



**AN 11 MINUTE
2D ANIMATED
CARTOON
FOR KIDS
AGES 5-12**

FRIENDCHIPS An 11-Minute 2D Animated Comedy for Kids 5-12

LOGLINE A young potato chip named Drey and her quirky crew must save her family's diner, Friendchips, from a new high-tech rival across the street.

OVERVIEW Set in the snack-filled metropolis of Chipcago, "[Friendchips](#)" follows Drey, a passionate but flawed potato chip who dreams of running her parents' diner. With their fame and focus taking them on a long trip around Munchy World for their new reality show "CHIPS ON SHIPS". Drey steps up, joined by her loyal friends: Spud (the wild optimist), Chip (the shy tech-whiz), and Bethany (the dramatic influencer).

Together, they face Enemeats, a cold, corporate food machine run by Kevin, a bitter candied bacon who sees friendship as weakness. With every episode featuring wacky schemes, emotional growth, and food-inspired hijinks, the show explores how connection and cleverness can thrive even under pressure and how team work can overcome things that seem to be inevitable. With Kevin constantly upgrading Enemeats with latest entertainment and restaurant tech, the friendchips team needs to use their imagination, teamwork and unique skills to overcome this meaty problem!

THE WORLD OF MUNCHY WORLD

- Chipcago is a vibrant, edible urban dream. It's a city inside Munchy World
 - Rivers of bubbly fizz, Candy light posts, donut wheels on taxi cabs.
 - Friendchips Diner: Classic neon-lit hangout with a warm, nostalgic vibe.
 - Enemeats: Futuristic fortress of efficiency, cold robots, and metallic perfection.
 - Spud's Apple Tree House. A hang out where Spud and Drey often cook up wild ideas
 - The Expiry Zone: A spooky wasteland where unpopular or expired snacks drift. Creepy yet oddly poignant. Think of the land of misfit toys but candy.
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SERIES THEMES & SELLING POINTS

- **Underdog vs. Goliath with a culinary twist, we'll teach healthy eating.**
- **Emphasis on teamwork, emotional intelligence, and invention**
- **Visually playful world that invites interactive/merch opportunities**
- **Strong female lead with relatable flaws**
- **Humor that blends slapstick with character-driven arcs**
- **With AI becoming more and more popular this preaches the importance of heart and humanity.**

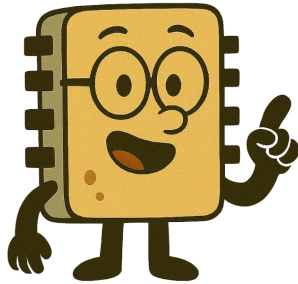
MAIN CHARACTERS



DREY (Potato Chip) The heart of the team and runs the show when her parents are gone. Drey is inventive, driven, and hiding a major insecurity: she's not a great cook. She's not a lost cause though. She has great ideas and her foodventions (like Heatscream aka hot ice cream) are brilliant but often chaotic. Desperate to earn her parents' approval, she masks fear with bossiness. Her real talent is leadership, though she hasn't fully realized it yet.



SPUD (Shoestring Fry) The excitable wildcard. Spud is a ride-or-die friend with wild ideas and no filter. He once invented a gym/spa hybrid called "Lift & Dip." Let's just say things got...messy. Loyal and loving, he worships Drey but constantly causes mayhem while trying to help. He believes any disaster is just a surprise win waiting to happen. Spud doesn't work at Friendchips but is always ready to help his best friend Drey!



CHIP (Computer Chip) The quiet brainiac. A literal computer chip adopted into the Friendchips crew, Chip doesn't fully fit in but finds meaning through tech fixes and loyalty. He once made an electric pot that heats itself by accident. Anxious in crowds, he thrives behind the scenes, secretly hoping Drey sees his value. He also thinks he's a real chip and no has the heart to tell him he's adopted.



