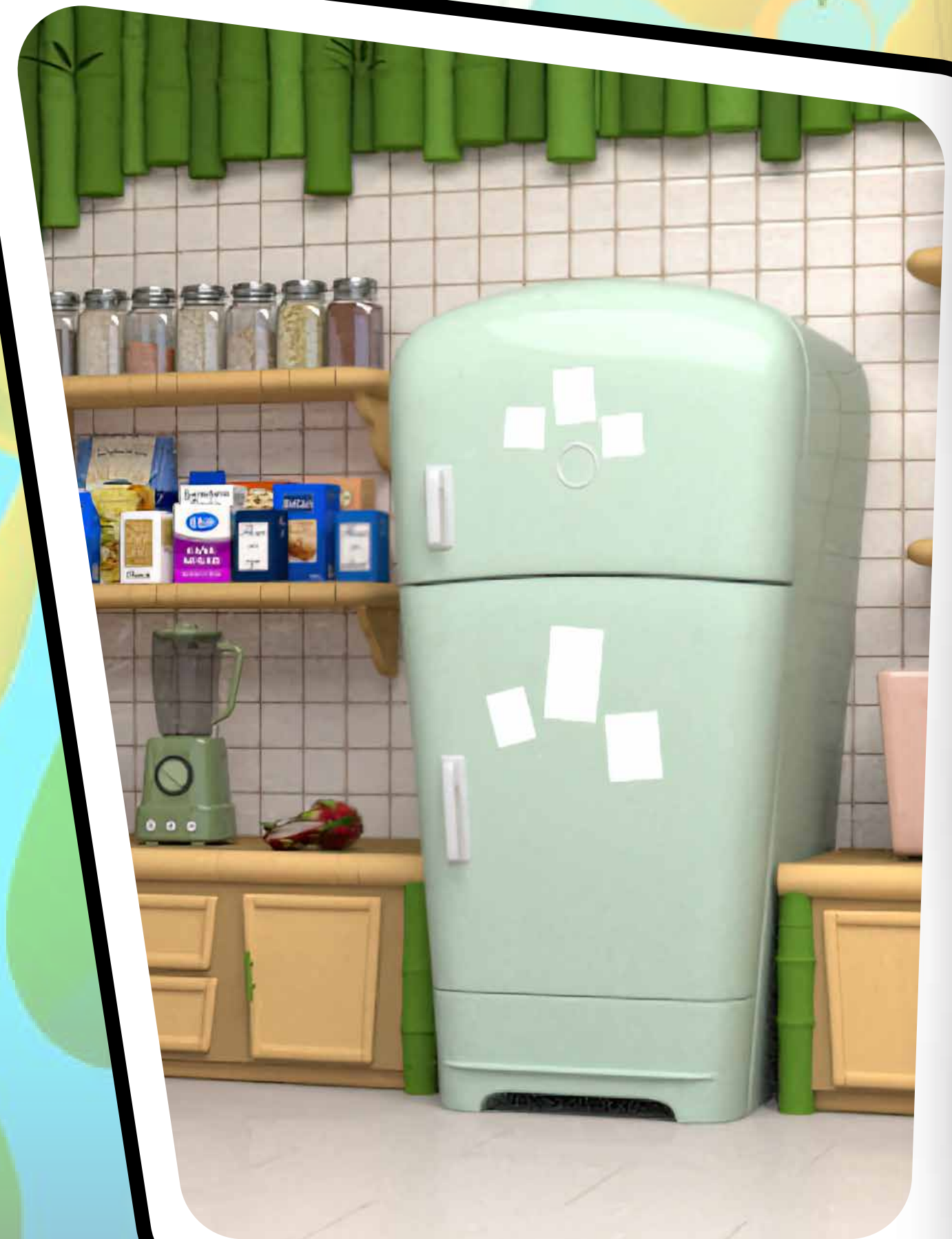
Brief Description: A 3D animated comedy series where young, anthropomorphic animals in a magical zoo kitchen explore the world of cooking.

Target Audience: Children ages 4-8.

Format: 3D animated series, each episode lasting 7 to 10 minutes.

Unique Selling Point: Funny ensemble workplace comedy style show that appeals to kids as well as adults, with an ensemble cast that has an adventurous and curious nature, with empathy at its core.

Plots: May be set in motion by new goals from within or from The Big Guy, or some new idea or change from one of the core characters, or sometimes from a cuisine problem with a zoo resident.



