

AUTOMOTIVE

## Lexus cooks up another series away from automotive content

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Lexus' L/Studio's *Film to Table* episode

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Toyota Motor Corp.'s Lexus is continuing to step out of the automotive space to reach consumers through a new digital series that brings cinematic dining scenes to life.

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L/Studio, Lexus' digital content platform, is hosting a new series titled "Film to Table" where a celebrity chef recreates dishes from famous films. The seven-episode series kicked off with a ramen recipe, inspired by the Japanese film "Tampopo."

"Lexus is committed to cultivating all forms of art and design, and L/Studio has always been a great way to support artists and give them an outlet to showcase their talents," said Steve Jett, national manager of digital media and engagement events at **Lexus**, Torrence, CA.

"We know our customers are passionate about culinary pursuits, so the focus on recreating classic dishes in Film to Table is a perfect fit for our audience," he said.

Driving video content

For each episode, television chef Jason Roberts will show a special guest and viewers what it takes to make recipes seen in major films. Aired weekly, the additional six Film to Table episodes will appear on Lexus' L/Studio Web site.

The first is currently live on the L/Studio platform.



### *Still from Film to Table, episode 1*

In the coming episodes, films such as "Goodfellas," "Eat Pray Love" and "Pulp Fiction" will be the inspiration for dishes and recipes.

Mr. Roberts takes viewers into Tampopo, an iconic Japanese film that resembles a Western, for episode one of Lexus' Film to Table. The episode centers on a restaurant owner being taught how to cook ramen from two milk-truck drivers.

Due to its Western-like cinematic themes and a storyline based on ramen, the film is often called a "Ramen Western," a play on the filmography term "Spaghetti Western."

Along with special guest Haroon Adalat, a film critic from Fandor, Mr. Roberts shows viewers how to make the ramen recipe seen in the movie. Mr. Adalat gives viewers a quick overview of the film, and then the two get right into cooking.



### *Still from Film to Table*

A series of ingredients such as duck and chicken wings, leeks and steak are introduced. Mr. Roberts explains more than just the recipe; he also talks about the philosophy behind eating ramen and how cutting the steak should be done, as if the knife is an extension of your hand.

"You are one with the knife," he says.

### *Lexus' Film to Table, episode 1 Tampopo*

Lexus film content

L/Studio is Lexus' online hub for various forms of video beyond automotive content.

For instance, the brand peeked into the world of celebrity correspondents to make an impression on young consumers.

L/Studio's series, "Junketeers" became available to watch on Comedy Central. Comedy Central's large audience, as well as the abundance of celebrities in the series, attracted a millennial audience that will help sustain Lexus' future growth plans ([see more](#)).

Also, Lexus shared inspiring messages of struggle and hope through another online series in collaboration with the It Gets Better Project.

Returning for its third season, "It Got Better" tells the stories of LGBT celebrities, as they discuss both their challenges and successes, showing LGBT youth that their lives may seem bleak right now, but they will improve. Airing on Lexus' L/Studio digital content channel, the series enabled the automaker to engage consumers with programming that extends beyond automotive topics ([see more](#)).

"Lexus is always looking for unique ways to connect with our audiences, and Film to Table is the type of interesting content that allows us to tap into the cultural conversation in a relevant and creative way," Lexus' Mr. Jett said.