

Show Concept

The basic premise of the show is to combine sophistication, romance, and music in order to provide education, motivation, and entertainment utilizing the medium of the culinary arts. Consequently, we will incorporate people, places, products, and services of unique interest and recognition into the conception of various segments of the shows, demonstrating support of our immediate tri-state community.

The Midnight Gourmet will also intertwine a carefully crafted formula of specific thematic elements to appear throughout each episode in order to increase recognition and distinguish itself from similar programming on both a local and national basis. This will include items such as original jazz music, flowers, wine, a tuxedo, an elegant table setting, humor, motivational/spiritual messages, nutritional guidance, food science, the latest technologies, and a prominent “tag-line” to be associated with the show and its host, Nick Tolbert, an African-American professionally trained chef.

We believe we have cultivated a format that utilizes components that have proven successful in food-related television programming and combined them with fresh and unique ideas that will distinguish us in a most positive manner. The show’s premise coupled with Nick’s personality and physicality will cultivate viewership that is not gender, age or race specific, creating the widest demographic appeal. Our delicate balance will not only have great local appreciation, but will also be crafted to be successfully transcended throughout each market nationwide.