



# Katz Café

**Created by Cheyenne Curtis**

**Bible V1**

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# The Show



*Katz Café* is a show starring Ginger Katz, an 11 year old girl who works part time in her mom's cat café, which happens to be the *only* cat café in her very small town. Not only is the Katz Café a central hub for all her neighbors to gather and socialize, it's also a secret safe haven for the neighborhood cats. You see, Ginger has a secret... she can actually *talk* to cats!

It's tricky enough balancing her work at the café and her social life with friends – she also has the entire cat community coming to her for help with their problems. Oh, and somewhere in there she's got to finish her homework and keep her room clean, too. Yeesh! Luckily, she's got her cat/bff Crumpet by her side and all the cafe scones she can eat.

The show is a **6-11 character-driven comedy** with whimsical elements and a hint of fun cat lore. Much of the humor and conflict come from Ginger's balancing act between the human and cat worlds, with ample opportunities for feline physical comedy, baking calamities, and code-switching fails when Ginger forgets whether she's talking to a human or a cat. You know, normal 11 year old kid stuff.



## Tones & Theme

Tonally, the show is meant to feel as warm and inviting as the café itself. When the opening song plays, our audience will feel like they're settling into one of the café's squashy armchairs with a warm croissant in their hand, ready for a hilarious adventure with Ginger. The show will be both comforting *and* exciting for our viewers.

The main themes are responsibility, empathy, community, and learning to look after those you've promised to protect. What begins as a fun and exciting discovery for Ginger - *cool, I can talk to my favorite animal!* - soon grows into a major responsibility, and she's not sure she's equipped to handle it. But for all her initial uncertainty, Ginger will turn out to be the perfect mediator between cat and human worlds, thanks to her deep sense of empathy and understanding. Plus, she smells really good to cats. Maybe it's all the vanilla extract.



# Meet the Characters

*Fun lives right next door!*



# Ginger Katz

When Ginger (age 11) and her mom Ava first move to town, the neighbors aren't sure what to make of the "quirky cat girl" and her mom's menu of fancy French treats. Attracting customers turns out to be easy – one whiff of the buttery café air has all the locals salivating. Making friends involves little more trial and error, especially for a quiet, thoughtful tween who keeps being spotted meowing at cats. Once the neighborhood kids get to know Ginger, however, they discover a spunky, adventurous, and deeply empathetic girl who sees the best in everyone. Definitely a keeper. To Ginger's joy, Max, Franny, and Eve become more than friends – they're the "siblings" she has always dreamed of, with all the attendant fun, fights, and drama. They help pull Ginger out of her shell, while she helps mediate conflicts and settle differences.

## Ginger's struggles:

Ginger is used to having a lot of responsibility since it's just her and her mom, but she also craves adventure and excitement. She struggles to balance her sense of duty with her desire to get a little messy and wild. When she's being pulled in opposite directions by the cat and human worlds, things can quickly spiral out of control: cookies get burnt, cakes have the wrong messages written on them, and the health inspector pops up for surprise visits. Thankfully, Ginger has plenty of sympathetic ears to confide in – cat ears, that is. She talks to the cats like a diary, and they're always happy to offer advice and comforting headbutts. Ginger knows she can rely on her kitty crew to get her through anything – until they get distracted by a speck of sunlight moving across the floor.



*"Meow—I mean, Mom! Come here!"*



## Gingers wants/needs:

Most of Ginger's desires are super relatable for the normal 11 year-old girl: wanting to make friends, wanting to show her mom that she's capable and responsible, wanting to find a little excitement in her new town. Then there's her not-so-normal secret power. At first, Ginger just has fun with her amazing new ability, befriending all the neighborhood cats, helping them with their problems, and becoming a bit of a feline celebrity. The more Ginger delves into cat society, however, the more questions she has about her power. Where did it come from? Why was she chosen? What are the rules? If she doesn't use her power the right way, will she lose it? Meow?

*"Hmm, I appreciate the suggestion, Mittens, but I think I'd rather talk things out with Max than barf on his pillow."*

*"This sounds serious, I better pour us some cocoa."*

## Character Comparisons;

### *The underestimated hero/empathic leader*

What these characters have in common is they have been thrust into a quest, and given the task of taking on a huge responsibility. They are the unlikely heroes, the ones who defy all odds even when they feel like they're not ready.