-OLLie (OLivia) "The Leader" -



Ollie the Ocelot can't help that she often is seen as the one in charge. Someone has to get things moving, and it looks like she is going to have to do it! She's quick with cuisine, and loves order and progress, but she sometimes has to learn lessons in patience, understanding and kindness.

-Wimbeldon The "Do-Gooder"-



Wimbeldon the Warthog loves being part of the team, and wants to help in every way as Ollie's main assistant. But – he's overly cautious, and his obsessive nature sometimes leads to big mistakes -- whipping the cream so long that it turns to butter, or overthinking the directions and missing the goal.

- Zipper "The Wildcard" -



Zipper the Golden Tamarin is a ball of orange fire. Everyone loves his high energy and creativity, but sometimes he's too impulsive and too creative to take direction. He loves teasing the others, and jumping on top of things to evade punishment. Zipper is often in B-plots which involve physical humor with few spoken lines, where we might see him trying to fix something he broke, with increasingly futile results, before the others return.

-The Big Guy-



The Big Guy, a Bear that runs the kitchen for the zoo. He is usually offscreen and communicates via phone call. He'll say, in a slow cadence: "Big load of turnips coming in. Got 'em for a good price. Find a way to make them yummy for the Water Buffalos, those guys like to eat! That's all." CLICK. He's blunt and direct and has problems and bosses of his own to please. He gets a little upset when Zoo Chefs antics cause a ruckus in the zoo.

Stevie is not a villain, but a mischievous Meerkat neighbor who is a little too nosy, a little bit jealous, and sometimes a little mean. He'll use language that sounds like a compliment, until he leaves and The Zoo Chefs think about it: "You'll be lucky to have Braydon do work for you." He'll tell one of the Zoo Chefs that another one is "getting a little sloppy."

-Stevie-



-The Rest of The Gang-

Braydon



Lily



Riley



Braydon is a Young Donkey intern. Wants to please, but has a lot to learn, and a comedic fear of having to cook, or do anything but watch and take notes.

Lily the Lamb is overly sweet, but she will break when pushed, and out comes the big loud voice!

Riley the Red Panda is humble. Underestimated until she creates a masterpiece with seemingly little effort. She has studied hard to get so good. She hates being confused with a raccoon.

-Series Premise-

Overview: Young animal friends tackle fun cooking challenges that teach them about different cuisines, cooperation, having fun, and doing good work for their customers (the other animals at the zoo).

Key Characters: Ollie, Wimbledon, Zipper, Stevie, Braydon, Riley and Lily, not to mention the Big Guy, who gives them the daily special ingredient!

Setting and Time Period: A whimsical modern-day zoo commercial kitchen within a popular city zoo. The Zoo Chefs make the cuisine that is taken to all the animal enclosures around the zoo.



-Target Audience-

Demographics: Boys and girls aged 4-8, and their families.

Interests: Fans of educational cartoons like 'Peppa Pig', 'Blues Clues', 'Bluey', to include nature and cooking-themed content.

Potential Reach: Suitable for streaming platforms like Apple TV, Netflix, educational channels, and other digital platforms for children.



-Series Format & Structure -

Episode Length and Structure: 7 to 10 minute episodes.

Format: Multi-camera, 3D animation. Shot like a sitcom.

Storytelling: Episodic with overarching themes of friendship, creativity, and learning.



- Unique Selling Points -

Innovative Comedy Style or Premise:

Workplace comedy 3D cartoon with educational content through cooking and cultural exploration.

Strong Character-Driven Storytelling:

Each character has unique traits and arcs, providing conflict and comedy.

Social Commentary and Relevance: Can address healthy eating, being open to trying new things, and understanding other viewpoints – what tastes good to a Tiger may not taste good to a Tamarin.



-THE CREATIVE TEAM-

Jim Lammers - Series showrunner:

Founder/owner of Trinity Animation, the 3D animation production studio for this series. Project Manager, Technical Expert, and Published Author.

Trinity Animation: Active 3D production studio (est. 1994) in the midwest. Trinity developed environments for FX hit series *Archer* from 2009–2023. Trinity worked on creating art for other shows including *Hit Monkey* (Marvel, FX) and *Unsupervised* (FX).

James Simon: Series and Character Design/Development. Also Trinity's lead character animation artist.