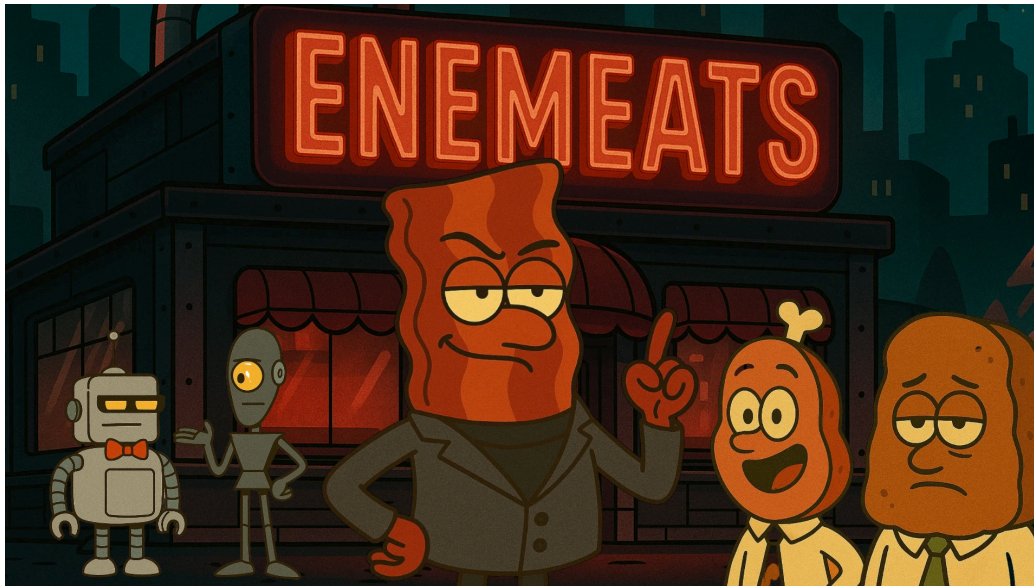
BETHANY (Ruffled Chip) The flair queen. Bethany vlogs every second, from spilled drinks to heartfelt monologues. Desperate for validation, she hides her fear of rejection behind a confident screen persona. She constantly films herself doing exaggerated bits but truly cares about the team. [Check out Bethany's Chipstagram reel!](#) Bethany uses her social media skills to help promote Friendchips.



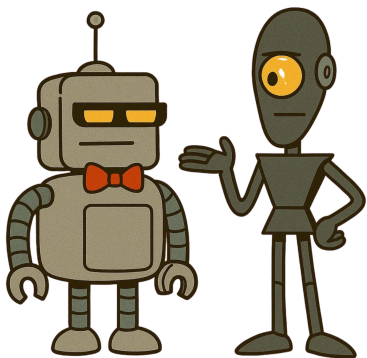
CHRISP & DIANNE (Potato Chips) Drey's celebrity chef parents are filming their new show "CHIPS ON SHIPS".. Always off on "Flavor Explorations," they communicate through pre-recorded holograms. They love Drey but don't realize she needs more support than spice blends. They decide even though Drey is only 7 (That's like 30 in human years) it's time to see what she's got. They hope that one day Drey can take over the restaurant and make them proud! They hope the pressure of running Friendchips molds Drey into a diamond.



MR. MUNCH & MR. CRUNCH (Celery & Carrot) Old-timers upstairs. Think Statler and Waldorf meet Gordon Ramsay. They constantly bicker about how the diner "used to be," then unite to do something wildly unhelpful. For instance, they think secretly putting on an impromptu pop up punk show will help Friendchips but it ends up trashing the whole place and everyone has to scramble to clean up before a VIP guest arrives!



KEVIN (Candied Bacon) The egomaniac rival. Kevin runs Enemeats, a futuristic state of the art Diner. Its shiny and new and people are curious! Kevin runs it like a villain runs a lair. Obsessed with success and haunted by a past humiliation (Drey's parents once mocked his "Sweet Corn Swirl" dish), he vows to destroy Friendchips. Despite his tech, he keeps tripping on his own robots, embodying the emptiness of success without connection.



BEEP BOOP AND BOOP BEEP (ROBOT ENEMEAT WORKERS) Kevin's bumbling assistants. BEEP BOOP talks too fast, BOOP BEEP talks too slow. These two are programmed to do whatever it takes to keep Enemeats running at peak efficiency. Also they really don't like each other and constantly argue. One is a robot chef the other is a robot Host/Server. They are comic relief who occasionally sabotage Kevin out of admiration for the Friendchips crew. The more the robots gain sentience the more they think about defecting, but most of the time Kevin Scares them or programs them back to his side with intimidation and threats and more tech.

SAMPLE EPISODE: "Cave Chip Karaoke"

Friendchips is about to close early when Drey, desperate to boost business, agrees to Spud's plan: thaw out a legendary snack singer from pre-freezer history. The "Cave Chip" is unfrozen and screeches like a dial-up modem, clearing the diner. Kevin sends Jon and Marvin to ruin the night, but Marvin accidentally becomes the star when his singing goes viral. Meanwhile, Bethany turns a serving accident into a TikSnack trend, and Chip rewires the karaoke machine to play the perfect background beats.

By episode's end, the diner is packed, but the looming glow of Enemeats across the street reminds Drey: this is only the first battle.

