



# *COFFEE QUEST*

# *Premium Documentary Series*

- ▶ Coffee Quest is a premium documentary series that takes viewers on a scintillating expedition deep into the jungles of Africa with the world's leading coffee authority—often called the Indiana Jones of coffee—to recover a rare species worth billions of dollars.



A man with a beard and a green backpack is looking directly at the camera in a coffee plantation. The background is filled with green coffee leaves and branches. A red arrow-shaped banner is overlaid on the top left of the image, containing the title.

# *The Challenge*

- ▶ Coffee is going extinct. By 2050 the two main coffee varieties we drink will be gone, and sixty percent of other species soon to follow unless a more resilient bean is found that can withstand higher global temperatures and more extreme weather conditions.
- ▶ Dr. Aaron P. Davis Research Leader of Crops and Global Change at The Royal Botanical Gardens, Kew (or, more commonly, Kew Gardens), one of the world's leading botanical research and education institutions, has found that savior bean, or what he calls The Holy Grail.



# *The Solution*

- ▶ In 2012, Davis discovered in South Sudan a family of *wild arabica* that had withstood hundreds of years of varying weather conditions while growing unexpectedly in South Sudan. But he was only able to take the leaves of the plant.
- ▶ A Sudanese fighter jet crashed near his research area. Militia dragged the pilot's bloody body through the streets. Davis had to make a quick exit. Civil war has kept him from going back.
- ▶ Until now.

# Format and Structure

- ▶ In 10 gripping episodes, we'll chronicle Davis' journey while cutting to contextual scenes:
  - ▶ A financial trader buying and selling millions of dollars of coffee commodities on the C-Market
  - ▶ The world's largest industrial farm, the size of Manhattan, in Brazil
  - ▶ A small family farm in Costa Rica
  - ▶ The World Barista Championships
  - ▶ And various sit down interviews with coffee experts and historians
- ▶ We'll end each episode with a cliffhanger on the trail to *wild arabica*: forest elephants stampeding camp; getting stopped at armed checkpoints; being swept up in the floods; and more "did they survive?" moments.



# *Visual Effects*

- ▶ In the 173-year-old Herbarium at Kew Gardens, where the largest number of plants species in the world—7 million—are stored, we'll utilize cutting edge VFX to show how coffee DNA can be manipulated and cross-engineered to create a super species ready to stand the extreme effects of climate change.
- ▶ Through animation, we timeline coffee's fascinating history: How an Ethiopian goat herder named Kaldi noticed his goats eating some berries and getting hyper. He tried the beans himself and got a quick buzz; to a Sufi saint who smuggled beans to India; to the first coffee shop in Constantinople in 1475; to coffee's role in the Industrial Revolution; World Wars; and more.



# Human Stories

- ▶ We'll put human faces to the journey and show a small lot farmer who's been suffering with poor yields, facing bankruptcy. He's part of the test project to farm the *wild arabica* species—a new lifeline of hope for him and his family




A close-up photograph of a coffee branch with several clusters of dark, ripe coffee cherries. The branch is light brown and has several green leaves. The background is a blurred lattice structure, possibly a trellis, with green leaves and branches. The overall scene is outdoors and brightly lit.

# *Call To Action*

- ▶ Every episode will encourage viewers to take positive action: buying Fair Trade; informing people about single origin species, the importance of seeking out shade grown coffees; or where they can find coffee that supports small lot farmers.



# *Giveback*

- ▶ We'll be giving back ourselves by helping to provide better seeds to small farmers and financial supporting the nonprofit work and research at Kew Gardens—the world's foremost center for coffee and climate change.
- 

# *Creator Writer Producer*

- ▶ Thomas M. Kostigen is a multiple New York Times bestselling author and award-winning National Geographic writer. His most recent book (coauthored with Academy Award-winning actor Robert Downey, Jr.) is *Cool Food: Erasing Your Carbon Footprint One Bite at a Time* (Blackstone). *Cool Food* was also nominated for the prestigious Audie Award in its category. Kostigen has reported from war zones to the world's wonders across five continents, and appears regularly as a guest in the media.





*Thank you*