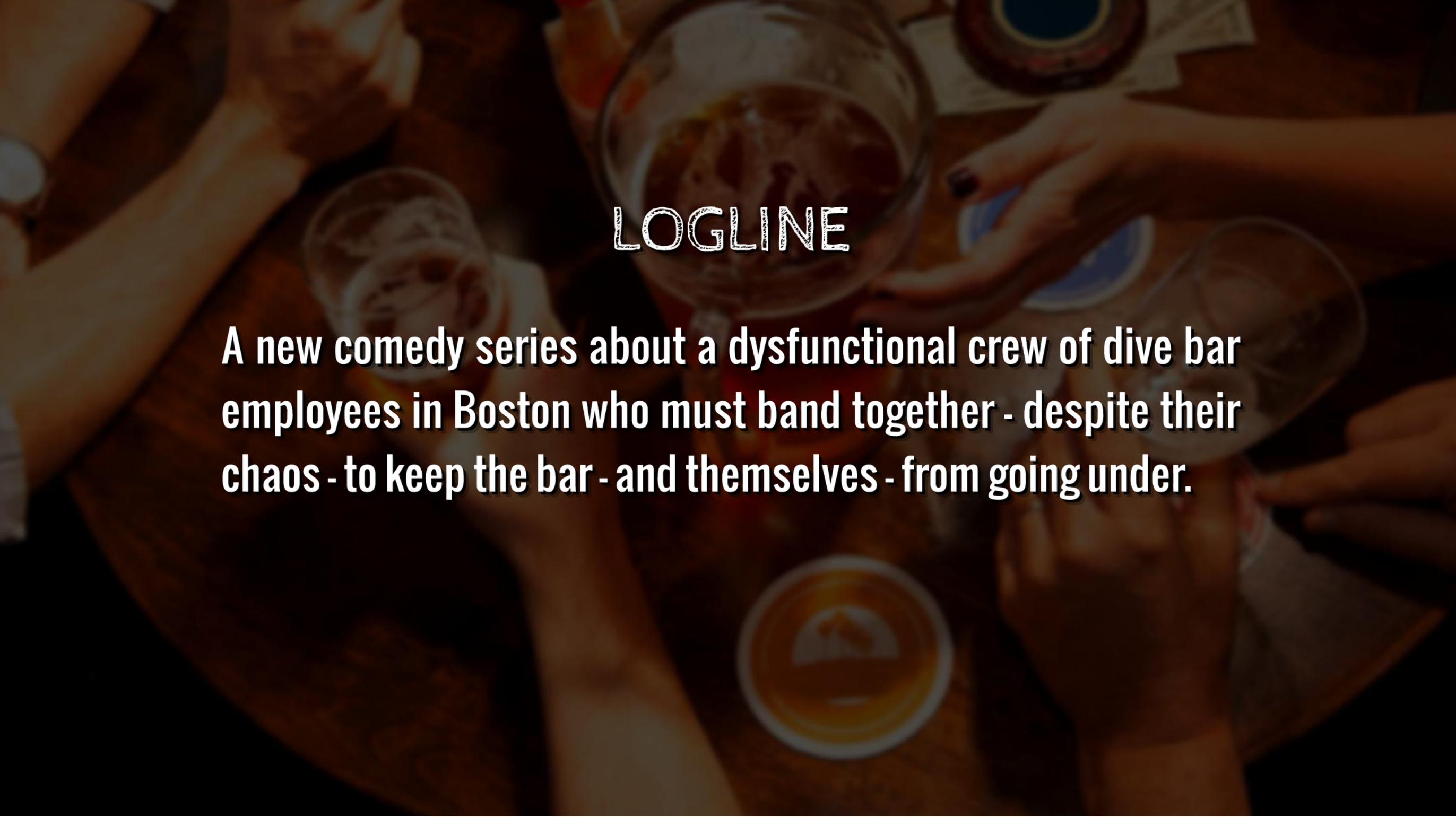




BELLY UP

A NEW COMEDY FROM THE TRENCHES OF THE SERVICE INDUSTRY



LOGLINE

A new comedy series about a dysfunctional crew of dive bar employees in Boston who must band together - despite their chaos - to keep the bar - and themselves - from going under.

INTRODUCTION

Attention, patrons: Your bartender and server love you... just kidding. Truth is, they might secretly hate you. Ask anyone in the industry - dealing with the public's endless entitlement wears you down fast.

