Promotion Kit

etv

etv ENDOWMENT

BRAND & STYLE GUIDE

Logo

There are two versions of the *The Food Principle* logo, a full color version and a white reverse version to appear on darker backgrounds.

Recreation
Do not recreate the logotype.

Reverse Logo
When printing onto a dark background without color printing capability, a white version of the logo is approved for use.

Distortion
Do not stretch, distort or otherwise modify the logo. This includes the implementation of decorative effects, such as emboss or drop shadow – all of which are prohibited.

Minimum Padding
Minimum Padding around the logo is equal to 25 percent of the height of the logo.

Minimum Sizing
Logo should never print less than 0.5" in width.

C: 26%
M: 18%
Y: 100%
K: 0%
#c7bc2f

C: 1%
M: 27%
Y: 98%
K: 0%
#fabd1b

C: 0%
M: 64%
Y: 84%
K: 0%
#f47b3d

C: 89%
M: 67%
Y: 42%
K: 33%
#23455b

C: 54%
M: 32%
Y: 10%
K: 0%
#7c9bc1

C: 51%
M: 42%
Y: 42%
K: 6%
#848484

Colors

The primary color palette for *The Food Principle* includes green, yellow, orange, dark blue, light blue and grey. All colors can be used so long as the final product passes color accessibility. CMYK colors are recommended for most print jobs.

Typography

The Food Principle uses the font Brandon Grotesque for headers and body copy.

- You may use bold ot italic versions of the font to add emphasis.
- When using this font to promote *The Food Principle*, do not add effects, such as gradients, emboss or drop shadow.

Header
Subheader1
Subheader2
Body copy

Imagery

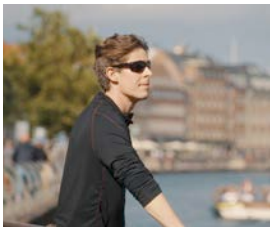
These graphics serve as signature art and title treatment art for *The Food Principle* and should be used where appropriate.

Signature Art

Title Treatment Art

Season Imagery

Below are 10 still images selected to reflect Season 1 of *The Food Principle*. These have been approved for promotional use and can be found, along with image captions, episodic production stills and other promotional tools, online at www.scetv.org/about/press-room or on the PBS Source.



FUNDING

Funding Partners

Where appropriate, funding partners should be mentioned. Season 1 of *The Food Principle* includes two funding partners:

- ETV Endowment of South Carolina
- VisitDenmark
- International Caterers Association Educational Foundation

THE FOOD PRINCIPLE

BIOGRAPHIES

Jim Kane

Series Creator & Host

Jim Kane has spent 20 years working as a change agent at the intersection of food, travel, and social impact, first as the founder of an award-winning boutique trip design firm, later as speaker and Emcee at adventure and food travel forums around the globe, and now as the creator and host of *The Food Principle*.

Over the course of these two decades, Jim has awoken to food's unmatched potential, not only to connect us to each other, but also to confront many of humanity's greatest challenges: from climate change to conservation, and from health to social justice. In *The Food Principle*, he sets off to learn from leaders in the vanguard of these battles, and invites viewers to a front row seat.

Don Godish
Executive Producer

Don Godish has more than 40 years of content creation experience in public broadcasting, working for public media organizations in West Virginia, Kentucky and South Carolina. Currently, Don serves as director of National Content and Regional Operations at South Carolina ETV.

Throughout his career as a producer and director, key credits include PBS' *American Experience*, *Adventures in Scale Modeling*, *Sea Change*, *Children in America's Schools* and a variety of documentaries filmed in the U.S., Europe and Canada. As an executive producer, he has worked with the Southern film series *Reel South*, *A Chef's Life* and *Somewhere South With Chef Vivian Howard*. His work has garnered a national Emmy Award along with regional Emmys and numerous Telly Awards.

Sarah Menzies
Director

Sarah Menzies is a filmmaker, director and producer whose approach is always consistent: find the humanity in the story in order to tell an authentic story that can move audiences to act.

