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NEW RELEASE: DOCURAMA



SYNOPSIS Inspiring and rich, *INGREDIENTS* unearths the roots of the local food movement and digs into the stories of the chefs, farmers and activists transforming our broken food system. This upbeat, beautifully photographed film introduces us to the verdant farms and pioneering restaurants where good food is produced and served. From innovative farm-to-table programs in Harlem to picturesque sheep farms in Oregon's Willamette Valley, *INGREDIENTS* shows the heart of an alternative food system – healthy, sustainable and tasty. Through interviews with world-class chefs such as Alice Waters and Greg Higgins and sustainability-minded farmers in Oregon, New York and Arizona, *INGREDIENTS* weaves an uplifting tale that is equal parts earthy rebellion and mouth-watering homage.

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INGREDIENTS

An up-close look at the exploding local food movement

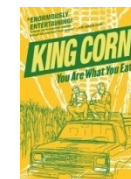
- *INGREDIENTS* takes on the hot-button issue of where our food comes from, in the same vein as hits *Supersize Me* and *Food, Inc.*
- Spotlights the local food movement, which continues to take off with a 16% increase in number of farmers' markets in 2010 alone.
- Endorsed by Sam Kass (chef to the Obamas) and narrated by Bebe Neuwirth, the film includes interviews with celebrity chefs:
 - Alice Waters (Chez Panisse)
 - Peter Hoffman (*New York Times* "Chef of the Times")
 - Greg Higgins (Higgins Restaurant and Bar)
- Timed for inclusion in Earth Day promotions.
- A wake-up call for our fast-food nation, *INGREDIENTS* focuses on the positive actions we can all take to support local food.
- Marketing and PR outreach to environmental and slow-food organizations, pubs and sites.

PRODUCT INFORMATION

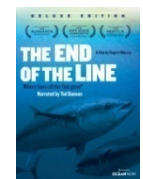
SRP: \$29.95 U.S., \$34.95 CAN
 FORMAT: DVD Single
 PACKAGING: Single Amaray
 LENGTH: Approx. 67 mins + extras
 GENRE: Documentary
 YEAR: 2009

LANGUAGE: English
 COLOR: Color
 WIDESCREEN: Yes
 AUDIO FORMAT: Stereo
 UNITS PER CARTON: 30

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