I know because I've lived it. I grew up in kitchens where my dad cooked, watched my sister go to culinary school, and eventually jumped in myself-behind the bar, not the stove. Like me, **one in three** adults have worked in restaurants or bars. For many, it's their first job. And it's chaos - late nights, rude customers, booze, drama, burnout, and a revolving door of coworkers who crack under pressure.

But then there are the **Lifers** - the ones who stay. For them, the job isn't just a paycheck, it's a full-blown, co-dependent relationship. It's less of a career and more of a lifestyle - one that leaves you tough, jaded, sarcastic, and battle-tested. These people are bonded like soldiers in a nightly war zone.

This show is for them. For the friends-turned-family I met behind the bar. For the service warriors who've laughed, cried, cursed, and survived another shift.

SERIES SYNOPSIS

Belly Up is an original sitcom inspired by my internet comedy series **The Bartender Hates You**. I launched the series after nearly a decade of wrangling the drunk and disorderly night after night. It took off fast in YouTube's early days - before monetization was even a thing - and has since racked up over 20 million views, building a loyal following of service industry workers hungry for content.

This **new original series** follows a bartender and his ragtag crew of co-workers as they stumble through the chaos of running a local dive bar. With biting humor and outrageous personalities, **Belly Up** pulls back the curtain on what bar staff really think - and say - when you're not looking.

The show blends the camaraderie of **Cheers**, the swagger of **Entourage**, and the no-filter darkness of **It's Always Sunny in Philadelphia**. It's raw, it's irreverent, and beneath all the snark, it's got a surprising amount of heart. These misfits may be barely hanging on, but together, they form a dysfunctional family worth rooting for.

So come take a seat at the bar. The staff may be jaded, but the drinks are strong, and the stories are even better.

Bar's open. Grab a stool. **Belly Up.**

BUILT IN AUDIENCE

While Belly Up has broad appeal for anyone who's ever worked hard and blown off steam after, its **real secret weapon is the service industry audience**. It's a massive, **built-in niche** that **refreshes itself constantly** thanks to high turnover-creating a steady stream of new viewers, while also holding onto a loyal, nostalgic crowd that's lived it and loves to laugh about it.

Despite its size, **this audience is wildly underserved** when it comes to original scripted content-usually limited to cooking shows and reality competitions. Belly Up fills that gap with something real, raw, and finally, for them.

PILOT EPISODE SYNOPSIS

Episode One: *Old Flames*

We open on a chaotic night at Belly Up, a dive bar just outside Boston. Steve, the bartender, is deep in the weeds, swamped with orders and surrounded by rude, demanding customers. One of them - Karen - cuts the line and orders four mojitos, one of the most time-consuming drinks to make. When Steve tells her to wait, she snaps, "Let me speak to your manager."

Daniel, the manager, strolls over from flirting at the end of the bar and awkwardly tries to de-escalate. Karen isn't impressed. "Is there anyone here who knows how to do their job?" Steve's had enough-he dumps his drinks in the sink and walks out.

Cut to: Alan, waking up hungover in his tiny apartment. Daniel calls in a panic-"Steve quit. We've got no bartender." Alan groans, chugs a Red Bull, and heads in to save the night.

The hunt for a new bartender begins, but only two people apply. Meanwhile, the bar's owner, Richard, warns Daniel: "Get this sorted, or heads will roll."

Enter Kristin. She and Alan immediately recognize each other from a hazy, drunken hookup years ago, but shrug it off like pros. Kristin hops behind the bar and quickly starts earning the crew's respect.

Just as it seems she's got the job, Vinny - a regular pot-stirrer - throws in his pick: Allister, a hipster mixologist completely out of place in this dive. Vinny demands a drink-off. Whoever wins over the bar crowd gets the job.

Allister crafts a fussy cocktail. Kristin, with a nod from Alan, sticks to the basics-strong, simple, and perfect for the crowd. She wins, hands down.

Kristin's in. The bar's chaos continues-just with one more capable hand behind it.

tone & style

The visual style will be energetic, inventive, and anything but your standard sitcom. Shot **single-camera** with **bold, fast-paced cinematography**, the look and feel will mirror the organized chaos of a packed bar on a Saturday night.

Set in a present-day dive/sports bar, the show opens the door for endless cameo potential—from athletes and musicians to actors and local legends. **Think Cheers—but louder, rowdier, and with way more attitude.**

The soundtrack? **Like walking into your favorite bar at the perfect time:** a killer mix of '60s - '90s rock, classic and modern hip-hop, and just enough Top 40 to keep things current.