Like Ginger, these characters are kind, understanding, and tend to see the best in everyone. Their inner power and sense of self are what holds the people around them together. Even if they are sensitive and gentle, they are still the leaders of their story.

Dorothy  
'The Wizard of Oz'



Frodo  
'The Lord of The Rings'



Moana  
'Moana'



# Ava Katz



Ava Katz is Gingers mom and the owner and head baker at Katz Cat Café. It has always been her dream to open her own café, and she's thrilled her daughter is by her side to help – even if Ginger's not quite as passionate about baking.

Ava trained and went to the top baking school in France. She is an extremely technical baker who follows every recipe to the letter – the exact opposite of Ginger, who cooks with her heart and doesn't get bogged down with precise measurements. Teaspoon, tablespoon, does it really make a difference? Ava: “Yes! One is *three* times the quantity of the other – which would explain why these scones taste like saltines...”

Their different approaches in baking and life are a constant source of comedy and conflict, but there's no question of how much Ava and Ginger adore each other. Ginger knows that her mom is feeling extra happy when she starts chattering away in French. Ginger can't understand a word - French isn't easy, like Cat - but she loves seeing her mom in such a good mood. Ava has a lot on her plate as a single mom and business owner, and she's often so consumed by juggling the two that she forgets to relax. Ginger wants to help her mother have more time for herself - starting with giving Ginger more responsibility. Ava, on the other hand, wants nothing more than for Ginger to have a normal kid's life. That's what prompted their move to such a small community, where just as Ava hoped, their neighbors have become family: warm, supportive, slightly nosy, occasionally smothering... and always there to help each other out.

Incidentally, while Ginger has the whole talking-to-cats-business going on, she's not the only Katz lady with a secret or two. Just pour a glass of Merlot and get Ava talking about her Paris days...



Monica 'FRIENDS'



Pam 'The Office'

*“I'm going to take a powernap in the storeroom – if I'm not back in five, come slap me with the cold butter.”*

*“La vie est trop courte pour manger de mauvais croissants”  
English translation: Life is too short to eat bad croissants*



# Max Murray

Max (age 12) is a quick-thinking smooth-talker who never passes up the opportunity to make a buck or con an unsuspecting adult – preferably both at once. He’s really into pop culture and video games, and takes pride in his vast collections of fan merch and memorabilia. When he first met Ginger, he thought she was just a kooky cat girl who’d make an easy mark. But instead of scamming her out of baked goods, he gained a best friend (his first ever). To be clear, Ginger *is* 100 percent a kooky cat girl, but she’s also smart and hardworking and has an uncanny ability to understand how others are thinking and feeling – something he could admittedly use some help with.

Max is also impressed by Ginger’s commitment to the café – even when she refuses to blow off work to join him on his latest scheme. While he may act annoyed, Max secretly admires how much Ginger does to help her mom, and he wants to be able to do the same for his own family. His and Franny’s dad passed away, and Max is struggling with being a kid and being “the man” of the house. Deep down, his scheming comes from an earnest desire to help provide for his mom and sister. For the most part, however, he keeps things light, humorous, and profit-driven.

*“You see a day-old donut, unfit to sell - I see 'dessert croutons,' ready to be chopped up and sold for five bucks a bag.”*

*“Max-Day should be an official holiday where everyone named Max gets gifts and money, cause Max’s are just awesome.”*

Jack Black



Eric Andre



Chunk 'The Goonies'



# Franny Murray

Franny (age 6) is the daredevil wild child younger sister of Max. She will eat anything, climb anything, bite anything, and do it all with a smile on her face. She's the brawn to Max's brains, the mess to his finesse. Although she's tough as nails, she's also still a little girl who still wants her favorite dolly at bedtime (even though in her dreams she's decking someone in the face.)

No matter how much trouble Franny causes, she can always rely on her cuteness to get her of it – which drives Max crazy. If he had dimples and a missing tooth, he could do anything he wanted, too! That said, he can't complain when Franny uses her powers of cuteness to get the whole gang out of a jam. She's also a positive influence on Ginger, who sees Franny bounce back from every calamity, setback, and broken vase with a shrug and a grin. Her daring and resilience help Ginger find those same qualities in herself. In return, Ginger helps mediate sibling disputes between Max and Franny, and always gives Franny first crack at "punching" down the bread dough between rises.