-Distribution Strategy-

Potential Networks or Streaming

Platforms: Popular Channels for a fun kids show could include broad networks like Netflix or Apple+ and also more specific networks like Discovery Kids and the Food Channel..

Syndication Potential: High, given the educational value and appeal to a wide age range.

International Distribution: Content will be visual and easily understood in other countries.



-Marketing & Promotion-

Social Media Campaigns: Interactive content, sneak peeks, and character introductions on platforms like YouTube and Instagram.

Traditional Advertising: TV spots, print ads in family and educational magazines.

Cross-Promotions and Partnerships: Tie-ins with children's educational toys and popular food products, to include fruit cups, fruit brands, baby carrots, apple slices and other nutritional foods.



-Revenue Streams-

Advertising Revenue: On commercial channels and websites.

Subscription Fees: Through premium streaming service partnerships.

Syndication and Distribution Deals: Both domestic and international.

Merchandising and Licensing Opportunities: Toys, books, and cooking kits for kids.

SHOT 19



OLLIE: Ummmm... It's actually kinda sweet! It's weird and tasty!

SHOT 20



-Plot Premises-

Ocelotta Worry: The Big Guy asks Ollie to train a new visitor on how the kitchen works named Bucky the Lynx. Ollie gets the idea that he is going to be replaced by the Big Guy. He is sad and despondent, and Wimbeldon and Zipper help him be more resilient and find the bright side. Finally the Big Guy tells them that Bucky works in the snack bar, and is not replacing Ollie. [Side story is usually physical humor with little or no dialog: Zipper can't figure out how the microwave oven works, and keeps scorching and exploding food that he was desperate to eat.]

One Star: The Zoo Chefs hear that the elephants, especially Tiny, have complaints about the Chefs' peanut creations. They go to visit the elephant exhibit, and recount the nasty comments they have heard (especially from Stevie). Tiny tells them his very minor complaint, and they learn that hurtful words are often not meant to be hurtful. [Side story: Zipper sneaks into the elephant pen out of curiosity, and while sneaking around, accidentally comes upon and startles a huge elephant, and barely escapes.]

-Plot Premises-

Weird Fruit: The Big Guy just got a mistaken shipment of way too much dragon fruit, and needs the Zoo Chefs to come up with a dinner that uses a lot of it. The gang has never tasted it before, but resolves to find a solution. Nothing they make appeals to their friends, until a visiting Koala tells them “it’s amazing!” [Side Story: Zipper drops one, and it rolls under a kitchen sink that puts it just out of reach, causing Zipper to try increasingly complex ideas to retrieve it.]

Tummy Trouble: Ollie feels bad, and tells the others to take over things for a while. But they decide to just mix together *all* of the “yummy” food at once, and they get terrible stomach aches of their own, and now they are all feeling terrible. Visitors to the kitchen see their distress and don’t want to eat. Finally, they get over their horrible ill-feeling bellies and Ollie chides them for not asking for advice. [Side story: Stevie pops in to steal some candy but sees the unhappy crew and decides to skip it.]

-Plot Premises-

Potato-tastrophe! Wimbeldon accidentally orders 10x as many potatoes as they need for this week's dish. He tries to hide them all over the kitchen, and every time a door or panel is opened, potatoes fall out. Eventually he must confess to the others. He tries to think of a dish that uses lots of potatoes but they are all bad ideas. Then, Lily hears that the Zoo's snack place really needs potatoes, so they trade most of them, and it solves the problem. [Side Story: Braydon lists for Lily all the ways you can prepare a potato - like the shrimp scene in Forrest Gump, and it eventually drives Lily crazy.]

Find Your Spine: The Big Guy keeps asking Wimbeldon to add an ingredient that Wimbeldon knows lots of customers don't like. Wimbeldon is always agreeable, but now he is pushed too far. He has to learn to be brave, and respectfully tell the Big Guy he doesn't like this idea. Zipper helps him practice. The terrified warthog approaches the boss, who agrees and moves on. Wimbeldon learns that with the right presentation, people will usually listen to you. [Side story: Braydon gets stressed and decides to go for a short walk and gets progressively more lost and anxious as he tries to navigate the zoo, eventually barely finding his way back home.]

-CONTACT-

Jim Lammers, Trinity Animation – 1-816-525-0103 – Jim@TrinityAnimation.com

Represented by Otto Vavrin II, SMC Artists – 818-505-9600 – OVavrin@SMCArtists.com

[\(Click for Theme Song\)](#)

