

3x Emmy Nominee™



FIZZY'S LUNCH

Where Laughter Is Our Favorite Ingredient!



Brand Overview

FIZZY'S LUNCH LAB is a 3x Emmy-nominated, nutrition-focused edutainment brand that empowers kids & families to make healthy choices.





Originally debuting on PBS KIDS, the property features vibrant characters, music videos, and immersive activities that dig into all things food: **food science**, **food preparation**, **food around the world**, **food as fuel for all our activities!**

-  **90** animated shorts
-  **18** original songs
-  **100+** kid-friendly recipes
-  **3** published books
-  **Interactive website with games, activities, and more**



Mission & Vision

Through **character-driven content** and **S.T.E.A.M.-powered curriculum**, the Lunch Lab:

-  **BUILDS** lifelong food literacy with early intervention that's simple, scalable, and impactful
-  **CREATES** a positive change in the current state of childhood nutrition
-  **ENCOURAGES** exercise and daily physical activity
-  **PROMOTES** positive relationships with food through three aspects backed by empirical data:
 - ✓ Food as fuel for physical activity
 - ✓ Family meal-time interactions
 - ✓ Access to seasonal, sustainable food sources



Inside the Lab

3x Daytime Emmy Nominations

Outstanding New Approaches – Children's (2010-2012)

Join eccentric culinary genius **Professor Fizzy** in his Emmy-nominated series as he investigates the science behind tasty snacks, whips up delicious recipes, and dishes out healthy tips from his state-of-the-art **Lunch Lab!**

Assisting the professor are **Avril and Henry**, his kid sidekicks; **Mixie-Bot**, the do-it-all kitchen assistant; **Corporal Cup**, who runs the kitchen with military precision; **Sully the Cell**, who gives inside information on the nutrients that make our bodies work; and the Lunch Lab house band, **Freezer Burn**.

Together, the Lunch Labbers deliver next-level nutrition to everyone in town and thwart the schemes of Fizzy's archnemesis, **Fast Food Freddy**.



Where We Are



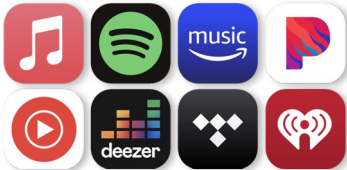
Since launch (April 2023): **4m+ views** • **16k subs (1600+ monthly)**



AVOD / FAST licensees for **potential reach of 175m+**



LunchLab.com sponsored by **AT&T's The Achievery**




Original songs on all **digital music platforms**



Original Menu Items: Songs & Stories



Lunch Lab Webisodes

 3-5 minutes

Join Professor Fizzy and the gang as they embark on funny, food-filled narratives that take us inside the high-tech Lunch Lab and thwart Fast Food Freddy's schemes!

SAMPLE EPISODE: [*Kid Critic*](#)



Freezer Burn Songs

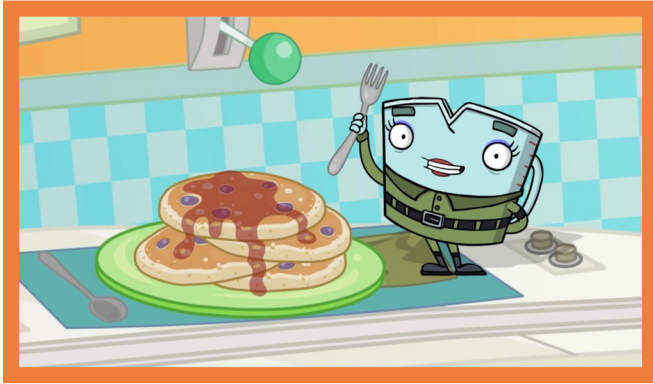
 2 minutes

The Lunch Lab's chart-topping house band is back with catchy new songs about food, cooking, and cuisines around the world! Although they live in a freezer, their tunes are always fresh.

