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O4 kicks off "Food Tales" production; Asia culinary series links to new GastroBeats on-ground fest, part of O4's multi-platform lifestyle brand.

Production on new Asia culinary show – "Food Tales" – kicks off in Singapore on Monday (6 June), the first of a series of original lifestyle programmes that focus on chefs and cuisines from across the region from The O4 Company.

Co-produced by The O4 Company and Singapore-based production house IFA Media, the four-episode video series is part of O4's multi-platform online/offline IP development slate across content and events.

This kicked off with the first GastroBeats food/music entertainment event in Singapore at the weekend. GastroBeats runs to 26 June.

IFA Media was behind "Midnight Asia", a Netflix docuseries that captures life after dark in Asia.

For the new GastroBeats culinary/lifestyle property, O4 Company's CEO, Guna Kaliannan, has gathered chefs from Banijay Rights' "MasterChef" series, including Sarah Todd, who has just finished filming "MasterChef Australia" season 14, and "MasterChef Singapore" winner Derek Cheong and "MasterChef Singapore" runner-up and Sourbombe founder, Genevieve Lee. "MasterChef Australia" judge and culinary icon, George Calombaris, appears on the ground in Singapore in the final week.



Along with popular chefs, the half-hour show will focus on vendors, such as Singapore's Michelin-starred hawker stalls, and their kitchen tales on the ground in Asia.

Additional series are being planned in conjunction with events around the region, including in Thailand at the end of this year.

The series are as much a look at the chefs and their personal stories as they are about their approach to food, Kaliannan says.

The finished programme, scheduled for delivery in August, will be distributed by The O4 Company's year-old distribution division, O4 Media, founded and run by former Keshet Asia head, Gary Pudney.*

*Sourced from ContentAsia eNewsletter – 6-12 June