



YUM FACTOR

Prime Time Cooking Show
60 minutes

AN
**APPETIZING
NEW TWIST**
ON
PRIME TIME
COOKING
COMPETITIONS!

Created by
Armoza Formats
in partnership with
Abot Hameiri





'Yum Factor' is the competitive cooking format that combines the heart of a cooking show with the excitement of a game show.

Each week, 3 home cooks must impress 6 jurors and a star chef. With the cooks being able to see the jury's reactions, but not hear anything, will they be able to tell which jurors like their dish the most? Every correct guess is worth money!

- ★ Unique combination of a **prime time cooking format** and a **game show!**
- ★ Jury made out of **regular food-loving people**, not only food experts
- ★ **Self-contained** episodes with **long-running** potential
- ★ One **star chef** throughout the season
- ★ A new **celebrity guest** each episode!

HOW IT WORKS ?

- Every week, 3 home cooks will cook 2 of their favorite dishes for a panel of 6 jury members.
- The home cooks will watch the jurors on a giant screen as they taste their dishes, but they will not be able to hear anything!
- The juror will rate each dish by awarding it an amount of money and the home cooks must guess which jurors most liked their dish. **Every correct guess is worth money!**
- The home cook with the least money is eliminated and the 2 remaining cooks will now prepare their 2nd dish, to be tasted and rated by the panel.
- The contestant with the most money accumulated across both dishes will go home with his winnings... Or risk everything for a **double or nothing chance** to hear whether the show's star chef thinks his food has the yum factor!



Yum Factor... do you know who likes your food?