

CHUCK CHATS

Dad... Can We Stop There?

Creator Media Kit • 2026

chuckchats2021@gmail.com • linktr.ee/chuckchats • @chuckchatss

WHO IS CHUCK CHATS

Chad Larner — known as Chuck — is a GenX food and travel creator from Charlotte, Michigan. He doesn't just review restaurants. He makes pilgrimages to them.

Chuck drives anywhere — sometimes hundreds of miles — for quirky, nostalgic restaurants and roadside spots that defined American food culture in the '70s, '80s, and '90s. He slept overnight in his truck to be first in line at the Hot 'n Now reopening. He drove nine hours to Minnesota when Chi-Chi's came back after 20 years. He once ate eight coney dogs at a single sitting — and they put his name on the wall.

His new YouTube show “Dad... Can We Stop There?” is built on a simple premise: his dad never stopped. Now Chuck stops at all of them — and at the end of every episode, he looks up and tells his late father what he missed.

He is funny, authentic, self-deprecating, and completely committed to the bit. As one reporter wrote: “It's like an old warm blanket wrapped around you — going back to when the world was a different time.” — Chuck Larner, Wood TV8, Oct 2025

AUDIENCE

- Primary: GenX (ages 45–60) and older Millennials (ages 35–44)
- Geography: Midwest-anchored with national reach and growing
- Highly emotional, comment-driven community — viewers share personal memories, tag family members, return for every episode
- Audience that shows up — when Chuck announced a nostalgic restaurant reopening, followers drove hours to be there too

PLATFORM STATS

3,930 TikTok Followers	107.5K Total Likes	494.8K Peak Video Views	8x in 12 mos Follower Growth
----------------------------------	------------------------------	-----------------------------------	--

3+ Videos Over 100K Views	85 (launching) YouTube Subscribers	TikTok, YT, FB Active Platforms
-------------------------------------	--	---

MEDIA COVERAGE

Chuck has been featured across television, radio, digital, and print — not because he pitched himself, but because the story found him.

Wood TV8 (NBC Grand Rapids)	Lead story — live remote at 5:30am & 6:30am morning show + evening & 11pm broadcasts. Named one of Wood TV8's Top 10 Positive Stories of 2025.
Fox 17 Grand Rapids	Full interview and feature story on Chuck's nostalgic food pilgrimage.
Spectrum News Michigan	Direct quotes and viewer stats cited statewide.
MLive	Feature coverage across multiple MLive publications throughout Michigan.
Detroit News	Feature on Hot 'n Now's historic return to Michigan.
94.7 WHTC Grand Rapids (Radio)	Morning show feature — on-air crew came to Chuck's truck and ate live on the air.
Staten Island Live / Advance Media	Lead photo in nationally syndicated story on nostalgic fast food chains making a comeback — published Feb 2026.

THE STORY THAT STARTED IT ALL

In October 2025, Chuck made a TikTok follower challenge: hit 500 new followers and he'd sleep in his truck overnight to be first in line at the Hot 'n Now grand opening in Wayland, Michigan.

He hit 600 followers in 24 hours. Wood TV8 called. He committed to the bit.

He was first through the drive-thru. Seven media outlets covered the story. His Hot 'n Now TikTok video hit nearly 500,000 views. The story was syndicated nationally. Shortly after, the son of the original Chi-Chi's founder personally reached out, thanked Chuck for the attention he brought to the brand, and mailed him two hats and a handwritten note.

THE SHOW: DAD... CAN WE STOP THERE?

A long-form YouTube series launching summer 2026. Each episode follows Chuck as he revisits restaurants and roadside spots he wanted to stop at as a kid — but dad never stopped.

- Narrated road trip format — 15 to 20 minutes per episode

- Pilot episode: Pixie Restaurant, Mt. Pleasant, MI — open since 1948, Chuck’s name is on their coney dog wall of fame
- Each episode ends with Chuck looking up at the ceiling and talking to his late father
- Every episode generates 4 short-form clips for TikTok and Facebook Reels
- Scope: the Midwest and beyond — wherever nostalgia leads

This is not a food review show. It’s about the places that made us who we are — and the people we wish were still here to share them with.

PARTNERSHIP OPPORTUNITIES

- Episode sponsorship — brand woven naturally into the road trip narrative
- Product features — gear, food, road trip essentials reviewed authentically
- Destination partnerships — restaurants, tourism boards, roadside attractions
- Brand ambassador — ongoing relationship with brands aligned to nostalgia, travel, and food
- Event appearances — grand openings, brand activations, nostalgic food events

Chuck’s audience doesn’t just watch. They show up. That’s not an audience. That’s a community.

GET IN TOUCH

chuckchats2021@gmail.com

TikTok: @chuckchatss • YouTube: @chuck_chats • linktr.ee/chuckchats

Wood TV8 feature: [woodtv.com/news/allegan-county/man-camps-out-in-front-of-hot-n-now-on-opening-day](https://www.woodtv.com/news/allegan-county/man-camps-out-in-front-of-hot-n-now-on-opening-day)