MAIN CHARACTER

ALAN MATTHEWS

30s, Bartender

Alan is a jaded “lifer” who has spent his whole adult life behind a bar. Probably a little too old to still be a full time bartender, his lack of drive and ambition has kept him in a perpetual twilight, metaphorically. He should have his own bar or at least be running one by now, despite the fact he has been offered the position several times. He is single, sarcastic, and seems to hate what he does, but deep down he can't imagine doing anything else.

He is one of the best bartenders in town and as such, the owner can't afford to get rid of him. So Alan enjoys the ability to speak his mind to customers when they push him too far. Over the years he has pissed off a lot of customers with his dark humor, especially his arch nemesis Karen, a regular who causes chaos every time she walks in. But he is also beloved by the patrons of the bar who enjoy his no nonsense attitude.

Alan isn't the boss, but everyone looks to him as such, and he reluctantly leads this team through the chaos of each night. Through his on again, off again relationship with Kristin, and his increasing responsibilities in the bar, he will eventually learn to step up and become the leader he was born to be.



Upload



Yellowstone



King Bach



Young & the Restless

MAIN CHARACTER

KRISTIN PARQUETTE

Early 30s, Bartender

Kristin can master just about anything-except relationships. Raised by a single military dad, she's spent her life on the move. She's run a governor's campaign in New Mexico, placed second twice in the Ironman Decathlon, and even turned down a record deal. In just ten years, she's lived more than most do in a lifetime.

And yet... she's back in Boston.

She and Alan share a hazy, drunken almost-hookup from the past, but it's her future that takes center stage. Over time, Kristin realizes that what she was chasing across the globe wasn't out there at all-it was right here: a chaotic crew of misfits who somehow start to feel like home.



Agents of S.H.I.E.L.D.



Victorious



You're the Worst



The Vampire Diaries

MAIN CHARACTER

TRAVIS LIPPARD

30s, Bouncer

Travis is what a lot of people would call crazy, but he is mostly harmless, mostly. The son of a 60s radical and a New Age guru/cult leader, Travis was raised in a commune and spent his younger years following the Dead around the country, taking copious amounts of LSD. He is wild eyed and full of ticks like he has wartime PTSD, but he's never been to war or been involved with the military.

Travis lives in a van in the parking lot and takes "Van Life" very seriously. His van is a thing of beauty, and he takes great pride in it.

JAYDEN "JAY" ALEXANDER

30s-40s, Chef

Jay believes food is art. He left town at a young age to go to culinary school. Everyone thought he was bound for greatness until his mother took ill, and he had to drop out and move back to take care of her. He still has dreams of opening a 5-star restaurant in the area, but for now he's stuck in this dive serving bar food to the locals. He is always trying to introduce new dishes or dress up the old ones, but no one takes them seriously.