SAMPLE EPISODE: [*Taste Bud World Tour*](#)



Original Menu Items: Food Friends



Food Camp Recipes



2-3 minutes

Go step-by-step through a kid-friendly recipe as Corporal Cup drills her utensil troops with military precision, ensuring exact measurements along the way. Are you ready? Let's cook!

SAMPLE EPISODE: [*Very Berry Pancakes*](#)



Lunch Lab Live!



1-2 minutes

Fizzy's after school talk-show where he interviews the biggest celebrity foods including Barry Broccoli, Bella Basil and Annabelle Oatmeal, as well as Lunch Lab regulars like Sully the Cell.

SAMPLE EPISODE: [*Barry Broccoli*](#)



Original Menu Items: Exploring Science



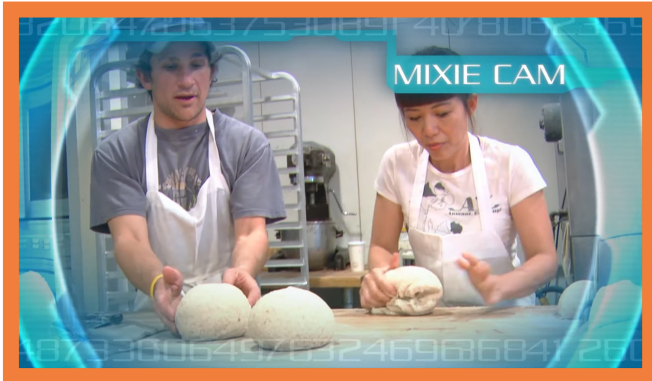
Sully's Guide to the Body



2-3 minutes

Discover what makes our bodies so amazing from Sully the Cell, the ultimate inside guide, as he zips around delivering nutrients and meeting colorful characters along the way!

SAMPLE EPISODE: [*Fiber Cowboys*](#)



Mixie Reports



2 minutes

Mixie is on the move! She's giving us a bot's-eye-view of real-world kitchens, farms, schools, and homes to see nutrition in action.

SAMPLE EPISODE: [*Mixie's Bakery Tour*](#)



New Content in Production



Small Bites

We're breaking out of the Lab and into the real world in this **series of mixed media YouTube shorts!**

Professor Fizzy introduces a new animated food character to teach real kids. Together, they make a simple snack and learn all about common ingredients and kitchen tools.



Food Facts

Get your facts straight from the source with FOOD FACTS, **original social reels** from *Fizzy's Lunch Lab!*

Featuring new and returning food characters, Food Facts are hilarious web comics in vertical video form to expand the Lunch Lab's unique brand of loony learning for today's digitally-native audiences.



About Us



Allison Dressler Kramer
Founder, Co-CEO

Allison is an innovative leader, prolific writer, and passionate creator of children's entertainment. Her credits as creator and executive producer include **PRONTOsaurus** for Nick Jr., and **Abby's Advice and Kitchen Crew** for Sesame Workshop.

Allison honed her skills in network television at Nickelodeon, Cartoon Network, truTV, and courtTV. She is a graduate of Emerson College and holds a Ducktorate Degree from Disney University.



Evan Sussman
Founder, Co-CEO

As Co-CEO of Pretty Amazing, Evan leads the development, production, and distribution of kids & family entertainment for screens of all sizes. He co-created **Fizzy's Lunch Lab**, which earned 3x Emmy nominations as the first PBS Kids web series.

Previously, Evan led post-production at Soup2Nuts, working on a range of projects including Emmy-nominated **WordGirl** and **Between the Lions** for PBS Kids and the cult classic **Home Movies** for Adult Swim.



Jordan Beck
Head of Development

Jordan is a seasoned entertainment executive and creator across film, animation, and live entertainment. His projects have been shortlisted for the Oscars twice and earned over 20 accolades, including the **Parents' Choice Award**.

He produced and co-directed the CG feature **Sgt. Stubby** (acquired by Paramount Pictures & HBO Max). Beyond children's media, Jordan is a decorated U.S. Army officer and helps manage his wife's bakery.

