



## -NEWS RELEASE-

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### **YTV format “The Rolling Kitchen” remade in BRAZIL after Mongolia!**



Yomiuri Telecasting Corporation (YTV)\* in Japan and Endemol Shine Brasil\* have announced that Brazilian version of “The Rolling Kitchen”, YTV’s exciting cooking show format, has been produced and is to premiere on Thursday 21st Oct 2021 in Brazil in primetime on Globo\* and GNT. \*

In this spectacular studio-based cooking show, 2 couples compete to see which team can create the best dish to win a cash prize. Within 1 hour, couples need to cooperate and create 2 dishes. However, the kitchens are separated and conversations about cooking process are prohibited. And here is the twist. Every 15 minutes, the kitchen rotates 180 degrees. The husband must take over the wife’s dish and the wife must take over the husbands. Couples need to read each other’s minds and estimate the cooking procedure to win. They are expected to create the best dish with bonds of love.

To make the show more exciting, there is a card system to support the players during the cooking process, such as the guest can talk to their partner by phone for one minute and so on. When to use is the key to win the battle.

On Globo and GNT, BRAZIL, a series of 10 episodes will be broadcast at primetime on Thursday, starting on 21st Oct 2021. The Brazilian version is a new take on “The Rolling Kitchen” with a stylish art set.

The original format was broadcast in Japan in September 2018 and launched for international sales at MIPTV\* 2019. The format is currently represented by Global Agency for Europe, Middle East (excluding Turkey) and Brazil, and by YTV for the rest of the world.

#### Comment by Norihiro Miyamoto, Division Director, Content Business Department, YTV.

More than a year and half has passed since the coronavirus pandemic spread worldwide. It has been a year for the world to face this unprecedented threat, but it has also been the year for those with their families or partners to spend their time together at home, more than ever. Sometimes you may find that things work well or do not work well when you spend so many hours together. Our game show format "The Rolling Kitchen" could give the viewers a window to look into such domestic scenes. We are very honored that Globo and GNT, BRAZIL are localizing this format. We are confident that this game show will provide entertainment to everyone in the world across the borders, reflecting what goes on in every household or relationship that the viewer can relate to.

#### Comment by Nani Freitas, COO of Endemol Shine Brasil.

“ ‘Rolling Kitchen Brasil’ is a reality show that mixes humor and gastronomy. Endemol Shine Brasil is very excited about this project, developed by a brilliant team, which is delivering a charming and fun product.”

ref.

Info

<https://gshow.globo.com/Famosos/noticia/paulo-vieira-estreia-como-apresentador-em-rolling-kitchen-brasil-novo-reality-de-culinaria-no-gnt.ghtml>

Trailer

<https://www.youtube.com/watch?v=X66InVXPCfI>

\*YTV <https://ytvcontents.com/en/>

Yomiuri Telecasting Corporation (YTV) is a Broadcaster, Production and Distributor, headquartered in Osaka, Japan, is known for its popular entertainment shows, has produced many international formats such as "Pure soul" and "Light Away". As an Animation Powerhouse, the company has produced "Detective Conan" series and "Inuyasha" and so on.

\*Endemol Shine Brasil <http://www.endemolshine.us/esbrasil/>

Founded in 2007, Endemol Shine Brasil, the Endemol Shine Group, is the largest independent production house in the country.

\*Globo <https://www.globo.com/>

Brazil's largest broadcaster since 1965, with long-running program such as "Big Brother Brasil".

\*GNT <https://gnt.globo.com/>

GNT is a Brazilian pay television channel. Originally launched as Globosat News Television, a news and information network.

\*MIPTV is one of the world's largest international video content trade fairs, held every April in Cannes, France.

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