SAVRLI NETWORK

WHERE FOOD LIVES.

A dedicated streaming destination for food, culinary creators, original programming, and the stories behind what we eat.

OFFICIAL MEDIA & PRESS KIT

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savrlinetwork.com
Press inquiries: hello@savrli.com

Food deserves its own network.

Savrli Network is a free, advertising supported streaming network dedicated to food and the people who bring it to life. It brings culinary storytelling, independent creator channels and original food programming together in one place.

WHAT VIEWERS WILL FIND

From farms and home kitchens to restaurant lines, local markets and food journeys, Savrli Network focuses on chefs, home cooks, producers and storytellers. Its programming includes independent creator channels and Savrli Originals.

WHAT MAKES THE PLATFORM DIFFERENT

The network is built around food as its central subject rather than as one category among many. It is free to watch and supported by advertising and sponsors.

AT A GLANCE

FOUNDER & CEO	Norman Kai Lee
HOME BASE	Los Angeles, California
WHERE TO WATCH	Live on the web at savrlinetwork.com. Full launch on web and iOS in January 2027. Roku, Amazon Fire TV and Samsung Smart TVs starting March to April 2027.
ACCESS	Free to viewers; ad supported
CREATORS	Paid $0 to $5,000 a month, starting after 90 days on the network
PROGRAMMING	Creator channels, food stories, Savrli Originals
MEDIA CONTACT	hello@savrli.com

From hospitality to storytelling.

NORMAN KAI LEE | FOUNDER & CEO

Norman Kai Lee is a Brooklyn born chef, restaurateur and entrepreneur with more than two decades in hospitality. He built his first restaurant in New York at 28 and has worked in kitchens and dining rooms across the US, Southeast Asia, Europe and Latin America, including Kai's Table in Los Angeles.

EARLIER COVERAGE

Patch, October 2012: Meet The Owner: Norman Kai Lee of Stable House Bar and Cafe. A profile of Lee as a Brooklyn entrepreneur who builds businesses that revitalize struggling blocks, starting with his cafe on Bedford Avenue.

Savrli Network grows out of that hands on perspective. The people behind food, from restaurant teams and independent chefs to home cooks and cultural storytellers, have stories and creative work that deserve a dedicated audience, and deserve to be paid for it.

THE VISION

To build a food first entertainment network that gives independent creators a channel and a monthly income for their work, connects audiences to authentic food stories, and creates new commercial opportunities around culinary content.

POTENTIAL INTERVIEW THEMES

- Why food storytelling deserves a dedicated network
- The evolution from restaurants to a media business
- Paying food creators monthly: licensing, ownership and fair pay
- Original food programming and sponsored series
- Why real world food experience matters in digital entertainment

SAVRLI NETWORK

CREATOR PROGRAM

We pay food creators every month.

$0 to $5,000

per month, for every food creator on the network, starting after their first 90 days.

Creators bring the videos they have already made, keep full ownership, and keep posting everywhere they do now. Savrli Network licenses their content, streams it free to viewers, and pays the creator monthly. Each creator's monthly amount is set with our team and confirmed in a signed agreement.

HOW IT WORKS

01 **Bring your content**

Creators are invited to the network and license the videos they already have. Their channel goes live in about 60 days.

02 **Keep posting**

Creators upload new videos each week and promote their channel and the network to their audience.

03 **Get paid monthly**

After 90 days on the network, every creator receives a monthly payment of $0 to $5,000, set in their signed agreement.

04 **Earn more on top**

Creators also earn $1.50 per 1,000 views, a share of the presenting and brand sponsors on their channel, and paid Savrli productions.

Built for creators, brands and viewers.

BUSINESS MODEL

The network is free to watch and supported by advertising. Commercial opportunities include platform advertising, directly sold presenting and brand sponsorships, product placement, content licensing, commissioned originals and branded programming.

THREE EDITORIAL STORY ANGLES

THE ENTERTAINMENT STORY

A streaming network dedicated to food and the people who make it.

THE FOUNDER STORY

A Brooklyn born chef building a media company from two decades of firsthand hospitality experience.

THE CREATOR ECONOMY STORY

A network that pays food creators $0 to $5,000 a month to bring their content to it.

MEDIA CONTACTS AND LINKS

WATCH	https://savrlinetwork.com
ABOUT	https://about.savrlinetwork.com
NEWSROOM	https://about.savrlinetwork.com/news
PRESS EMAIL	hello@savrli.com