Sarah's short documentaries, including: *The Mirnavator* (Director/Editor, 2017), *A Steelhead Quest* (Director/Editor, 2017), and *Catch It* (Director/Producer, 2014) have screened at festivals such as Seattle International Film Festival, Napa Valley Film Festival, Human Rights Watch Film Festival, Big Sky Film Festival, Mountainfilm and more. Sarah made her feature length documentary directorial debut at the 2018 Hot Docs Film Festival with *Afghan Cycles*.

lilDRAGON
lilDragon
Post Production

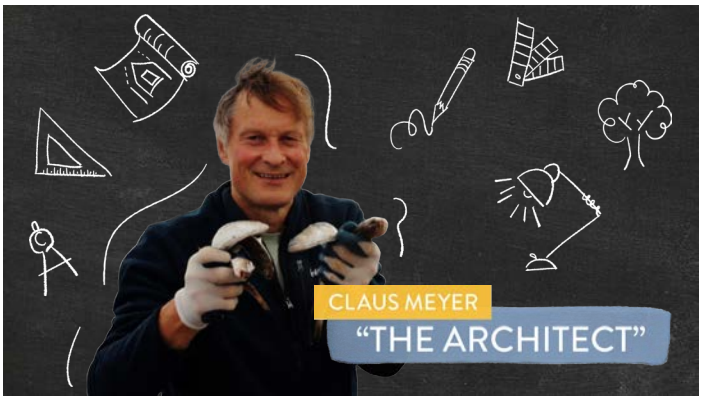
lilDragon is a Nashville-based production company, led by Joel McAfee and Gabe McCauley that is engaged in telling authentic stories through video. It is their core belief that the stories we tell define who we are. In addition to being the post production team for *The Food Principle*, lilDragon also produces their own PBS docuseries *Reconnecting Roots*, now in its third season.

Enrique Chi
Music Supervisor

Enrique Chi is the leader and songwriter for Making Movies is an international rock n' roll band known for its Latinx activism in the United States and abroad. Formed in Kansas City, MO in 2009, their music includes elements of rock, cumbia, psychedelia, American roots, and son cubano. The band was nominated in 2019 for the Latin Grammy Album of the Year for their collaboration with Ruben Blades.

Enrique is also the Founder, Artistic and Executive Director of Art as Mentorship, a non-profit organization empowering young people, through music, to write their own success stories.

Guest Biographies- Episode 101: Architects & Builders



Claus Meyer is a chef, author, food and social entrepreneur, TV host and a co-founder of the world renowned restaurant Noma. He is also one of the original architects of the New Nordic Manifesto which transformed food culture in Denmark and has had massive ripple effects worldwide. Claus is fueled by a desire to be an agent of change, and considers it like oxygen to create a moment of joy or hope for others.

Kamilla Seidler wants to make restaurants more welcoming, equitable, and balanced. In other words, sustainable for the team as well as the planet. In 2016 while leading restaurant Gustu in Bolivia, Kamilla was named Best Female Chef in Latin America. Now back in Copenhagen, she and her partners now own Lola and Lola Impact. Lola's philosophy is that you are nothing without your team. Everyone contributes ideas and new ways of doing things, gastronomically and in regard to well-being.

Mette Strarup was forged in fine dining, but would fall in love with teaching and the special connection to be had over a cutting board. Mette taught culinary classes in Claus Meyers' Danish prison program, and later in another social gastronomy project in Brownsville, NY. These projects brought her tinto contact with Kamilla Seidler and the work being done in Bolivia. When Mette returned to Denmark, a partnership beckoned - but only if it had a social impact.

Guest Biographies- Episode 102: Pilots & Pollinators

Ole Kassow is a changemaker and a social entrepreneur who believes in inspiring people to create a better world through focus on purpose, happiness and kindness. He is the founder of Cycling Without Age, a Copenhagen-based NGO that pairs volunteer bike pilots with nursing home residents, and in doing so brings joy and connection to both. In 2017 he was just the second Dane to become an Ashoka Fellow, the world's leading NGO for change-making and social entrepreneurship.

Chef Matt Orlando has worked in a handful of the most prestigious kitchens on two continents: including with Eric Ripert, Heston Blumenthal, Thomas Keller and René Redzepi, where Matt ended as head chef at Noma before opening his own restaurant, Amass, in a formerly abandoned shipyard neighborhood in Copenhagen. Matt's philosophy is encapsulated in the phrase 'responsible deliciousness'. He and his team turn typical food byproducts into delicious, sustainable menu stars. His goal is to shift mindsets and expand the ripples of impact by collaborating with like-minded farmers, chefs and food entrepreneurs. Amass was named Sustainable Restaurant of the Year 2017 by The White Guide and received the 1st prize from the 2019 and 2020 360° Eat Guide; a restaurant guide focusing equally on sustainability and gastronomy. In 2021 Matt received the Ethical & Sustainability Award from La Liste.

