


AND  
THEN  
THERE  
WERE  
VINEYARDS

*The Story of the North Fork Wine Region*





Less than 100 miles east of Manhattan lies the North Fork of Long Island, a bucolic strip of land that juts out into the Atlantic, that is now among the most exciting wine producing regions in America.

Trailblazers Alex and Louisa Hargrave first planted vines on the North Fork in 1973, and from that almost imperceptible beginning three decades ago, the North Fork of Long Island now regularly produces wines that rival the best from the most famous and revered wine producing regions in the world.

*“And Then There Were Vineyards”* will examine how and why the wines of the North Fork have gained their reputation and what is unique about this area that lends itself to fine wine making. Also, we will profile the colorful personalities who have toiled for decades, in trial and error fashion, to learn which grapes grow best in their soil and climate.

Parallel to this, *“And Then There Were Vineyards”* will take the viewer through the many stages of the growing season. From late winter when the vines are dormant, to the bud break of spring, to the anticipation of the harvest, to the juice safely fermenting in barrels, *“And Then There Were Vineyards”* will show that despite all the science and art in wine making, wine makers are first and foremost, farmers who are subject to all the vagaries of climate.

The North Fork is a beautiful and peaceful place with a long agricultural history, particularly potato farming. And it is those very potato farms that have been converted to the beautiful, rolling vineyards that now comprise so much of the North Fork. Another important by-product from the success of the North Fork wine region has been a preservation of the land allowing for the continuation of that agricultural history.

***The Interview Process has already begun. Interviews were conducted in December 2004 and January 2005, and will continue for the rest of 2005, concluding in December.***

***The Pruning Process was shot this past January; the bud break in May.***

***Post-Production will take place intermittently between summer 2005 (as we begin to acquire more interviews and footage) and December 1, 2005. A majority of the post-production including voiceover, graphics and effects will take place between December 1, 2005 and the end of February 2006.***



## *Wine is Hot!*

Also unique to the North Fork is its proximity to New York City. Arguably, more fine wine is consumed on a daily basis in New York than any other city in the world. With the dramatic improvement of North Fork wines, many of those wines are now served in New York's finest restaurants and sold in New York's best wine shops.

On the east end of Long Island, the Hamptons, with its beaches and nightlife has long been a popular vacation spot, but now because of these vineyards, the North Fork is rapidly turning into its own tourist destination.

In an endeavor that measures time over generations and centuries, the North Fork of Long Island, in a veritable blink of an eye, has grown from a few experimental pioneers into a thriving wine producing region with more than thirty wineries.

- *Sales of table wine in the U.S. have increased every year since 1993*
- *Adults over 40-years-old make up approximately 63% of core wine consumers*
- *Ages 45 – 64 have the highest average income and highest average spending*
- *77 million baby boomers (ages 40 – 58) in 2004*
- *The U.S. will become the world's largest wine consumer by 2008*
- *“Sideways” wins an Academy Award (Best Adapted Screenplay), receives five nominations, wins two Golden Globes and grosses over \$71 million*
- *“Mondovino” critically acclaimed documentary premiered at 2004 Cannes Film Festival*

### *Sources:*

*wineinstitute.org*  
*winemarketcouncil.com*  
*winebusiness.com*  
*movieweb.com*  
*Vinexpo*



## *Timeline*



DEC 2004

JAN 2005

SUMMER 2005

AUG 2005

OCT 2005

JAN 2006

MAR 2006

Interviews conducted and will continue through December 2005

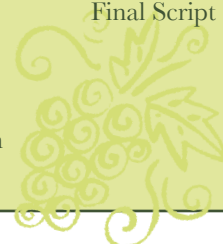
Begin Post-Production and continue through February 2006

Shooting schedule: Green Harvest and Harvest Anticipation

Shooting schedule: Harvest, Crush and Fermentation

Final Script

Program ready to air March 31



# Budget Proposal



Executive Producers	\$ 38,000
Writer	\$ 5,000
Production Assistant	\$ 3,000
Camera (25 shoot days)	\$ 50,000
Graphics	\$ 5,000
Talent (voiceover)	\$ 3,000
Music rights	\$ 3,000
Transcripts	\$ 3,500
Tape stock	\$ 3,000
Stock footage and photos	\$ 7,500
Travel, hotel, per diem	\$ 3,000
Editing/Post-Production (On-line, Audio Mixing, Motion Control)	\$ 40,000
Legal Fees/Insurance	\$ 10,000
Administrative costs (Shipping, Scheduling, Office Supplies)	\$ 3,000
DVD production, marketing	\$ 3,000

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**TOTAL** **\$180,000**

# Sponsorship



- 15 second commercial before and after program
- Branding on show website
- Product placement (where applicable)
- Artwork on cover to DVD
- Point of purchase artwork at wineries (DVD sales)
- Cross promotion on your website to drive awareness
- Greeting from CEO or spokesperson on DVD

## Contact:

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Email: [VintageProductionGroup@hotmail.com](mailto:VintageProductionGroup@hotmail.com)

# Biographies

## Jeff Filippi

Mr. Filippi, twice a national Emmy award winner, has twenty-five years experience as a television producer/executive. During that time, he has produced hundreds of events, including four Winter Olympics, seven U.S. Open Tennis Championships and five Masters Tournaments. Jeff has worked for ABC Sports, CBS Sports, USA Network, ESPN, Classic Sports Network and the YES Network.

As VP production/executive producer of Classic Sports Network, Mr. Filippi was part of senior management that built the network from inception through its purchase by ESPN for \$175 million.

Other projects have included serving as coordinating producer for the Discovery Science "Live Birth Day," head writer for "Christmas at Rockefeller Center," and last July spent the month in France as the Outdoor Life Network's coordinating producer of primetime coverage for the 2004 Tour de France.

Jeff has been an avid wine enthusiast and collector for over 15 years and is a published author, both in print and on the Internet, on the subject.

He resides in New York City and Greenport, NY with his wife and son. They look forward to the birth of a daughter in October.

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## Matt Fineman

For over ten years Mr. Fineman has worked in television production. During that time he has been a producer, writer and director for Emmy nominated programs and features. A member of the Director's Guild of America, he has developed and produced on-air promotions and commercials.

Over the past decade, Matt has worked on live sporting events for the NBA, NHL, and MLB with additional assignments covering the NFL and NCAA for the Madison Square Garden Network.

Mr. Fineman has also produced corporate and charity videos for such organizations as the American Liver Foundation, March of Dimes and the Major League Baseball Players Alumni Association.

His family has been in the wine business for more than thirty years, importing and distributing fine and rare wines.

Matt resides in Plainview, New York with his wife and two children.

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## Roy Schneider

For the past eighteen years, Emmy Award winning producer/editor Roy Schneider has been the creative force behind hundreds of television shows, commercials, promos and music videos. From "Sesame Street" to network sports specials, Roy's work has garnered him two Emmy Awards and five nominations.

Mr. Schneider has created the musical soundtrack for numerous commercial projects and television

promos. Recently, he opened his own post-production facility.

His unique style has attracted networks and independent producers from around the country to seek out his services.

Mr. Schneider is a gourmet chef with an appreciation for fine wine.

Roy and his wife reside in Port Washington, New York.