
TASTE



About TASTE Kickstarter

Every person who makes our food has a story.



The TASTE campaign was selected as a Kickstarter staff pick within one hour of launching! [Proof.](#)

EMBARGOED UNTIL JULY 14TH, 2015

[Kickstarter Campaign Page](#)

Short Blurb

TASTE With Kevin Longa (or *TASTE*, for short) is an internationally award-winning documentary series featuring the stories of food entrepreneurs. Unlike most reality food and travel shows, *TASTE* exhibits the real people who make our food. These stories span across parts of Asia, Europe and America. Filmmaker Kevin Longa is offering exclusive items, rewards and discounts to backers who help him raise funds at his Kickstarter campaign page. Check it out: tastewithkevin.com/kspage

News Story: AWARD-WINNING FOOD DOCUMENTARY SERIES LAUNCHES KICKSTARTER

San Francisco, CA - July 14, 2015

Internationally award-winning food documentary series *TASTE* recently launched its Kickstarter campaign. The *TASTE* series explores a side of food that most food-and-travel shows rarely exhibit. The biggest difference is that *TASTE* focuses more on the people who make our food, rather than the food itself.

Each 4-minute, web-based episode features a different story about a food entrepreneur - from bakers to chefs to farmers. Filmmaker Kevin Longa created the campaign to fund post-production for the *TASTE: Europe* series.

After graduating from UCLA, Longa traveled across Asia, Europe and the Americas with his camera. He filmed culinary entrepreneurs such as a man who ditched his job at IBM to resurrect the lost art of snail (escargot) farming in Vienna and a San Francisco chef who changes a young criminal's life through cooking. Longa has eight short films lined up for his *TASTE: Europe* series.

While *TASTE* aims to set itself apart from traditional food TV and food advocacy documentaries, Longa respects and draws inspiration from food storytellers who came before him. According to PBS's Joanne Weir (*Cooking Confidence*), she declares "*TASTE* is incredible filmmaking! This kid has talent!" And food advocate/documentarian Raj Patel (*A Place at the Table*, 2010) says "Kevin is a rare talent - a filmmaker ready to take risks and make the world right under our noses seem fresh and new."

See more information about *TASTE* at their Kickstarter Campaign: tastewithkevin.com/kspage

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TASTE

About the Filmmaker



Driven by his own food story, Kevin Longa discovers the untold stories of food and the people who make it.

Between grade school classes, he created films and won national filmmaking awards such as *Videomaker Magazine*'s coveted "Best Student Film of the Year" award (2008). Meanwhile, he sourced his school lunches from culinary encounters abroad - from China to Cape Town.

By the time he earned his UCLA degree and graduated from the Silicon Valley entrepreneurial program Draper University, Kevin had ventured across five continents, filmed countless food entrepreneurs and won film awards across the world.

Sample Tweets

What do Michelin-starred chefs & snail farmers have in common? They're both on @tastewithkevin's @kickstarter tastewithkevin.com/kspage

So much #food! Take an epic culinary journey around the world in 3mins at @tastewithkevin's @kickstarter tastewithkevin.com/kspage

"TASTE: Europe - International Food Documentary Series" is trending on @kickstarter! tastewithkevin.com/kspage @tastewithkevin

Raw. Real. Delicious. Ain't your average food-and-travel show. Watch TRUE food stories tastewithkevin.com/kspage @tastewithkevin

Help make it happen for award-winning @tastewithkevin's new short food doc series TASTE: Europe on @kickstarter tastewithkevin.com/kspage

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*Note: the Kickstarter campaign period will be a flurry of awesomeness & activity. We will try to respond ASAP.