THE FOOD PRINCIPLE

SERIES DESCRIPTIONS

Long Description

Food not only connects us, but also plays a pivotal role in some of humanity's greatest challenges - from climate change and biodiversity loss to health and social justice. Join Jim Kane as he explores this role alongside the visionaries fighting at the front lines of conservation and community. The Food Principle inspires wonder, empathy and action, while showing how each of us can make a difference.

Medium Description

Food not only connects us, but also plays a pivotal role in some of humanity's greatest challenges. Join Jim Kane as he explores this role alongside the visionaries fighting at the front lines of conservation and community.

Short Description

Join Jim Kane as he awakens food's unmatched potential to confront humanity's greatest challenges.

THE FOOD PRINCIPLE

EPISODE DESCRIPTIONS

Episode 101: Architects & Builders

Long description
From New Nordic to new normal. In this episode of the Food Principle, learn about how Denmark is strengthening communities through food and social consciousness. Meet one of the original architects of the New Nordic Manifesto and two gifted community builders leading Denmark into its next decade of food leadership through social gastronomy.

Medium Description
Learn about how Denmark is strengthening communities through food and social consciousness. Meet one of the original architects of the New Nordic Manifesto and two community builders showcasing food leadership through social gastronomy.

Short Description
Learn about how Denmark is strengthening communities through food and social consciousness.

Episode 102: Pilots & Pollinators

Long description
Is it possible for the transformative power of community mindedness to ripple out beyond Denmark? In this episode of the Food Principle, meet a big-hearted cyclist whose urge to share a moment of camaraderie with elder home residents has grown into a global non-profit and join a world-class chef whose philosophy of responsible deliciousness has pollinated a thriving food ecosystem.

Medium Description
Meet a big-hearted cyclist whose urge to share a moment of camaraderie with elder home residents has grown into a global non-profit and join a world-class chef whose philosophy of responsible deliciousness has pollinated a thriving food ecosystem.

Short Description
Meet a cyclist growing a global non-profit and a chef pollinating a thriving food ecosystem.

THE FOOD PRINCIPLE

SEASON IMAGERY

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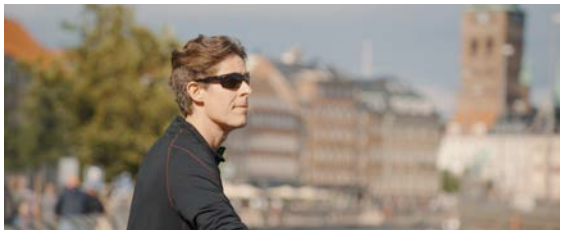

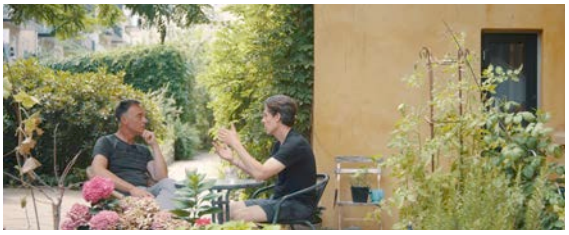

Please contact *etvcom@scetv.org* with any questions or concerns.

THE FOOD PRINCIPLE

EPISODE IMAGERY

Episode 101: Architects & Builders

IMAGE 1

Caption
Host Jim Kane meets Claus Meyer, one of the original architects of the New Nordic Food Manifesto.

Credit
Claus Rosenløv

IMAGE 2

Caption
Chef and social gastronomy entrepreneur Claus Mayer holds out some Fjæsing caught in his nets. Fjæsing is Denmark's only poisonous fish.

Credit
Claus Rosenløv

IMAGE 3

Caption
Jim Kane and Claus Meyer share a picnic table and discuss the idea of social consciousness in Denmark.

Credit
Claus Rosenløv

IMAGE 4

Caption
Jim Kane and Claus Meyer conversing under a tree about the idea of social consciousness in Denmark as expressed through the Danish word 'samfundssind'.

Credit
Claus Rosenløv

IMAGE 5

Caption
Danish chef and social gastronomy entrepreneur Kamilla Seidler stands outside her Copenhagen restaurant Lola

Credit
Claus Rosenløv

IMAGE 6

Caption
Jim Kane interviews Chef Kamilla Seidler in the living room of her home near Christianshavn, Copenhagen.