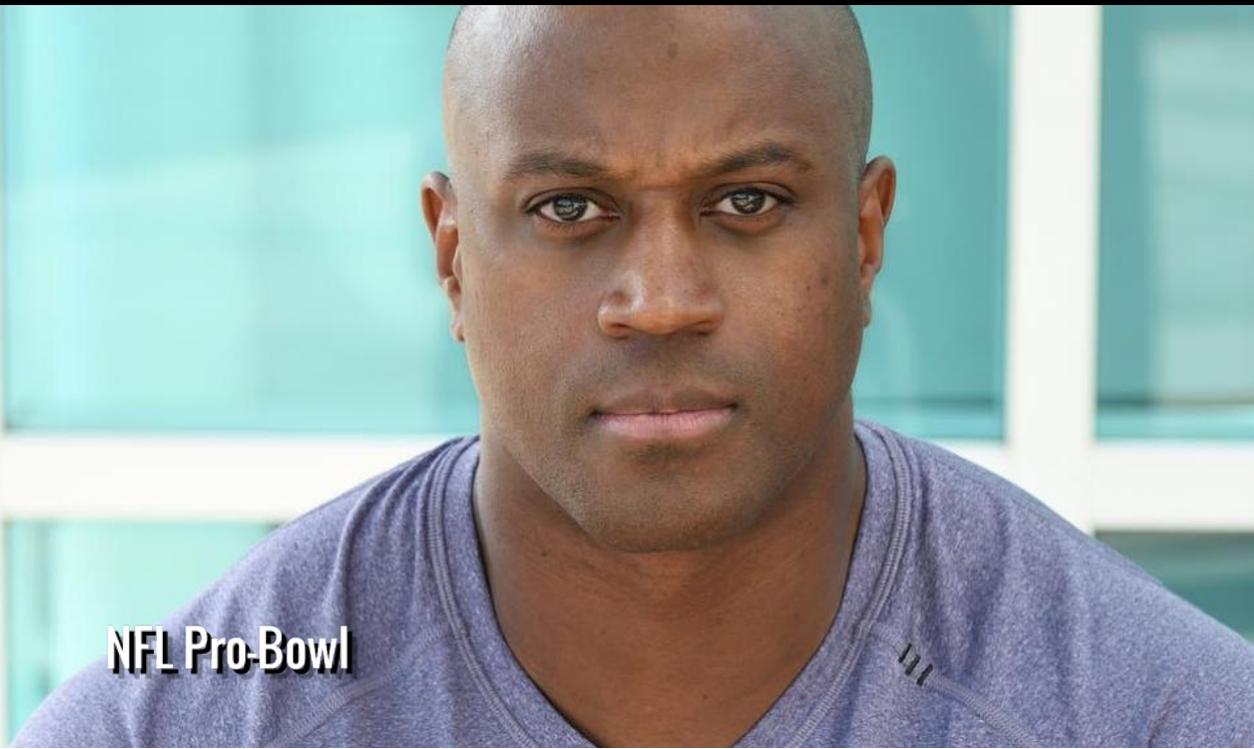
He is eccentric and driven but he needs some polish. Eventually he convinces Daniel to let him make some of his upscale bar food and the new dishes get rave reviews, which starts upping the profile of the bar and sets him up for a chance at his dream.



Saturday Night Live



Saturday Night Live



NFL Pro-Bowl



Brooklyn Nine-Nine

MAIN CHARACTER

DANIEL BRALEY

60s, Bar Manager

Daniel means well, but rarely gets it right. A lovable screw-up, he's desperate to be liked but lacks the social skills to make it happen. He's a loyal company man, always trying to act in control-even when he's clearly in over his head.

Despite his efforts to win the crew's respect, he's mostly met with eye-rolls. Still, his awkward charm and relentless optimism make him hard to hate-and maybe even essential to the team.