*"Has anyone seen a baby tooth?"*

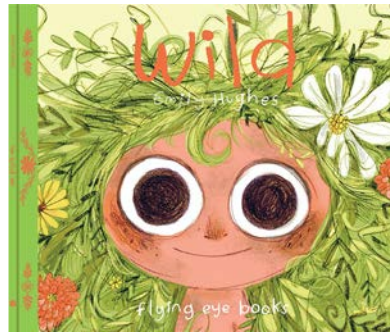
*"I don't know what Crumpet's so mad about, my dolly needs a wig and he has plenty of fur to spare!"*



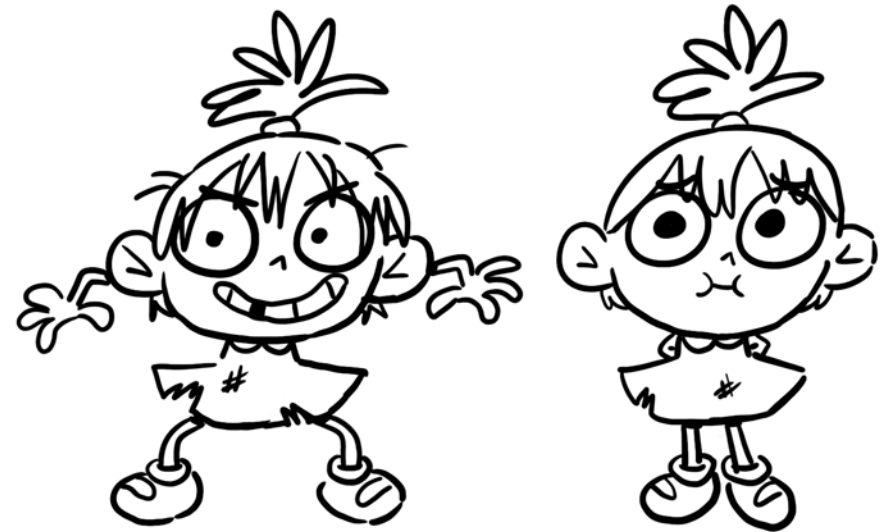
*Pippi Longstocking*



*Spot 'Good Dinosaur'*



*Wild*



# Eve Fernandez

Eve (age 15) is the neighborhood's go-to babysitter, not because she's especially skilled or passionate about it, but because she's the only teenager on the block. She frequently brings her babysitting charges to the café, where she can help herself to fast WIFI and flex the "Eve discount" for free lattes. Her favorite babysitting trick is getting the kids to play "masseur," i.e., give her free foot rubs.

Though her friendship with Max and Ginger is mostly due to the lack of kids her own age, deep down Eve loves the little weirdos and the way they up to her as a cool older sister. Ginger is especially awed by Eve's teen girl mystique and always eager to hear her wisdom and expertise – whether or not Eve actually knows what she's talking about. Both Ginger and Max are fans of Eve's babysitting horror stories, the gorier the better.

Lattes and foot rubs aside, Eve is grateful to have such a lucrative side gig. Every dollar she earns goes straight to her car fund, which is the first step in ditching this ridiculously small town. All of Eve's older siblings have already flown the nest, leaving her with their retired, extremely chatty parents. Sigh.

*"Wait, which one are you again? Oh my god, I'm kidding, here, go buy a soda. And get me one too."*

*"I mean, it's not like I'm the first babysitter to ever catch a burglar, but the cops did say I was like, incredibly brave or whatever."*



*Distressed babysitter*



*April 'Parks & Rec'*



*Elaine 'Seinfeld'*



# Other Characters

**Bubbie (Grandmother in Yiddish)** Bubbie is Ginger’s grandmother and a bit of a neurotic worrywart. She dotes on Ginger, who can do no wrong in her eyes, while reserving all her criticism for her adult daughter, Ava. Ginger gets a kick out of seeing her normally calm and mature mother turn into an angsty teen around her grandma. Bubbie has a recommendation or remedy for every malady, and she’s always slipping little treats and presents into Ginger’s pockets.

