

# THE UNEXPECTED BUSINESS

Season 3: In CALIFORNIA



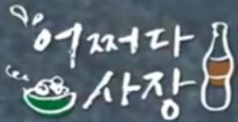
그 겨울, 사장이 된다

시골슈퍼 영업일지

어쩌다 사장

매주 [목] 저녁 8시 50분 tvN | 2월 25일 OPEN





영업 0일 차  
마을 탐방



# ABOUT THE SHOW

*The Unexpected Business* was one of the **THREE** most watched reality shows of 2021 and 2022 in South Korea.



# “10 DAYS OF TAKE OVER”

Two of South Korea's leading actors, Cha Tae-hyun and Jo In-sung, take over a local business for 10 days while the owner goes on vacation.

The idea is to give owner(s) who have been running a locally beloved mom & pop grocery store/diner for decades a much-needed break.



## ...and *The Unexpected Business* BEGINS

The show portrays two of the Korea's most popular celebrities navigating through a multitude of unexpected tasks and challenges. These experiences and episodes happen as they try to “fill” the void of the local business owner who has been an integral part of the town.



# “FRIENDS TO THE RESCUE”

A number of A-list celebrities, or “friends and family”, makes guest appearances as part-time workers to help the two main hosts run the local business temporarily.



A man wearing a white baseball cap and a green apron over a dark vest is smiling warmly at a customer. The customer is wearing a purple hoodie and a black face mask. They are standing in what appears to be a food service area, possibly a cafe or a small restaurant. In the background, there are shelves with various items and signs, including one that says '사람을' (person) and another with a 'C' logo. The overall atmosphere is friendly and casual.

## “THE LOCALS & THEIR LIVES”

The temporary business “take over” becomes a platform through which the celebrities face and interact with vastly different lifestyles and values.

As they become immersed into the lives of their customers, genuine relationships start to form and evolve between the locals and the hosts throughout the season’s episodes.

어쩌다 사장 2

영역 2일 차  
토요일 밤의 마트

또와~

*The Unexpected Business* won the Grand Prix Award  
at the 2021 Korean Cable Broadcasting Awards



# *The Unexpected Business*

## Season 3: In CALIFORNIA

“Asian Market” is located along the windy roads of the Pacific Coast Highway, on the outskirts of a beautiful city of Marina, in Monterey County of California.





ASIAN MARKET 아세아 식품

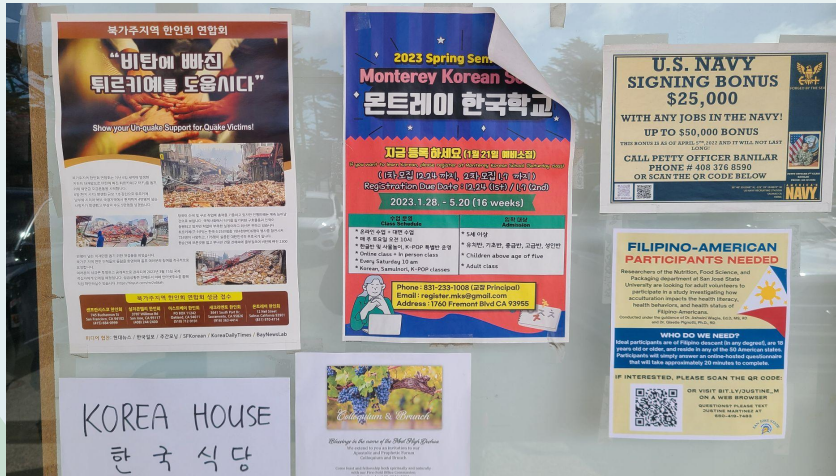
The place has been run by its kind and hardworking owner for the past 25 years. What is its origin story? How did it become a place of significance in this coastal town and for its residents?

# “NOT JUST AN ASIAN MARKET”

It’s a place frequently visited by those who are in search of what they’ve left behind.

Besides foods and flavors of home, what else are they looking for? What are some things from *home* that they can never let go even after decades of living life as an American?

And how has America embraced this “Asian Market?”



These are the stories of different  
“American Dreams.” Those that have  
been realized and still yet to be.

Hopes and dreams that may have passed  
on or altered throughout generations.

What tales and treasures can one find at  
this unassuming Asian Market?

“STORIES OF THOSE WHO CHOSE  
THE DIFFICULT ROAD”



# STUDIO & STAFF INFO

Presented by CJ ENM (of the 2019 film *Parasite*)

Producer: RYU HOJIN

Writer: JI HYUNSOOK (of the **NETFLIX** show *Singles Inferno*)

U.S. Local Coordinator & Contact: LEE JONGGIL (Planplay Inc.)

Email: [info.planplay@gmail.com](mailto:info.planplay@gmail.com)

Mobile: 646 942 2078

Website: [www.planplay.us](http://www.planplay.us)