LIBBY SOYER

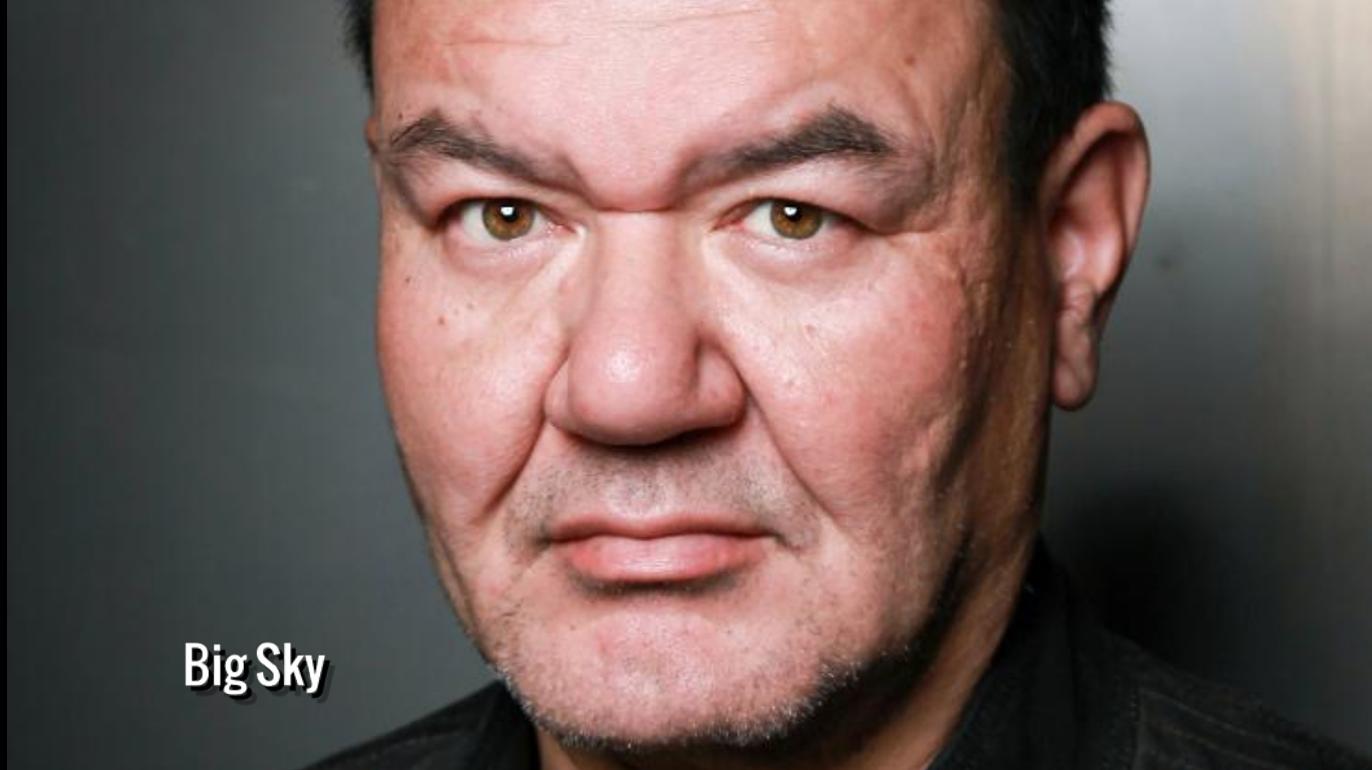
20s, Server

Libby is the chronically online, hyper-woke Gen Z voice of the group. She's always outraged about something-corporate greed, climate change, cultural appropriation-but her activism rarely goes beyond furious Instagram stories and heated comment threads.

Her real passions? Vaping, cosplay, bottomless mimosas, and binge-watching anime. Despite her loud opinions, Libby lacks any real-life direction or drive-unless it involves a viral moment or a new filter. She's equal parts exhausting and endearing, and somehow, she always manages to make the chaos a little more colorful.



Grace & Frankie



Big Sky



Players



Pretty Smart

SUPPORTING CHARACTERS

BRUCE "BRUCEY" MANZANO

60s, The Nooch Bar Owner

Bruce or "Brucey", is the owner/bartender of The Nooch, a local dive bar "down the way" from Belly Up that the gang hangs out at outside of work. He's gruff but loveable. He is always willing to let Alan and a select few others stay after closing to hang out, drink beers, and play Golden Tee and Pop-a-Shot basketball.



Code Black



Shameless

SCULLY

50s, Line Cook

Tough as nails. She holds her own in the kitchen, and that's why she gets so much respect from everyone that works at the bar. She has the tolerance for alcohol like she's a 350lb football player. She will walk around a party drinking straight from a bottle of Jack and put it down like it's water.

SUPPORTING CHARACTERS

40s, Bar Regular **EAGLE**

Yes, the man goes by Eagle and will not tell anyone his real name. He works at Boston Sand and Gravel. Whenever Eagle comes in to the bar, he immediately gives his keys to Alan or Kristin because he knows he won't be able to drive after the amount of beer he's going to drink. He also carries \$1500 cash with him at all times for "bail money".



JIM DEAVERS 40s, Bar Regular

Jim is a fixture in the bar. Retired young from his luck in gaining semi-massive crypto-wealth, he has no care to do anything else but have some beers, chat about Boston sports, and argue with Eagle and Larry about his insane sports betting parlays.

50s, Bar Regular **LARRY LEGEND**

Larry is known as Larry Legend because of his impressive unemployment streak. Having lost his job in his 20s, he somehow fell into a loophole in the system that has been giving him weekly checks for the last 30 plus years.