*“Your Zayde and I saved every penny to send your mother to baking school, and for what? So she could correct my pronunciation of ‘macaroon’? Oy vey!”*

**Zayde (Grandfather in Yiddish)** is Bubbie’s much chillier half, an easygoing grandpa who enjoys tinkering and fixing up the café. He’s an enthusiastic storyteller who keeps everyone riveted with tales from his adventurous childhood. His favorite movies are slapstick comedies – think Ace Ventura, a true masterpiece in his eyes – and the only advice he ever gives is to not take life too seriously. *“Hmm, nothing a little string and chewing gum can’t fix.”*

**Gran** is a sweet older woman who loves gardening. Not many people have been inside her house, but when you get to go in it’s full of antiques and mysteries..and dust. Gran's front tree seems to bloom different flowers every year, and Ginger is certain Gran can communicate with plants. Gran is always pushing Ava to try new plant-based recipes at the café.

**The Beloffs** are a millennial DINK couple who have traded big city living for small town charm. That's the tagline on their social, anyway. These two are OBSESSED with everything about their new zip code, from the cat café (omg, cozy vibes!) to the lack of public transportation (LOL, we'll get bikes!). Eve finds their enthusiasm for her lame hometown baffling, borderline disturbing.

**Fancy Todd** is the wealthiest kid on the block. He has a lot of siblings who are all always off doing important things, so Todd is often hanging out at home with his cleaning ladies and cool stuff. He doesn’t come outside that often, and not many people are invited into his mini castle of a house... but rumor has it that it’s incredible.

**The old wooden house** is the spookiest house on the block. Ginger is too scared to go near it, but her mom insists the nicest people live there.



# Other Café Cats

**Sunny the [cat] burglar:** Though no one can prove it. Sleek and sophisticated. Labels-obsessed. Shows up in a different designer collar every week.

**Chonks:** An easy-going ginger big boy who loves catnip almost as much as catnaps. Often found snoozing in the bakery's proving drawer, indistinguishable from the mounds of rising dough.

**Fritter:** A kitten that never seems to grow up: adorable and fluffy, he always attracts lots of attention from the café's human customers. The other cats want to resent him, but he's just so cute and genuinely clueless and sweet and *ugh*, fine, he can sit with them.

**Dazzler:** The pompous purebred cat who likes to brag about his pedigree to the absolutely zero other cats who care. Frequently the butt of the other cats' jokes.



**Celestina:** The drama queen cat who thrives on gossip, scandal, and chaos

**Mr. Fluffybutt:** The know-it-all cat who used to live in a bookshop and thinks they're the expert on every subject

These are the Katz Café regulars, much like the cast of 'Cheers'. While episodes can feature these cats, there's always room to introduce new cats into the series or have them be in a one off episode. When the cats are involved, you just know it's going to be a hilarious time.





# The World



### The Katz Cat Café

The café is the local gathering spot for humans and cats alike, famous for their warm pastries, comfy armchairs, and steady supply of hot gossip. Ava took inspiration from her favorite café spots in France and designed her dream spot. It is definitely the most colorful shop on the block! Ava and Ginger live right above the café, so it's easy to wake up early and mosey on downstairs to start baking the bread.

### The Town

Ginger lives in a small town on the East Coast, the kind so small that everyone knows each other's business and birthdays. In the summer, the entire population gathers in the square for a massive water balloon fight - and in the winter, they do the same with snowballs. While outsiders might consider the area a little provincial or slow, there's plenty of adventure to be found for kids like Ginger with a little imagination.

This is a show that will celebrate seasons and weather!



## Inside The Cat Cafe

The feline denizens can be found winding between tables, hunting for dropped cookies and pausing to accept ear scratches, or flopping down for a snooze in the sunny shop window.

Much like a real cat café, the interior will have special shelves, hidey holes, bridges and fun places for the cats to explore. It's what makes this average café extra special, and a local favorite.

The kitchen is technically off-limits to the cats, but that never stops Crumpet from sneaking back there to help Ginger bake - and help *himself* to the whipping cream.





## The food

Who doesn't love baked good and desserts? In the Katz Cat Café you'll find the yummiest treats that are also adorable, and cat shaped. The food and drinks shown throughout the series will range from fun (cat donuts), extravagant (6 tier wedding cake) and tradition (Bubbie's Rugelach). While some episodes might have a pastry storyline, others might not, nevertheless the baked goods will always look delicious and be a feast for the audience's eyes.

## Iconographic and re-creatable elements

The baked goods and pastries will be so uniquely iconic to 'Katz Café' that they will be easy to re-create at home. Everyone will know a Katz Café cake because of the colors, shapes and one of a kind designs.

