

HEXCLAD:
The Story of Danny Winer



FORMAT: Feature Bio-pic

PROJECTED RATING: R

GENRE: Inspirational Biopic / Entrepreneurial Drama

TONE: Gritty, Swaggering, Relentless — a bruised-knuckle underdog story with a sharp business edge

LOGLINE: After a devastating car crash ends his dream of becoming an actor, a relentless hustler discovers an unexpected gift for sales and risks everything to disrupt the cookware industry and build a hybrid pan empire from nothing.

STORY TYPE: Rites of Passage – Fool Out of Water

WORLD: The hustle culture of post-recession America meets the digitally-driven kitchen boom of the 2010s.

COMPS: *Joy* (2015) / *Super Pumped* (2022)

The success of HexClad, the only true hybrid cookware designed to last a lifetime can be defined by the vigilance of CEO and Co-Founder, Danny Winer, our protagonist whose triumph is the result of intuition and opportunity. This dramatic narrative chronicling a 20-year uphill battle of a young man discovering his purpose in the world inspires the reemergence of the American Dream and conveys the theme of risk tolerance.

“It does not matter how slowly you go, as long as you do not stop.” – Confucius

Fade to:

We open in the late 1990s. Steam. Heat. Chaos.

DANNY WINER (early 20s), Jewish-Irish, stands ankle-deep in gray dishwater in the back of an upscale Los Angeles restaurant. He scrubs a pan like it is auditioning for a close-up – focused, careful, committed. But the chef does not care. Danny’s slow. The next dishwasher arrives to relieve Danny. He realizes the time, bolts, races to yet another audition, chasing a dream that is chasing everyone else – he wishes to be a film actor.

It is soon after learned Danny is a recent NYU grad clinging to a flailing acting career. He is broke, scraping by in a city that eats dreamers for breakfast. But one reckless intersection later, a brutal car crash shatters more than his back – It ends his shot at stardom. Bedridden in a back brace, cane by his side, he spirals in depression and isolation.

But Danny does not quit.

Asking for support from his family, he is pushed to recovery through tough love and needing to economically get his feet under him, Danny takes a job selling cookware at a kitchen appliance company. He hates it at first, but then it grows on him. Turns out, Danny has a knack for it: charisma, persistence, and a gambler’s gut. He builds relationships. He closes deals. Within years, he is named VP of Sales.

Life is stable. Predictable. Too predictable.

Enter a game changer: Facebook. Danny sees the future and pitches the company on using social media to reach customers, build community, and disrupt the market. They laugh him out of the boardroom. Frustrated and itching for a challenge, Danny makes a terrifying decision: he quits.

With his co-worker and workout buddy COLE (30s), measured and loyal, they launch their own company out of a garage in 2016. No product. No money. Just vision and guts.

Using the knowledge from his previous job, on his own dime, Danny flies to an appliance expo in Hong Kong and there he discovers a sleek juice presser. He convinces Cole to buy it and go all in. But the market beats them to it: juice bars explode and their investment sinks fast.

Desperate, they scramble to pivot. No product. Less money. Less time.

They pitch investors. Everyone passes. Credit cards max out. Tension builds. At another trade show, Danny meets PIER (70s), a quirky vendor sipping whiskey at the Ritz-Carlton. Danny

expresses his frustration – his doubt in himself. Seeing that this young man needs help, Pier tells Danny, “You are not crazy. You are just early. Keep pressing on.” That is all Danny needs to hear.

Still, that does not stop the panic attacks, cold sweats, and sleepless nights on Danny’s part. Desperate, he dips into his retirement fund. One last shot.

At a chaotic cookware expo in China, Danny stumbles across a vendor demonstrating a nonstick hybrid pan. He watches, transfixed. The pan does things no pan should do. Then he finds out the vendor owns all the patents.

Danny does not waste a beat. Motivated by impulse – He cuts a deal. On fumes. On instinct.

Back in the U.S., Danny and Cole reengineer the pans for an American market – better materials, sharper branding, bolder vision. They build prototypes in their backyard. They conduct demos on folding tables. They pour every dollar into packaging and marketing.

Investors still laugh them out of meetings. “You’re just another cookware brand.” / “We’ve got enough pans.” / “No one cares.”

Until someone does.

Costco takes a chance. One store. One weekend. One shot.

Danny demos the pan. It sells out in a day - \$5,000. Costco signs them. Then, serendipity: GORDON RAMSAY (50s) follows HexClad on Instagram.

On fumes. On instinct. With nothing to lose – Danny DMs Ramsay at 2 a.m.

Months later, Ramsay becomes an official partner. With his stamp, HexClad explodes.

We end where we began: in the kitchen. Danny, now 40s, successful, rinses off dishes after a business dinner prepared by Ramsay himself. The kitchen is trashed. Pans stacked sky-high. Danny’s guests laugh in the other room.

But Danny does not hear them. He is in the zone as he washes one pan at a time. Focused. Careful. Committed.

Still chasing excellence – but this time, it is his name on the handle.

Fade out.