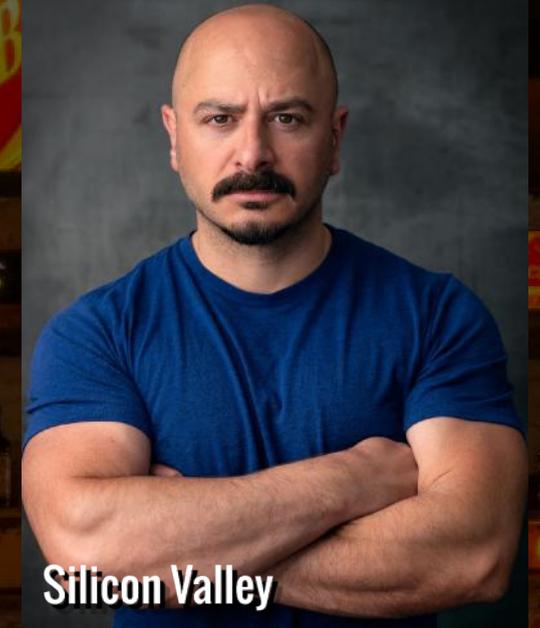


SUPPORTING CHARACTERS

VINNY LEONE

30s - 40s, Richard's Heavy

Vinny is a massive prick. He works for Richard as his main "bad guy". He pops in from time to time, always trying to find a way to antagonize our crew. Does he have mob ties, maybe? His name would suggest it, and he idly threatens it, but there's no real proof of it, and he doesn't seem to be anything more than an annoyance.



Silicon Valley

MARK RONDEAU

20s, Barback

Mark is a spoiled rich kid-entitled, clueless, and absurdly good-looking. He checks Tinder like it's a sport but never goes on dates, claiming he "just likes to know he's still got it."

Behind the cocky front is a guy with zero self-esteem, shaped by a distant father and a life without struggle. He starts as an annoying outsider, but over time, the crew helps him grow into a surprising asset -and a real part of the bar family.



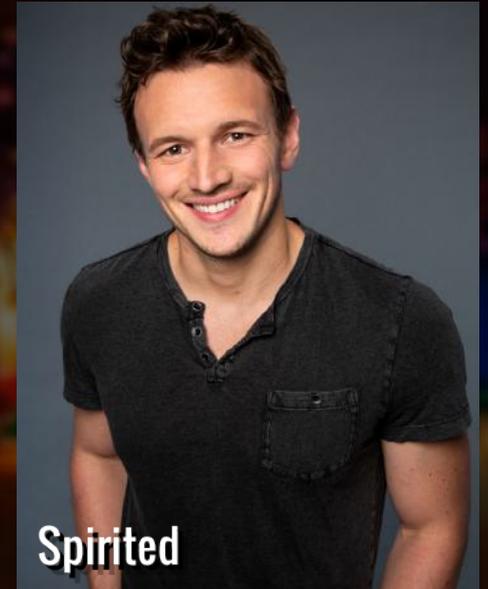
Liv & Maddie

SUPPORTING CHARACTERS

ALLISTER CONNOLLY

40s, Hipster Bartender

Allister is a hipster bartender that has become one of Vinny's regular sidekicks. He tries to constantly be a thorn in the side of everyone working at Belly Up, especially Alan and Kristin.

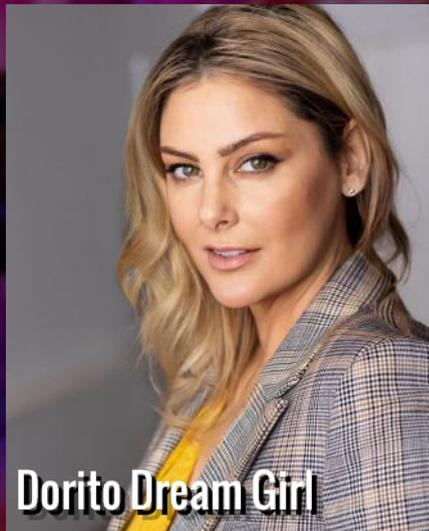


Spirited

LORIN DUNLAVY

30s, Booze Rep

Lorin is the regional booze rep and is as smart as she is beautiful. She uses this to her advantage, as most bar managers will make the mistake of thinking she's just a "pretty face" in the sales industry. She knows just the right amount of flirtiness and sarcasm to convince a bar manager that they need whatever brand she happens to be pushing. Alan sees through her BS and she respects this. It's the reason why Belly Up is one of her favorite accounts.



Dorito Dream Girl

FUTURE & RECURRING CHARACTERS

THE "FNG"

The show will feature a rotating parade of "new hires" that can't cut it and are lucky to last an episode or two. It will be a running gag in the spirit of Kenny from South Park dying each episode.

KAREN DUBOIS

A "Karen" is a slang term used to describe an uptight, usually mid-aged woman, whose mission in life is to do nothing but complain and wreak general havoc on an unsuspecting worker or passer-by. This one is actually named "Karen". She is the Arch Nemesis of Alan and spends an undue amount of her time trying to sabotage him and the bar. Although she hates everything about the place, she seems to spend an inordinate amount of time in the bar, one might call her a regular. She is a regular fixture in the cold open of the show and a frequent antagonist in each season.