Kids love food, and this show will be a perfect chance to bring families together to bake what they saw and learn something new!



A decorative border made of green leafy branches surrounds the page. In the corners, there are various food and nature-themed icons: a cinnamon roll, cookies, and a cat face in the top-left; a purple cake with berries and a spoon in the top-right; a purple jar of jam, a strawberry, and a blue cat face in the bottom-left; and a blue teacup, a croissant, and a pink cat face in the bottom-right.

# Springboards

*Season one stories will revolve around the fun and excitement of Ginger discovering her powers, building friendships, and going on local adventures in her town. The source of her powers will remain a mystery to both her and the cats, with occasional hints about her lineage and cat-loving ancestors. Subsequent seasons will dive into the fun lore surrounding her powers and introduce new characters with similar abilities.*

### **Premise pilot story:** **Maple Butter Madness**

Ginger, finally gathering her courage has made plans with the local neighborhood kids after a few weeks of settling into her new town. Unfortunately, Ava discovers that Crumpet has eaten all the *very fancy* Maple Butter needed to make her new Cronutaffles (croissant, donut AND waffles combined) that she's been advertising for weeks. Ginger volunteers to watch the cafe while Ava picks up a new batch, even though Ava feels bad for throwing a wrench in Gingers plans. When Max, Franny and Eve stop by, they insist they'll hang out at the cafe with Ginger (I mean, free WIFI, pastries and a possible side hustle for Max, nice!) Ginger is delighted, until a random visit from the health inspector throws her for a loop. The kids are not much help (especially Franny) and the Cafe's ratings are at stake!

To make matters EVEN WORSE, a tour bus full of hungry customers stops by for lunch *"Is this the place with the Cronutaffles?"* Ginger has to resort to **Plan C** - secretly dress up the cats as waiters and chefs to help feed the customers and not get the cafe shut down. Somehow through the chaos they manage to feed everyone, AND get an A with the inspection. Max, Franny and Eve are impressed by Ginger and definitely want to hang out with her again, she's way more interesting than they originally thought! Ava finally returns and is proud that Ginger handled everything, got a grade A, and made new friends too. Max, Franny and begrudged Eve become honorary employees at the Katz Cafe. Crumpet and the cats scoff down the well deserved Cronutaffles.



## Springboards cont:

### Five Gold Paws

The café is trying to get good reviews from local foodie influencers – both the human and cat versions (Chef Snowball, a snooty “Yelp elite” who goes around making or cat cafés). The trouble is, everything Crumpet tells Ginger she has to do to impress the cat critic interferes with everything she and her mom have to do to impress the human critic – and of course they both show up for their first meals at the same time.

### Ouija Bored

Eve tries to spice up a boring babysitting gig by whipping out the Ouija board – and is as surprised as anyone when they summon an actual spirit. But is it human or... feline? Ginger’s powers are put to the test as she tries to wrangle the feisty cat spirit that’s wreaking havoc in the café. Max tries to profit off a new “spirit-busters” scheme and Franny wants to summon another spirit for her to keep as a pet.

### Missing Meows

A cat shows up to the café in need of help: he’s lost his human. Ginger’s supposed to spend the morning delivery cake orders, but she can’t turn down the sweet little kitty’s request. If only his description of said human were a little more specific than “big, has brownish fur on his face, smells like treats.” Still, Ginger does her best to juggle her deliveries and search for the lost human, running into many of the town’s zany residents and kitties along the way.





## Why This Show?

I loved growing up on my street, and all these characters are based on real people that grew up around me and greatly influenced my childhood. There were so many adventures to be had on my street, whether it was “discovering” a new species of flower in the neighbors garden or finding a lost kitten during the block party.

I also grew up in a Jewish household with a mom who constantly baked and always dreamed of having her own shop. Every day I would come home to her practicing a new dessert, and I would be the “guinea pig” taste tester. Creating a show about a mom and daughter bake shop would be my way of letting my mom live out her dreams. It’s also important for me to show what a regular Jewish family can look like, with Bubbies, Yiddish slang and Chanukah being celebrated with a main cast.

I want to show a family that isn’t a typical one; with a single working mom and a daughter that is balancing her own wants and needs with that of the shop. I want to show the ups and down of their life while also normalizing it for the audience. Families look very different now and come in all shapes and sizes, and I would love for my audience to feel like they’re seen and represented. Also talking to animals is the secret power I always wish I had.