Credit
Claus Rosenløv

IMAGE 7

Caption
Kamilla Seidler and her business partner Mette Strarup take a break from Pétanque to raise a glass together.

Credit
Claus Rosenløv

IMAGE 8

Caption
Chef Mette Strarup outside her restaurant Lola in Copenhagen.

Credit
Claus Rosenløv

IMAGE 9

Caption
Kamilla Seidler readies herself to throw a metal ball in the Pétanque court on Lola's grounds.

Credit
Claus Rosenløv

IMAGE 10

Caption
Kamilla Seidler and Mette Strarup speak with host Jim Kane over a community dinner at the family-style tables of Absalon.

Credit
Claus Rosenløv

IMAGE 11

Caption
Chefs Renata and David give each other fist bumps outside the kitchen on the grounds of Lola.

Credit
Claus Rosenløv

IMAGE 12

Caption
Community dinner tables scene at Absalon with Jim Kane and Kamilla Seidler.

Credit
Claus Rosenløv

Episode 102: Pilots & Pollinators

IMAGE 1

Caption
Host Jim Kane speaks with Ole Kassow in his home garden about his non-profit organization, Cycling Without Age.

Credit
Claus Rosenløv

IMAGE 2

Caption
Ole Kassow, the founder of global non-profit Cycling Without Age, speaks with Jim Kane.

Credit
Claus Rosenløv

IMAGE 3

Caption
Chef Matt Orlando of Amass in Copenhagen stands outside his fiend's dockside café, La Banchina.

Credit
Claus Rosenløv

IMAGE 4

Caption
Jim Kane and Matt Orlando share a light moment inside the test kitchen at Amass.

Credit
Claus Rosenløv

IMAGE 5

Caption
Chef Matt Orlando and Jim Kane discuss a surplus sourdough ice cream dessert in Amass' test kitchen.

Credit
Claus Rosenløv

IMAGE 6

Caption
Chef Matt Orlando and Jim Kane chat at the table with Amass' signature graffiti wall art behind them.

Credit
Claus Rosenløv

IMAGE 7

Caption
Jim Kane shares some natural wine with Matt Orlando, Livia Haaland and friends at a dockside table.

Credit
Claus Rosenløv

IMAGE 8

Caption
Jim Kane sorts mushrooms growing at an urban farm in Copenhagen with Chef Matt Orlando.

Credit
Claus Rosenløv

IMAGE 9

Caption
Jim Kane sorts mushrooms growing at an urban farm in Copenhagen with Chef Matt Orlando.

Credit
Claus Rosenløv

IMAGE 10

Caption
Jim Kane and Matt Orlando smell grain mash at Empirical Spirits distilery with co-owner Lars Willliams.

Credit
Claus Rosenløv

IMAGE 11

Caption
Jim Kane pilots two friends by bike on the way from a rooftop farm to his friend's table.

Credit
Claus Rosenløv

IMAGE 12

Caption
Jim Kane, Matt Orlando and Livia Haaland in conversation at Øens Have, Scandinavia's largest urban farm.

Credit
Claus Rosenløv

THE FOOD PRINCIPLE

PRODUCTION PHOTOGRAPHY

IMAGE 1

Caption
Jim Kane and Chef Claus Meyer sharing their morning's catch of the poisonous fjaesing fish.

Credit
Claus Rosenløv

IMAGE 2

Caption
Jim Kane, Matt Orlando and Lesse Carlsen inside a mushroom growing container in Copenhagen.

Credit
Jim Kane

IMAGE 3

Caption
Sarah Menzies and Claus Rosenløv looking across the water at the world renowned restaurant, Noma.

Credit
Jim Kane

IMAGE 4

Caption
Jim Kane and Matt Orlando share conversation and a coffee at Matt's restaurant Amass.

Credit
Claus Rosenløv

IMAGE 5

Caption
Jim Kane carries a tripod down a spiral staircase in the Refshaleøen neighborhood of Copenhagen.

Credit
Claus Rosenløv

IMAGE 6

Caption
Sarah Menzies and Jim Kane strategize alongside Matt Orlando and Christian Møller Bach of Amass.

Credit
Claus Rosenløv

IMAGE 7

Caption
Sarah Menzies and Claus Rosenløv getting ready to shoot while riding a modified bike rickshaw.

Credit
Jim Kane

IMAGE 8

Caption
Jim Kane and Sarah Menzies sharing a smile at the end of the Denmark episodes production.

Credit
Claus Rosenløv

THE FOOD PRINCIPLE