CARMEN MORENO

As feisty as she is sweet, Carmen isn't afraid to light up a customer when they are in the wrong. Her sharp tongue and quick wit even catches Alan off guard at times. Being the product of a large and loud Latin family that grew up in a very Irish neighborhood, she's not afraid to speak her mind and will muscle her way into conversations easily.

COLD OPEN

Inspired by the original web series **The Bartender Hates You**, each episode will kick off with a cold open centered on a classic service industry pet peeve. Whether it's a ridiculous drink order, an insufferable customer, or an unhinged regular, these moments set the tone-and the punchline-for the episode. It's a recurring nod to the bartenders, servers, and kitchen crews who'll see themselves in every cringe-worthy encounter.

SEASON ARCH

Pilot - Old Flames - See above.

2. Tourist Season - It's summer in Boston. Tourists always descend upon the city in search of local bars for their "Cheers" experience. But this isn't Cheers, and Alan is bartending.

3. Trending - The bar is trending on social media due to Alan's curt attitude and rude humor on his social media page. Is it good trending or bad? They don't care, it's busier, and they are making more money.

4. Cocktails and Dreams - Alan confesses that the reason he wanted to be a bartender was because he saw the movie Cocktail when he was young. This gives Daniel the idea to get into having them do flair bartending. This is never a good idea.

5. Catfished - Kristin falls victim to a Twitter bot. Her social media is now being slammed with crazy political crap. Travis claims he once Catfished himself. Alan "How did you do that?" Travis "Oh, I'm THAT good."

6. Dunk This - Daniel mistakenly upsets a local Dunkin' Donuts barista, who starts writing embarrassing things on his cup instead of his name. Alan smooths it over by having Daniel invite him to the bar for a couple free rounds.

7. Buy the Dip - Everyone in the bar is cryptocurrency crazy. With dreams of insane riches in little time, the crew dreams of being able to walk away from the bar life for good.

8. Drop By - ESPN personality and Boston sports super-fan (and former Boston bartender) Katie Nolan drops in to visit Alan. They used to hang out back in the day when she was still a bartender in Boston.

9. Date - Alan hits it off with Katie Nolan, and they go on a date.

10. Vaxxed - Travis is convinced of the conspiracy that the government is trying to microchip and track everyone with vaccines. Alan points out to him the tracking device he's keeping on in his pocket, in the form of an iPhone with facial recognition software.

11. Coyote Ugly - Kristin convinces Daniel to do a theme night at the bar where she dances and sings. Alan and Libby hate the idea. It goes haywire when the crowd turns really bro douche.

SEASON ARCH CONT.

12. Long Distance - Alan and Katie are trying the long distance relationship (she lives and works in NY). Kristin does not find the arrangement healthy.

13. Airbnb - Travis has the grand idea to rent out his van on airbnb, so he sleeps in the bar. Travis "I'm making side money hand over fist!" Alan "Dude, you're homeless." Also, Kristin starts dating guys in spite of Alan's relationship with Katie.

14. Surprise? - Travis blows the "surprise" birthday party that Alan set up for Kristin when she is the last to show up, and he bumps into her outside before she walks in.

15. Netflix and Only Chill - One of the guys Kristin is dating texts her to come over and watch Netflix, Kristin gets pissed when all he actually wants to do is watch Netflix.

16. Halloween - TBD

17. Always 20% or Better - Kristin dumps one of the guys she started dating because he inadequately tipped a delivery driver that was working during awful weather.

18. Thanksgiving Eve - Thanksgiving eve is one of the craziest nights of the year in a bar. Jay uses this craziness as an opportunity to try new food options for the bar, knowing Daniel can't stop him because he's too busy.

