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YTV Cooking Game Show FORMAT "Uprising Kitchen" wins Silver Award at ContentAsia Awards 2023



<https://ytvcontents.com/en/program/uprisingkitchen>

Yomiuri Telecasting Corporation (YTV) is delighted to announce that our format "Uprising Kitchen" achieved the Silver Award in the Best Asian Original Game Show category at the ContentAsia Awards 2023, held on 24 August 2023 in Bangkok, Thailand.

This is an award that rigorously judges the hot contents in Asia by the judges of entertainment business experts each year, a selection is made in each category from many programmes from across Asia. The jury commented that they witnessed "amazing production progress and talent" in 2023.

"Uprising Kitchen" is a cooking game show, in which a first-class chef, a housewife, and a novice compete to produce the best dish, with the experienced cooks facing unique challenges to even out the contest. Their unique twist adds magic to a traditional cooking show. The first-class chef is challenged as their budget is less than one-tenth of a novice. In addition, the three chefs can draw cards from the "original lottery machine" to cause some interference to their rivals.

The show is centered around cooking and food, which is always a popular topic for audiences. Viewers can learn new recipes and cooking techniques while watching the contestants create their dishes. The panel of gourmet experts adds credibility to the show and provides valuable feedback on the dishes. This can be interesting to viewers who want to learn more about the culinary world.

"YTV have been distributing the format in Asian Territory and Global Agency would be

distributing the format in Europe and the Americas. For any inquiries, please contact ytv-international@ytv.co.jp"

Comment by Yoshikuni Kawada, Division Director, Content Business Department, YTV.

We would like to send a big Thank You to Contentasia Awards 2023 for such an honorable award. YTV is one of the best entertainment powerhouses in Japan. I am very proud of my team's hard-working to produce the great cooking show and its creativity. Also, we are very thrilled to work again with Global Agency. Once their international reach is fused with our incomparable creativity, the world would be attracted to fantastic contents made in Japan.

Comment by Izzet Pinto, CEO of Global Agency.

"Uprising Kitchen" is a new entertaining cooking show in our catalogue. It is a battle between a first-class chef, a housewife celeb, and an amateur cooking celeb. It is a successful format in Japan and appeals to the whole family with strong co-viewing. The budget-based cooking challenge adds an extra layer of excitement and creativity, as the contestants will have to come up with unique and innovative dishes that fit the theme. We believe it will attract the attention of audiences in many countries.

About Yomiuri TV

Yomiuri TV (YTV) is a leading commercial TV station as well as entertainment powerhouse generating brilliant contents. It is based in Kansai, the western area of Japan, including Osaka; the center of business, Kyoto and Nara; ancient capitals. Producing a broad range of distinctive programmes, including drama, entertainment and documentary, the channel is the rating champion in the area and also serves the nationwide viewers through NNS, a network consisted of affiliated regional TV channels. YTV is especially well-known for the greatest animation titles, such as "Detective Conan", "Inuyasha" and "City Hunter", flying to all over the world. In addition to animations, YTV has been globally distributing ready-made programmes and never-seen-before TV formats such as "The Rolling Kitchen" and "Light Away!"

【Ref.】 <https://contentasiaawards.com/and-the-nominees-are/>

Contact: ytv-international@ytv.co.jp
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