

Savrli.

Press kit

A food and culture network. Studios. Network. App.

Launching July 1, 2026.

Press contact: hello@savrli.com - subject line: Press
savrli.com/press

Fact sheet.

Everything a reporter needs to file by deadline. Bio, photos, logos, and the facts below. If something is missing, ask.

COMPANY

Savrli, Inc.

FOUNDED

2023

FUNDING

Self-funded. No outside investors.

NETWORK LAUNCH

July 1, 2026 on the web. Roku, Fire TV, and Apple TV through summer 2026.

FOUNDING CREATORS

25 spots. 80/20 revenue split locked in forever.

OPERATING COUNTRIES

Nine. Brooklyn, Lima, Panama, Mexico City, Miami, Los Angeles, Marrakech, and two more in development.

FOUNDER & CEO

Norman "Kai" Lee

HEADQUARTERS

Brooklyn, New York

WHAT IT IS

A food and culture network. Studios, Network, App.

SLATE

Six original series. Line to Table, The Hungry Wanderer, ASMR by Savrli, The List, Eat the World, Savr the City.

PRICING

Free at launch with light ads. Premium tier \$9.99/month. Founding subscribers lock \$2.99/month for year one.

PRESS CONTACT

hello@savrli.com · subject line: Press

Founder

Norman “Kai” Lee.



SHORT BIO - 50 WORDS

Norman “Kai” Lee is the founder of Savrli. A chef and producer with 20+ years across hospitality, ownership, and operations in Italy, Myanmar, Mexico, and the U.S., he founded Savrli in 2023 to build a network for the food and culture stories the industry deserves.

LONG BIO - 200 WORDS

Norman “Kai” Lee is a chef, producer, and the founder of Savrli, the food and culture network launching July 1, 2026.

Lee spent over two decades in hospitality before moving into film and television, building, operating, and advising restaurants across Italy, Myanmar, Mexico, and the U.S. The work was hands-on: real ownership, real contracts, real consequences. He published "The Art of the Lease," a book on the single document that controls a restaurant's survival, and built Lease IQ to teach operators how leases actually work.

In 2023 he started Savrli to build what the food industry has never had: a real network. Savrli operates across three connected parts. Savrli Studios produces original shows from inside the work, not outside it. Savrli Network distributes them, alongside founding-creator channels, free on the web at launch and on Roku, Fire TV, and Apple TV through summer 2026. The Savrli App turns the storytelling into where to eat tonight.

Savrli is self-funded. No VCs. No board. Currently operating in nine countries, with productions in Brooklyn, Lima, Panama, Mexico City, Miami, Los Angeles, and Marrakech.

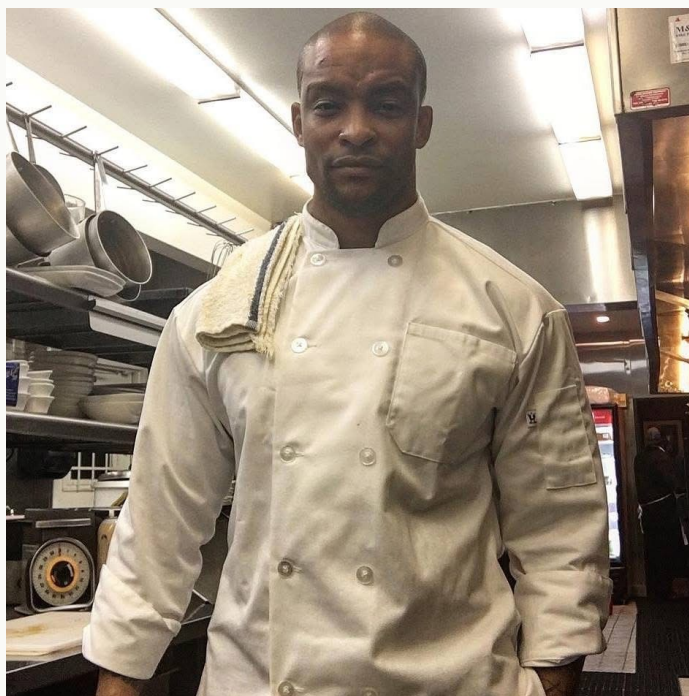
Photos

Approved photography.

Full-resolution files are available at savrli.com/press under Downloads. Credit: courtesy of Savrli.



Kai Lee, headshot
JPG · 450 x 800



Kai Lee, in the kitchen
JPG · 947 x 947

Downloads

What's available.

Everything below lives at savrli.com/press. Right-click any link there to save, or click to open.

| TYPE | FILE | DESCRIPTION |
|-----------|---|---|
| PRESS KIT | savrli-press-kit.pdf | This document |
| PHOTO | kai-lee-headshot.jpg | Norman Kai Lee, headshot (450 × 800) |
| PHOTO | kai-lee-kitchen.jpg | Norman Kai Lee, in the kitchen (947 × 947) |
| LOGO | savrli-wordmark-color.png | Color wordmark, default for light backgrounds |
| LOGO | savrli-wordmark-light.png | Light wordmark for dark backgrounds |
| LOGO | savrli-wordmark-black.png | Monochrome black wordmark |
| LOGO | savrli-wordmark-white.png | Monochrome white wordmark |

Boilerplate

Paste this at the end of articles.

Savrli is a food and culture network launching July 1, 2026. Founded in 2023 by chef and producer Norman “Kai” Lee, Savrli operates across three connected parts: Studios produces original series, Network distributes them alongside founding-creator channels, and the App turns the storytelling into where to eat tonight. Self-funded. Headquartered in Brooklyn. Operating in nine countries.

Contact

Get in touch.

For interviews, embargo requests, or anything that isn't on this page.

hello@savrli.com · subject line: Press