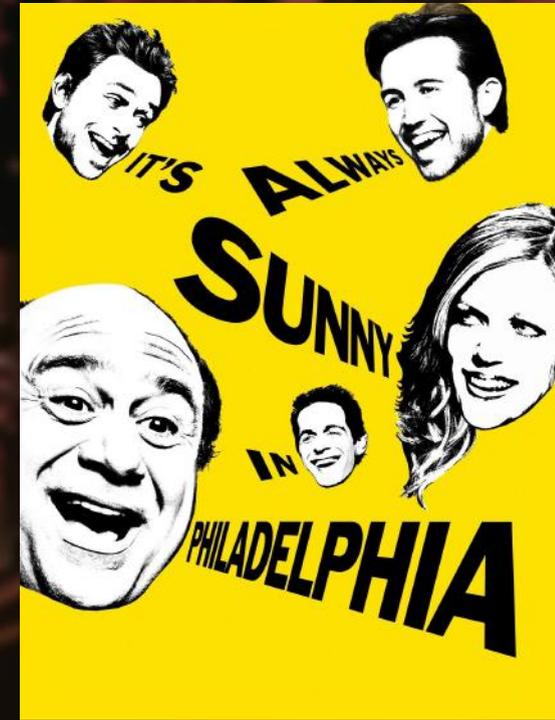
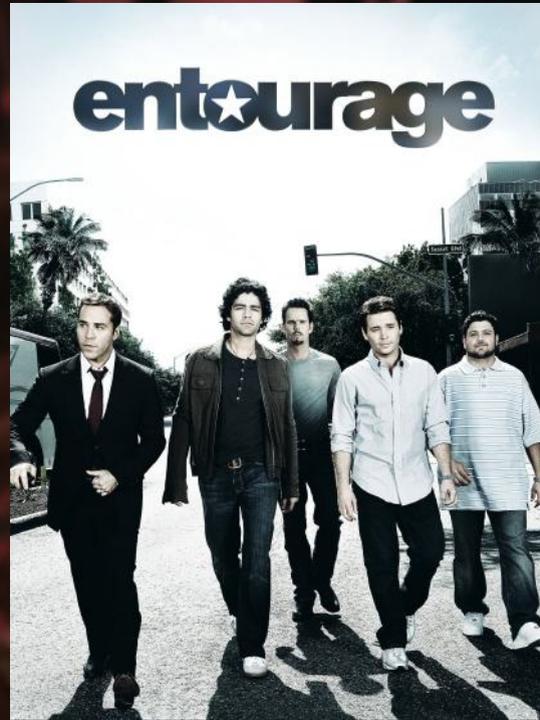
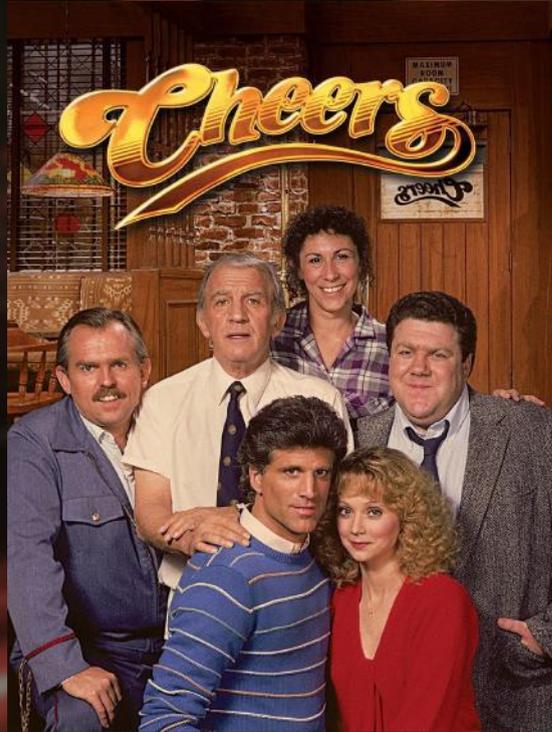
19. Christmas - Daniel and Kristin LOVE Christmas. Alan does not. Against Alan, the two of them band together to give the bar a Christmas theme with decorations and specialty drinks. It comes to Alan's attention that Kristin is jealous of his relationship with Katie. Alan realizes his relationship with Katie isn't the strongest, considering neither of them put any extra effort into seeing each other during the holidays, which leads to them breaking up.

20. New Years Spark - With Alan being fresh off of a break-up with Katie, and Kristin having had way too many bad dates with random guys, they both drink their way through working New Year's Eve together. The mixture of alcohol and rude customers is just enough to spark a midnight kiss between the two.

21. Hoop Dreams - Mark gets the hook-up with Celtics tickets for everyone at the bar because his friend is "Lucky", the Celtics mascot. Alan and Kristin are in denial of their attraction for each other after all these years, even though they kissed on New Year's Eve.

22. The Final Countdown - In the final episode of the season, when it seems like Richard might sell the bar to a new owner, he has one last look at the books and decides that it's making enough money to keep it, for now.

SHOW CROSS



CHEERS meets **ENTOURAGE** with a dash of **IT'S ALWAYS SUNNY IN PHILADELPHIA**

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