



News Release
For Immediate Release

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Flatirons Food Film Festival's fourth year brings multi-day feast of film and events Oct. 20-23

Boulder, Colo. (July 7, 2016) – A *Bon Appetit* [Foodiest Town in America](#), Boulder, Colorado continues to build its exalted culinary reputation with its fourth annual [Flatirons Food Film Festival](#), October 20-23, 2016.

Boulder's strong culinary industry and "foodie" visitors and residents make it the ideal place for a food film festival. Boulder has been an incubator for the natural foods industry since the 1970s. Today, Boulder's athletic and outdoor-loving population continues to support healthy foods, organic farming, and farm-to-table eateries. The craft beer industry has also had much success in the Boulder area; currently, there are close to 40 breweries and the Brewers Association headquarters there. An influx of technology companies, such as Google, has added scores of affluent diners to frequent its award-winning restaurants. The natural beauty of Boulder, and its high-quality food scene, also help to bring thousands of visitors each year.

The Festival takes place over an extended weekend each October, and delivers a mix of features and documentary food films, both from the U.S. and around the world, to address a wide range of topics. The festival also holds culinary and social events and hosts guests related to the films. Last year, two James Beard Award winners participated in the festival: fermented foods guru Sandor Katz, and Chef Andy Ricker of Pok Pok restaurants.

Ricker appeared in support of the documentary, "Farang: The Story of Chef Andy Ricker." The evening with him also included a book-signing of his cookbook, "Pok Pok: Food and Stories from the Streets, Homes, and Roadside Restaurants of Thailand," the making and serving his signature chicken wings from the cookbook, and a Q&A session with him. "I had a great time at the Flatirons Food Film Festival," said Chef Ricker, "It's a great part of the food community in Boulder."

Katz also appreciated his experience at the Flatirons Food Film Festival. "There was a big, friendly, receptive crowd, great foods to taste, and inspiring, well-selected films," he said.

The festival also presents expert speakers to comment on the films and provides panel discussions on related topics. This year, it intends to further enrich its offerings by adding a lecture series and bringing in a larger roster of guests connected to festival films.

Julia Joun, festival director and founder, selects entertaining and educational films that reflect the diversity of our food experience. "Food can be sexy, romantic, artistic, and nurturing," she said, "It has everything to do with health and agriculture. Everyone has to eat, so food affects all of us."

The 2016 Flatirons Food Film Festival will include the following films (additional films, events, and speakers will be announced later):

- **CITY OF GOLD:** A penetrating portrait of Pulitzer Prize-winning restaurant critic Jonathan Gold and his deep and complex relationship with the food and culture of his city, Los Angeles.
- **DOUGH:** A fictional tale about an old Jewish baker (Jonathan Pryce of “Brazil” and “Game of Thrones”) in Britain who struggles to keep his business afloat until his young Muslim apprentice drops cannabis in the dough and sends sales sky high.
- **FEAR NO FRUIT:** A documentary about female produce pioneer Frieda Kaplan and how she transformed American cuisine by introducing over 200 exotic fruits and vegetables, including kiwis, to the US market.
- **FOR GRACE:** A documentary about 2016 James Beard Award-winning Chicago chef Curtis Duffy, his odyssey in building the restaurant of his dreams, and the turbulent personal history that shaped him.
- **JUST EAT IT:** An exploration of how nearly 50% of food in the US goes into the trash from the perspective of filmmakers who quit grocery shopping and lived on discarded food for six months.
- Children’s film program: A collection of short films about food for children. Preceded by a children’s tour of the Boulder Farmers Market by local chefs.

Tickets for the Flatirons Food Film Festival will be available for sale online in September. See www.flatironsfoodfilmfest.org for ticketing information.

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High resolution movie stills available on request.

About Flatirons Food Film Festival

The Flatirons Food Film Festival is an annual multi-day feast celebrating exceptional culinary cinema from various nations. It screens a diverse representation of films in format, both dramatic and documentary, and subject matter, from political issues to the pleasure of cooking, eating, and drinking. Expert speakers and related events accompany the films. For more information, please visit www.flatironsfoodfilmfest.org. For interviews with Julia Joun, Director of the Flatirons Food Film Festival, contact Kuvy Ax at ROOT PR: kuvy@rootpr.com or 720.329.7327.